**Arts Council of Wales Response to the**

**Welsh Language Arts Marketing Report 2020/21 (author: Catrin Llwyd and Lowri Johnston)**

**Introduction and summary**

In February 2020 we commissioned research into the strength and effectiveness of Welsh Language Arts Marketing activity across Wales.

This piece of research was tendered for back in October 2019. An initiation meeting was held in March 2020 with the successful bidder, and the work was concluded with a presentation to the Arts Council in February 2020. Although the onset of the Covid 19 pandemic in March 2020 did not impact upon the progress of the work, the fact that the bulk of the desk research, one-to-one conversations and focus groups took place during the first lockdown period did influence some of the thinking and feedback which makes it difficult to ignore the Covid 19 context.

Lowri Johnston and Catrin Llwyd worked to a project plan that thoughtfully considered the geography and regionality at play in today’s Wales, whilst at the same time devoting considerable time and space for the arts sector to meaningfully respond to the questions around their approach to engaging with Welsh language audiences and communities, not least through targeted Facebook advertising, which cast the net widely within the Welsh speaking community. Responses have been varied and thorough, and there is a great deal to take away from the work. Thanks to everyone that contributed their time and ideas to this process.

This is our response to the report’s findings. We accept a great deal of the report’s recommendations and feel that there is much interplay with this work and the recent work undertaken by Elen ap Robert on the [Welsh Language Mapping](https://arts.wales/resources/welsh-language-mapping-report) report. In this response we examine the potential of each recommendation and suggest ways in which we can realise the vision central to each one, whether immediately by ourselves, with existing or potential partners or if we feel a more blended, nuanced and iterative investigation needs to occur.

The Arts Council of Wales has already committed wholeheartedly to the recommendations of the Welsh Language Mapping Report, which represents an important step-change. Recognising that it is no longer acceptable for us to be reactive in relation to the Welsh language, we are committed to improving the ways that we support the arts in Wales to embrace bilingualism and see the benefits of it in a contemporary intersectional Wales and global multilingual world. The Welsh Language Enabler post will be key to these developments.

Below, we explain how we intend to do this. Many of these are these link to the actions endorsed by our Council through the agreed actions of the Mapping Report and will feature as responsibilities within the new Welsh Language Enabler role and will be developed by the strategic lead for the Welsh language on SLT.

**Valuing and promoting the Welsh Language: our commitment**

The language provides the means to understand and enjoy an extraordinarily rich literature and culture. The arts thrive on this and play a vital role at the heart of Welsh life.

We want to make sure that Welsh Language opportunities to make, enjoy, take part and work in the arts are as readily available through the medium of the Welsh Language as they are in English and are as accessible to as wide a range of people. Welsh Language is a civic enabler and a cultural force for richness and diversity.

Given our commitment, over many years, to develop our Welsh Language output it’s disappointing that we’ve failed to make more progress thus far. We know that this must change. The research confirms the sad fact that too many people are unable to attend and take part in Welsh language events and activities close to home. In particular, we’re aware that the current distribution of opportunities across Wales is uneven. Even provision in our more populous cities – Cardiff, Swansea and Newport – is poor, relative to the population. Without easy and regular access to Welsh medium activity, it’s very difficult to develop and sustain the use of language, develop its potential as a living language and break down perceptions that it is only for the few. This is a challenge and we’re determined that our support will be part of the solution in addressing this.

**The context**

The Welsh Government has set out a clear message in its Welsh language strategy, [Cymraeg 2050](https://gov.wales/sites/default/files/publications/2018-12/cymraeg-2050-welsh-language-strategy.pdf) - the ambition to achieve 1 million Welsh speakers in Wales by 2050.

In support of this, the Welsh Government’s [Well-Being of Future Generations (Wales) Act](https://futuregenerations.wales/wp-content/uploads/2017/02/150623-guide-to-the-fg-act-en.pdf) identifies the Welsh language as one of its well-being goals (“A Wales of Vibrant Culture and Thriving Welsh Language”). The Arts Council of Wales has a clear role to play supporting and promoting these agendas, as outlined in Cymraeg 2050.

As a public body, we have legal responsibilities for meeting Welsh Language standards defined in the Welsh Language (Wales) Measure 2011 and have a [Policy for Promoting and Facilitating the use of Welsh](https://arts.wales/about-us/strategy/welsh-language). We work through a range of partners and stakeholders, as well as the artists and arts organisations that we fund. We’re aware that our ambitions aren’t always as clear or visible to others, and progress in achieving our goals has been slower than we would have wished.

**The Objectives of the Research**

As we move forward with renewed commitment to the development and promotion of the arts through the medium of Welsh, we assert and believe that everyone has the right to explore their own culture, their own creativity, through the language of their choice, whether as consumer, participant or artist.

Integral to the next step of ensuring that activity and opportunity reaches its target audiences and communities is to ensure that Welsh language marketing of the arts not only provides information, but also ensures that Welsh language audiences can engage with information in the language of their choice. The Welsh Language Marketing work attempted to undertake a short assessment of the Welsh language marketing provision across the arts sector in Wales.

The specific objectives and outputs of the research were split into two distinct parts:

* A scoping exercise into current Welsh language marketing practices, that encompassed desk-top research, liaising with the arts sector across all artforms, identifying good practice, working nationally with representative groups, recognising gaps in provision, and evaluating the current methodologies.
* An assessment of the overall effectiveness of current practice, and the proposal of recommendations as to how this could be enhanced.

**Our response**

We welcome the findings of the report and are committed to fulfilling the recommendations within it in a timely and collaborative manner. We’re also keenly aware of the incremental, exploratory and iterative nature of the work ahead of us and as with the Welsh Language Mapping Report, there is a clear focus on partnership working as a necessity to ensure delivery. One of the key recommendations of the Report, which the Arts Council is currently actioning, is the appointment of a Welsh Language Enabler. The Enabler role has been created in order to lead on implementing closer cross organisational/sector working, and will work under the guidance of a Director on SLT responsible for strategic Welsh language matters.

Many of the recommendations will be set within the context of this new role, and some will be maintained as associated aspirations. As we begin on our journey with the Welsh Language Enabler in place, placing these recommendations alongside the mandate for advancing the findings of Elen ap Robert is essential. Below, we will highlight what we can do now and can do quickly, whilst at the same time, commit to investigating those recommendations we feel require revisiting, consultation, or a longer-term approach.

**The recommendations**

The Welsh Language Marketing report highlights 16 recommendations for consideration*.* Set out below you’ll find our response to each of the Report’s recommendations.

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| **Recommendation 1** | Undertake national research to gather the public’s views of current Welsh language arts provision, and to understand the aspirations of Welsh-speakers in relation to provision that appeals to them |
| Our response | The funding and development of exciting, high-quality experiences across the arts by Wales’s artists and companies is utmost in our expectations. With this recommendation we welcome the opportunity to support the producing and presenting sector and believe this work could further bridge a perceived divide between the two. Placing audiences and communities are at the heart of the conversation and embedding their voice within the creative mindset could be the missing component to achieving this. |
| What we’ll do | Investigate the feasibility of this recommendation as a more mature market research, focus group exercise, potentially aligning and partnering with the theatre and arts centre network to fully exploit links and connections to existing audiences.  Set up a meeting for the key organisations (both producers and presenters) to discuss the priority need for the recommendation and assess options for collaborative working.  Assess potential for this work to be undertaken as an in-house piece of consultation or small, bespoke market research exercise. |
| By when | April 2022 |
| Resource implications | Staff time to coordinate meeting between key stakeholders within the producer / presenter sector and to collate response. |

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| **Recommendation 2** | Coordinate a process for venues to share audience data with production companies, including data on Welsh-speakers and their level of proficiency in Welsh. Ensure consistency in the data gathered across Wales |
| Our response | Through our APW Survey work the Research Team collate information on Welsh Language performances, collecting on a performance-by-performance basis the total numbers attending Welsh Language performances across the year.  One of the tools that runs alongside the Audience Finder system we provide to the presenting and producing sectors allows touring companies to request information on ticket buyers attending their performances. Show Stats allows touring companies and organisations to see their audiences across a full tour and performance by performance. Therefore, production companies are now able to build a clear picture of their audiences, which should enable them to create integrated marketing plans, build cases for funding and enable further partnership working. As long as a venue is signed up to Audience Finder, historical data is available as far back as 2018. Audience Agency is reporting positively around data sharing between producers and presenters.  There is a clear opportunity for the Welsh language theatre production sector to take advantage of this facility, but as yet this has not been exploited. This is of course mainly due to the current situation around Covid-19. There are specific training tools available (Training Tools) from the Audience Agency to help production companies to start their journey, and automated processes can be created to enable ongoing reporting. Our challenge now is to encourage its ongoing usage.  Audience Agency are also working on how the language of performance is being coded to include Welsh Language activity. Welsh Speaker (proficiency) will be picked up through the Audience Surveys. |
| What we’ll do | Much of this is already happening due to our work with the Audience Agency. However, as the presenting and production sectors reopen, we will continue to communicate our need to see greater sharing of audience data through the tools provided to the arts sector and will monitor throughout 2021-22 and 2022-23. Finding where the weaknesses and opportunities lie and implementing supportive strategies will be the focus moving forward with annual reporting designed into the process.  We will investigate with the Audience Agency the possibility of providing bespoke training to the Welsh Language production sector in readiness of future touring. |
| By when | May 2022 |
| Resource implications | Staff time to communicate to the sector, discuss with the Audience Agency and to examine and understand the resulting data outcomes, adapting approaches as necessary. |

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| **Recommendation 3** | Develop the Council and the sector’s understanding of Welsh-speaking audiences by segmenting audiences into different groups (e.g. behaviour, language proficiency data, demographic and geographical factors) to enable more specific marketing |
| Our Response | Given that this is likely to be an expensive and wide-ranging exercise, we need to first understand what the limitations are at present. Work of this kind relies on a sample size we currently don’t have (National Survey currently samples a % across Wales’ Local Authorities). Added to this, there have been very few public performances in over a year. This means that there is no current data sample to begin working from. While this will be picked up through the surveying of audiences which works alongside our Audience Finder survey, if we encourage production companies to engage with their partner venues and presenters, they can steadily begin a picture relevant to themselves. Also, if venues signed up to the Audience Finder promote and push this work to their audiences, they will get a better understanding of demographics including Welsh speakers, which will begin to evidence itself in their Survey Returns.  We need to remember that the Census for 2021 will deliver significant information around some of the data we require in relation to Welsh language, proficiency and geographical spread. We are now working to 2011’s data, which we accept must be much changed by now. It is important that we create work that is of value and in response to the data which is forthcoming and will form the basis of future national strategies around the Welsh Language. |
| What we’ll do | Allow time for actions around Recommendation 2 to bed in as the sector reopens and touring and presentation restarts in earnest.  Embed this topic in the discussions with the sector identified in Recommendation 1, taking into consideration the information that is generated from the 2021 census and how this will inform our knowledge and practice. |
| By when | April 2022 |
| Resource implications | Staff time to analyse data throughout the year, facilitating internal meetings to further discuss and develop future strategy. |

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| **Recommendation 4** | Collaborate with national agencies to lobby Google to give the Welsh language official status so that the process of advertising through Google Ads can be more effective and efficient for marketing to Welsh-speakers |
| Response | A hugely challenging but interesting and vital development that would prove beneficial for the Welsh language in the longer term but is not exclusively the domain of the arts sector. |
| What we’ll do | In line with recommendations made by the Welsh Language Mapping report around the development of strategic networks, we will facilitate this conversation to better understand how we could achieve this ambition together with key stakeholders from across the arts and Welsh language sectors. |
| By when | **Ongoing:** taken forward within the context of Recommendation 1 from the Welsh Language Arts Activity Mapping Report. |
| Resource implications | Staff time attending network meetings delivered through Recommendation 1 of the Welsh Language Mapping Report. |

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| **Recommendation 5** | Lead on strengthening the relationship between the English language press/media (in Wales and beyond) and Welsh language arts so as to reach people who do not engage with Welsh language arts and press/media at present. Create opportunities to network and raise awareness of Welsh language arts in Wales through the medium of English; |
| Response | This is a challenging and layered issue. Exposure of the arts made in Wales within Wales’ purported national media isn’t without challenge. Recognising that the coverage of the arts in Wales in general is not where we would wish it to be there has been a recognised dearth of reviewing and promotion for some years.  Another issue is the plummeting readership figures for Wales’ two ‘national’ titles – the Western Mail and Daily Post; in everything but name both are regional titles with relatively low circulation. The advent of on-line titles such as Nation.Cymru and The National may lead to a greater level of convergence in this area and is certainly an area for consideration.  Much could be done to explore joining together several aspects of national, regional and local press and media relationships. However, as with all aspects of marketing in the arts, it isn’t a one size fits all approach and a key element will be building relationships, as is already underway. Whilst it should be the sector’s innovations, quality and impact which should be the key focus of any potential media coverage, we believe that the Arts Council of Wales certainly has a central role to play in the development of potential opportunities in order to facilitate greater outcomes.  A key area would be the utilisation of the Arts Council of Wales convened Arts Communicators network, which meets twice each year, and consideration will be given to inviting key press and media representatives to these meetings for conversation with the communicators.  Further uncovering of current baseline and future need will have to be established prior to any commitment. Ensuring we are aware of the pitfalls and opportunities, as well as potential partnerships, will safeguard against the commitment of significant time and resources for little reward. |
| What we’ll do | Alongside Recommendations 4, 7, 8, 13 and 14, in conjunction with the Welsh Language Enabler role and alongside Recommendation 1 from the Welsh Language Arts Mapping Report, we will investigate how this happens at present across both languages, uncover the perceived and actual benefits, and present a case for action that is most appropriate and likely to succeed. |
| By when | May 2022 |
| Resource implications | Staff time attending network meetings delivered through Recommendation 1 of the Welsh Language Mapping Report. |

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| **Recommendation 6** | Commission research to improve the Council and sector’s understanding of the relationship between the Welsh language and disabilities and other hard to reach communities in the arts, creating opportunities for disabled people to participate in Welsh, and to ensure that the sector can attract new Welsh-speaking audiences accessibly |
| Response | The creation of more opportunities for disabled people to participate through the medium of Welsh has been a recurring theme for some time. More often than not provision across the arts in Wales for disabled people will be through the English language, and work is being undertaken to explore this issue throughout the sector.  Looking at the relationship between communities that face disadvantage due to socio- economic factors and the opportunity to engage with them through the Welsh Language, this is again something that requires further thought and exploration. Collaborating with partner organisations and incorporating this into the remit of Recommendation 10 seems the best viable option for uncovering the main themes here and developing actions pertinent to the needs of those communities.  Both aspects of the recommendation lead us to realise that the issues are wider than just marketing and requires a bigger remit for investigation and exploration than the original brief allowed. The issue speaks to the heart of our corporate plan and it is crucial that any work undertaken be of the highest strategic importance. |
| What we’ll do | Before deciding to commission research on this area, it is clear that we need to first continue our conversation with the disability sector and various target communities in order to improve our understanding of the relationship between the needs of disabled people and socio-economic disadvantage communities when working within the context of the Welsh Language.  We will continue to hold discussions with the sector and understanding how to proceed will become a key question that will link the Council’s commitment to the Welsh language with other distinct areas of our Equalities and Diversity work, in line with the goals of the Well-being of Future Generations Act.  We will also make sure that our response to the Widening Engagement reports considers the Welsh language, as disability, poverty and diversity all intersect with the Welsh language. |
| By when | June 2022 |
| Resource Implications | Staff time arranging and attending meetings with the sector |

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| **Recommendation 7** | Develop a national online platform to coordinate and promote Welsh language arts events to the audience or investigate the possibility of developing a similar existing platform. This should be done in collaboration with national and local partners who promote the Welsh language; |
| Response | In our direct experience, national online platforms that are set up to coordinate and promote a specific outcome or community are difficult to achieve and often require significant investment of funding and staff resources to maintain. They quickly become out-of-date while maintenance will require ongoing investment. There is also a strong argument that the advent of social media has eclipsed the value of such platforms, which was in any event first established as a direct replica of newspaper listings pages.  It could be possible to tag this onto other platforms, and we will continue keeping developments under review (such as the AM platform and other platforms currently in development) in order to ensure that no opportunities are missed, but it is important to identify the need we would be addressing that isn’t currently available or being addressed.  There is evidence to suggest that local, rather than national platforms and approaches could be key to setting the foundation for this target and could help build the body of evidence required for a national platform.  However, previous iterations within the arts (and most recently hosted by the Arts Council of Wales) have proven futile with very little need evidenced, demonstrated by a resulting minimal usage by the general public. Without further market research and exploration, we risk developing a platform with limited potential for return on investment again.  We also recognise that other sectors such as sports and tourism may have, or are developing their own approaches and responses, and that an examination of demand and potential will need to be undertaken alongside a fact-finding exercise. |
| What we’ll do | We will be progressing this recommendation in line with our response above – exploring and keeping technological developments under review and commit to ongoing dialogue with the sector (and through them audiences) to see if our approach needs to change in coming years. This thinking will be factored into our action for Recommendation 1. |
| By when | In-line with Recommendation 1 and ongoing. Review position in May 2022 |
| Resource implications | Staff time at meetings |

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| **Recommendation 8** | Continue to hold Meetings for Communicators ensuring a focus on Welsh language marketing techniques. There should be opportunities for the sector to share regular good practice in relation to marketing to Welsh-speakers across all platforms |
| Response | Our Communications Team have established and instigated regular six-monthly meeting for arts communicators across Wales and continuing to focus on Welsh language marketing is worth continuing. |
| What we’ll do | As the presenting and producing sectors reopen in Wales, we will continue the Meetings for Communicators, and a future meeting will host a discussion on the findings of the Welsh Language Marketing report.  This work will incorporate aspects and facilitate the advancement of Recommendations 4, 5, 7, 13 and 14. |
| By when | Six-monthly meetings continued. |
| Resource implications | Staff time to arrange, attend and facilitate meetings |

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| **Recommendation 9** | Ensure that the revised Toolkit for Developing Bilingualism in the Arts includes guidelines for marketing departments in relation to marketing to Welsh language audiences. The toolkit should include further recommendations on how to build relationships with national and community organisations that promote the Welsh language. The sector should receive appropriate training on the Toolkit’s principles and their implementation; |
| Response | The revised Toolkit for Developing Bilingualism in the Arts has just been released and we are keen to get this up and running and have it become an embedded and vital resource before it is expanded further.  There is a clear need to understand how a complementary guidance tool would look and to understand what it needs to do. We would also need to carefully consider how and in what format sector training could take place. However, the Bilingualism toolkit provides a foundation which can be built upon and evolved and so this will be kept under review |
| What we’ll do | Following the launch of the Toolkit for Developing Bilingualism in the Arts, and in conjunction with Recommendation 8, we will begin a process of further fact finding and exploration that will inform the development of the evolution of the Toolkit and ensure support as outlined.  Moving forward, this work will reciprocally inform aspects and outcomes of Recommendations 4, 5, 7, 8 and 13. |
| By when | Ongoing throughout 2021 and 2022 |
| Resource implications | Staff time to support the Toolkit process. Staff time to gain external feedback, review and revise the Toolkit. |

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| **Recommendation 10** | Facilitate further strategic collaboration between the sector and the promotion of the Welsh language on a national and local level, by:   1. Investigating the possibility of collaborating with a national organisations that promotes the Welsh language, such as Mentrau Iaith Cymru, to appoint an officer to be responsible for developing a Welsh language network for marketing and promoting the arts in communities across Wales. This could be done initially as a pilot project, starting in the north-east; 2. Assisting the sector to strengthen its relationship with local community organisations and networks, including schools, organisations that promote the Welsh language, the Urdd, local Mentrau Iaith and Mentrau Iaith Cymru, the National Centre for Learning Welsh and local associations such as Merched y Wawr to develop a network of catalysts who create opportunities for others to enjoy Welsh language arts, and considering ways of acknowledging their value in marketing; 3. A network of community venues to hold Welsh language events needs to be identified, ensuring that the sector develops local partnerships with the public from the outset when marketing; 4. Encouraging collaboration with national Welsh language institutions who also engage with audiences but are not part of the arts sector to share expertise and good practice in attracting audiences; 5. Based on some of the findings in this report, improving awareness of the Welsh language in the entire arts sector, as well as its understanding of the needs and aspirations of Welsh-speaking audiences. The sector needs to show flexibility in responding to some of the audience’s needs, such as adjusting the time that events are held, and their location; 6. Ensuring that the arts sector develops its understanding of the Welsh language skills needed by marketing staff, and that these are considered when recruiting. Establishing appropriate CPD training to develop accurate and suitable Welsh language copywriting skills across platforms; 7. Collaborating with the Welsh Government and Welsh Language Commissioner to facilitate practical assistance for the sector to develop its use of the Welsh Language, such as the Government’s translation scheme, Helo Blod; 8. Creating guidelines and training for the sector on writing original Welsh marketing copy, and how to adapt this copy for different platforms. The guidelines should be based on Easy Read and Cymraeg Clir principles; |
| **Response** | This is a hugely important factor in the way we wish to work in future and is in step with our approach towards the development and promotion of Welsh language outcomes going forward. |
| What we’ll do | Investigating, establishing and promoting strategic collaboration between the arts sector and the Welsh language development sector at a local, regional and national level will be a key focus of the Enabler role. Opportunities available at Bangor University’s Canolfan Bedwyr should be explored and promoted across the sector so that marketing executives can embed the principles of Cymraeg Clir in their copywriting.  We will look to bring in external representatives to our Welsh Language Committee from institutions which promote the Welsh language. These would be invited on an adhoc basis in response to specific agenda items as well as in relation to other important issues.  We will ensure that the Council’s framework for setting language requirements is up to date, compliant with language standards and in keeping with our aspirations for the Welsh language. |
| By when | March 2022 |
| Resource implications | Staff time networking, facilitating and attending meetings, linking where possible to the work being delivered through Recommendation 1 of the Welsh Language Mapping Report. |

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| **Recommendation 11** | Recognise the value of Welsh learners to the Welsh language audience and participants, and ensure that they are considered and included in any work on developing audiences and arts provision |
| **Response** | This is evidently an emergent area for consideration which speaks to the heart of the Welsh Governments’ 2050 agenda.  There is a clear cross-over with Recommendation 10 which again underlines the need for national and regional partnerships to help advance the agenda. At the same time a clear challenge illustrating to the sector that this is an area of provision that needs consideration when trying to engage with Welsh language audiences. |
| What we’ll do | Investigating, establishing and promoting strategic collaboration between the arts sector and the Welsh language development sector at a local, regional and national level in order to better understand the value of Welsh learners to the future of the arts in Wales, will be a key focus of the Council’s strategic lead and Director responsible for the Welsh language. |
| By when | March 2022 |
| Resource implications | Staff time arranging, attending and facilitating meetings. |

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| **Recommendation 12** | There needs to be strategic planning between the Council, production companies, venues and Welsh language community networks to stage Welsh language arts events in a fair and balanced way across Wales so that everyone has an opportunity to participate and enjoy Welsh language arts; |
| Response | Whilst accepting the necessity of this target, with a clear thematic crossover with the Welsh Language Arts Mapping Report, it is crucial that we do not set out on parallel paths to deliver the same or similar outcomes. We also need to recognise the different needs and expectations of different communities across Wales to ensure equality of access and opportunity that factors in, but is not limited to, geographical spread. |
| What we’ll do | Strategic planning between the Arts Council, production companies, venues and Welsh language community networks will be developed by the Director responsible for the Welsh language. |
| By when | May 2022 |
| Resource implications | Staff time arranging, attending and facilitating meetings. |

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| **Recommendation 13** | The sector needs to convey elements of the whole experience to the public when marketing Welsh language arts events such as:   1. atmosphere of the venue 2. accessibility 3. what to expect on a practical and emotional level 4. arrangements to facilitate understanding of the Welsh language. |
| Response | Experience and accessibility should be the core tenets of any venue wanting to root itself within its community, and if serious about engaging with Welsh language audiences, this aspect of provision should be at the forefront of their thinking. It is a matter which we will expect our APW organisations to understand and address through their Welsh Language Plans which are monitored through our Funding Agreements. It will also be a consideration in our Investment Review. |
| What we’ll do | The crossovers with other recommendations ensure that this will be a core consideration alongside the Meetings for Communicators (Recommendation 8) and Bilingualism in the Arts (Recommendation 9). |
| By when | May 2022 |
| Resource implications | Ongoing throughout 2021 and 2022 |

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| **Recommendation 14** | Create a specific marketing campaign post COVID-19 which ‘reopens’ the arts, marketing and promoting Welsh language arts as something that belongs to everyone in Wales, in an attempt to dispel the preconception that they are just for the Welsh-speaking middle class; |
| Response | A hugely important development that will prove beneficial for the Welsh language and the arts sector as a in the longer term. However, there is a reality at play that many organisations across Wales have not ceased their output and have diligently been delivering for their audiences and communities. A communication and marketing campaign around this issue would need to reflect the reality of what’s been happening in the sector to date. |
| What we’ll do | As the Covid-19 situation becomes clearer, and we are confident of the roadmap to full recovery, we will investigate with the sector through our arts communicators meetings, ensuring that any campaign around the reopening of the arts following Covid-19will have Welsh language activity and its wide appeal as a core message. |
| By when | Recognising that much of the sector has now reopened, depending on the future course of the pandemic, this ambition will be reviewed in-line with Welsh Government guidance and considered against sector needs as they are communicated to us. |
| Resource implications | Staff time attending meetings |

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| **Recommendation 15** | Create regular opportunities for the arts sector to network and discuss with each other so as to encourage effective collaboration between venues and production companies from the outset before marketing to audiences; |
| Response | Networking and relationship development is key to fostering and encouraging change and innovation between venues and production companies. That said, in the coming period of reopening the sector we will need to be clear around our expectations, whilst also realising and understanding the needs of both producers and presenters. Now, more than ever, this relationship needs to be at the forefront of audience engagement and development. |
| What we’ll do | Provide opportunities for networking, collaboration and partnership development within the Welsh Language production and presentation sector through a series of hosted events and discussions. We will also continue to highlight and communicate opportunities to deliver on our Welsh Language priorities provided through National Lottery programmes such as Connect and Flourish and Create. |
| By when | March 2022 |
| Resource implications | Staff time to coordinate meeting between key stakeholders within the producer / presenter sector |

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| **Recommendation 16** | Provide training for tutors who speak Welsh fluently so that they have the necessary skills to become Welsh-speaking arts tutors. |
| Response | Enhancing the availability and quality of Welsh speaking tutors, practitioners and mentors could have a significant impact upon the participatory arts and will need to be considered in relation to sectoral and geographical need. |
| What we’ll do | Developing a database of Welsh speaking arts facilitators is one of the recommendations of the Welsh Language Mapping Report (Recommendation 7). In line with this, investigating and understanding the need in relation to the increase of Welsh speaking tutors, practitioners and mentors will be a taken forward by the strategic Director responsible for the Welsh language.  We will continue to support strategic development of Welsh language interns with the sector.  Further partnership opportunities are already being explored with the National Centre for Learning Welsh and Theatr Genedlaethol Cymru, with a view to developing resources specifically for the arts sector and arising out of the pilot project undertaken jointly by us in Q1 2020 and the freelancer Welsh Language skills pilot undertaken by Theatr Genedlaethol Cymru in early 2021. |
| By when | June 2022 |
| Resource implications | Staff time to develop partnerships, administrate and attend meetings |

**Conclusion**

With the new Enabler role for the Welsh Language in place and a forthcoming appointment to SLT (Director of Arts Development), which will be the strategic lead for the Welsh language, we can see a potential path ahead for many of the 16 recommendations. Some will require bespoke interventions whilst others will need time and space to investigate and evolve as we work to align our priorities around Welsh language to ensure maximum possible benefits and impact.

It is clear that some recommendations will not come to fruition without external partners helping us to drive this agenda forward.

However, we are confident that with this new Welsh Language Enabler role evidencing our ongoing commitment to the development of strong partnerships, we can achieve our ambitions in a collaborative and supportive manner.

COVID-19 has presented us and the arts sector with challenges over the past year, but there is now a sense of renewed commitment and enthusiasm for the Welsh language and Welsh language arts activity, externally, across Wales and beyond. As the arts sector begins to re-emerge and rebuild, it is our pledge that we will work with the sector, with new and with established partners to ensure that we can deliver to the public, a renewed and reinvigorated message as to the relevance and vitality of Welsh language arts activity.