

Arts Council of Wales

Sustainable Development Action Plan 2015/16

September 2015





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Arts Council of Wales operates an equal opportunities policy.

Sustainable Development Action Plan 2015/16

1. Creating the environment for the arts to flourish.

What are we trying to achieve?

We want to see our best artists and organisations able to create their best work and to sustain themselves through the quality of their activities. Priorities will be our Investment Review that will re-invigorate our existing portfolio of revenue funded organisations (RFOs), support for the individual artist and festivals and major events that significantly raise the profile of the arts.

More generally, our funding information and Guidelines are being reviewed to promote more widely the funding opportunities that we offer.

We are committed to these measures to encourage and support the artists and organisations we support and influence to work sustainably.

Action	Measure	Lead team
1. Ensure that SD principles guide the Investment Review process.	<ul style="list-style-type: none"> The IR Assessment Process reflects our aspirations to mainstream SD into all aspects of our work as outlined in <i>Inspire: Creativity and the arts</i> and <i>'Strive to Excel'</i>. 	Investment and Funding Services/Enterprise and Regeneration/Arts Development/Council
2. Collect information about how lottery funded projects are contributing to our SD aspirations.	<ul style="list-style-type: none"> New Completion Report to collate relevant data. SD considerations built into lottery decisions. 	Investment and Funding Services/Enterprise and Regeneration
3. Encourage applications from a wider diversity of individuals and organisations	<ul style="list-style-type: none"> Work with specialist agencies to improve the reach of our funding surgeries. 	Information Services

<p>4. Promote applications from artists and arts organisations who want to work in an innovative way on SD themes and principles.</p>	<ul style="list-style-type: none"> - Data compiled from applications received and success rate. 	<p>Enterprise and Regeneration</p>
<p>5. Invest Lottery capital funding to improve Wales' main arts venues SD footprint</p>	<ul style="list-style-type: none"> - BREEAM achieved for any new build - High Environmental ratings for new equipment - Investment in projects that improve SD footprint 	<p>Investment and Funding Services</p>

2. Increasing the value of international cultural exchange to the arts in Wales

What are we trying to achieve?

We want to enable leading artists and arts organisations in Wales to realise their international ambitions by expanding horizons, encouraging potential and connecting with inspiring partners and markets. In an increasingly globalised world we want the arts in Wales to be able to operate effectively in the global market place.

However, we also know that experiencing and appreciating cultural traditions from around the world can increase our understanding of cultural diversity. We therefore encourage artists and audiences to develop international links.

We want to ensure that this work happens as sustainably as possible particularly in relation to international travel.

Action	Measure	Lead team
6. Increase opportunities for international artist exchanges on themes and principles of SD.	<ul style="list-style-type: none">– International exchange projects supported through our International Opportunities Fund– Encourage and promote collaborative international digital projects	Wales Arts International/ Enterprise and Regeneration

3. Finding new opportunities, ways and places for people to enjoy and take part in the arts

What are we trying to achieve?

We want to encourage as many people as possible in Wales to enjoy and take part in the arts. It's not just about defending and protecting what already exists. We want to see the arts activities that we support reaching out to a wider cross section of the population of Wales – in new ways and in new places – to people who've previously experienced barriers to attending and taking part in the arts.

Action	Measure	Lead team
7. Provide artists and arts organisations with the practical tools to help them reach a broader and more representative, sustainable audience.	<ul style="list-style-type: none"> – Equalities Guidelines and Toolkit published on our website – 3 training/familiarisation sessions undertaken during 2015/16 to cover Guidance document including SD principle 	<p>Engagement and Participation/Arts Development</p> <p>Enterprise and Regeneration/HR</p>
8. Develop and strengthen our relationships with partners who understand the particular views and perspectives of people - across the full range of protected characteristics.	<ul style="list-style-type: none"> – New partnerships and collaborations established 	<p>Engagement and Participation/Arts Development</p>

4. Developing the creativity of children and young people

What are we trying to achieve?

We want to see more children and young people across Wales actively involved in high quality creative activity. Whatever the circumstances that they face, we want all young people to have the opportunity to develop their talents (including to an advanced level of attainment).

Young Creators – our strategy for the development of arts and young people – commits us to ensuring that opportunities to engage with the arts are available to all children and young people in Wales. Children and young people have different skills, different abilities and different needs. In all of our programmes we will make sure that all of these needs and abilities are met.

A key priority will be working with the Welsh Government on the implementation of the Creative Learning through the Arts – an action plan for Wales.

Action	Measure	Lead team
9. Develop, implement and support projects which are developed specifically to address the issues and themes of SD	– Specific targeted projects supported within programmes such as Momentum	Engagement and Participation

5. Encouraging innovation, resilience and sustainability

What are we trying to achieve?

We want to deliver a strategy for the arts in Wales, that encourages innovation and entrepreneurship and that enables the work of our artists and arts organisations to become more resilient and sustainable.

Our definition of sustainability is wide ranging and extends to environmental, social and economic well-being. A key feature of this is likely to be the extent that arts organisations are 'embedded' within their local communities, promoting activity which engages and reaches individuals across the broad spectrum of society.

Action	Measure	Lead team
10. Support RFOs to operate fully compliant SD policies by signing up to the Welsh Government's SD Charter within the next 12 months	<ul style="list-style-type: none"> - All RFOs to provide copies of current or updated SD policies/ strategies - Assess the range and extent of current compliance through the Annual Review Meetings - Publicise and promote examples of good practice - Signpost those we fund to support materials and advice through a partnership with Cynnal Cymru 	<p>Investment and Funding Services</p> <p>Communications</p> <p>Information Services</p>
11. Support National companies to demonstrate their leadership role in promoting SD principles	<ul style="list-style-type: none"> - Revenue funded national companies/venues, produce or develop exemplars of best practice. 	Arts Development
12. Monitor Phase 2 of the Ideas: People: Places Programme of projects – to ensure the arts are embedded in the culture led regeneration of localities.	<ul style="list-style-type: none"> - 7 projects monitored for progress against the programme aims - Academic partners found to evaluate the impact of the projects. 	Enterprise and Regeneration

6. Protecting and growing the funding for the arts in Wales

What are we trying to achieve?

The arts in Wales are sustained by a range of different organisations contributing money, resources and expertise. However, funding (especially in the public sector) is being squeezed, with our local authorities in particular facing increasing difficulties in maintaining current levels of funding. Our priority during 2015/16 will be an advocacy campaign designed to protect local authority investment in the arts.

Being sustainable means being relevant and meaningful to your locality and/or community of interest. We will work with our funded organisations and partners to ensure sustainable organisations and projects as far as possible.

Data and evidence allows us to monitor how effectively we are working. Improving our evidence base will be a priority during 2015/16.

Action	Measure	Lead team
13. Collect quantitative data relating to SD principles of economic, social, and environmental in relation to how our funding is distributed	<ul style="list-style-type: none"> – Data captured and analysed and used as the evidence base that informs future development work – Report on progress in our Annual SD Report 	<p>Research</p> <p>Enterprise and Regeneration</p>
14. New projects developed that support SD principles and aspirations in terms of economic and community development through the arts.	<ul style="list-style-type: none"> – Projects supported through the lottery 	Enterprise and Regeneration

7. Demonstrating the value of the arts

What are we trying to achieve?

We want to promote a positive and engaging view of the arts in Wales, making sure that the arts sector and the wider public in Wales understand what we, the Arts Council, are trying to achieve in relation to Sustainable Development.

Action	Measure	Lead team
15. Ensure the Arts Council's policies, procedures and projects have a positive impact in relation to SD themes, SD goals and aspirations.	<ul style="list-style-type: none"> – Reviewed on an annual basis 	SD Monitoring Group
16. Collate and promote examples of best practice that demonstrates an innovative approach to SD	<ul style="list-style-type: none"> – Minimum of 3 case studies collected and written and distributed online. – At least 1 media campaign focusing on SD issues 	Communications
17. Encourage and promote debate about the role that the arts can play in advancing sustainable development principles.	<ul style="list-style-type: none"> – SD issues featured in discussion/networking event with National Advisers – SD issues a feature in one of the Sgwrs events during 2015/16 – Ongoing dialogue with our RFO's about their own role 	Arts Development Communications Investment and Funding Services.
18. Ensuring that we publish information and support materials through our website	<ul style="list-style-type: none"> – SD page created on website with regular updates. 	Communications

8. Making the Arts Council an efficient and effective public body

What are we trying to achieve?

As a public body we have a responsibility to create a strong, confident organisation providing services that are relevant and useful. We provide professional services across a range of disciplines. As well as aiming for quality in the delivery of these services, we're committed to doing so in ways which reduce cost and recognise our responsibility to become a more environmentally sustainable organisation.

The Arts Council of Wales is named as one of the first tranche of public bodies expected to comply with the Sustainable Development legislation when it becomes law – in advance of many others including the local authorities. We are delighted by this. It is something that we embrace wholeheartedly and are committed to make happen. We believe we can, as a sector, be the catalyst that causes a step change and we will advocate tirelessly for the role of creativity and the artist in such a process.

The over-arching nature of SD outcomes advocated in the Future Generations Bill has game changing potential and can only be achieved by multi-agency working. Whilst the legislation will ensure a letter of the law compliance, we are much more concerned with a spirit of the law compliance. We are aware that this is an age where we need to be challenging existing paradigms and evolving different and more sustainable models of public services. This is a long term change which will need everyone to embark on a shared journey, where we share the responsibility for defining and delivering this future.

Action	Measure	Lead team
19. The Arts Council of Wales has a clear understanding of its obligations under the Sustainable Development legislation as of April 2014.	<ul style="list-style-type: none"> – We are able to meet all our statutory reporting obligations under the Future Generations Bill from mid-2014 onwards (end of Q2). – SD Action Plan for 2015/16 is published – Plan is monitored 	<p>Enterprise and Regeneration</p> <p>SD Monitoring Group</p>
20. The Arts Council's policies, procedures and projects have a positive impact in relation to SD themes, SD goals and aspirations.	<ul style="list-style-type: none"> – Reviewed on an annual basis – Sustainable Development Report for 2015/16 produced and published (to incorporate the existing Environmental 	<p>SD Monitoring Group</p> <p>Enterprise and Regeneration</p>

<p>21. The Arts Council of Wales continues to brief and train its Council and staff about Sustainable Development and all I have a clear understanding of what is expected of them.</p>	<ul style="list-style-type: none"> - A training and communications package developed and delivered. 	<p>Chief Executive/ SD Monitoring Group/ Communications/ HR</p>
<p>22. Policies and procedures for the procurement of goods and services are fair, equitable and transparent and comply with SD principles.</p>	<ul style="list-style-type: none"> - Supplier/contractors confirmed as SD compliant - Data and statistics included in the SD Annual Report 	<p>Corporate Services. Enterprise and Regeneration</p>
<p>23. Ensure that our standard Reporting template for SMT and Council papers has an SD section to be completed.</p>	<ul style="list-style-type: none"> - Standard template to be updated accordingly - Guidance provided to officers about the information required to complete the template effectively. 	<p>Enterprise and Regeneration</p>

Sustainable Development Policy

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graph TD; A[Sustainable Development Policy] --> B(What are we doing ourselves?); A --> C(How do we influence what those we fund are doing?); A --> D(What can we do to raise awareness in general?); B --> E[Sustainable Development Action Plan]; C --> F[RFA's, Standard Conditions of Grant, Help and Support, Funding Programmes, Facilitating training & information sharing]; D --> G[Partnerships & Collaborations, Joining Networks, Proactive in the field, Creating & facilitating opportunities to engage with the issues, Advocating positive action];
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What are we doing ourselves?

- Sustainable Development Action Plan

How do we influence what those we fund are doing?

- RFA's
- Standard Conditions of Grant
- Help and Support
- Funding Programmes
- Facilitating training & information sharing

What can we do to raise awareness in general?

- Partnerships & Collaborations
- Joining Networks
- Proactive in the field
- Creating & facilitating opportunities to engage with the issues
- Advocating positive action