

**EXECUTIVE BOARD**  
**2<sup>ND</sup> JULY, 2018**

**SUBJECT:**  
**CARMARTHENSHIRE ARTS STRATEGY**

**Purpose:**

To consider and approve the Carmarthenshire Arts Strategy 2018 - 2022

**Recommendations/Key Decisions required:**

Approval of Carmarthenshire Arts Strategy 2018 - 2022

**Reasons:**

The strategy provides a framework for service development through to 2022 in support of our vision of Carmarthenshire as a place where exceptional arts experiences engage and enthuse our communities and celebrate the unique and bilingual culture of the County.

**Relevant scrutiny committee to be consulted :** YES - Community Scrutiny –  
25<sup>th</sup> June, 2018

**Scrutiny Committee recommendations / comments:**

***Verbal comments from Community Scrutiny Committee will be provided to Executive Board on the day***

Exec Board Decision Required                      Yes - 2<sup>nd</sup> July, 2018

Council Decision Required                      NO

**EXECUTIVE BOARD MEMBER PORTFOLIO HOLDER:-**

Cllr. Peter Hughes-Griffiths, EBM for Culture, Sport & Tourism

Directorate:

Communities

Name of Head of Service: Ian Jones

Report Author: Jane Davies

Designations:

Head of Leisure

Senior Cultural Services  
Manager

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**EXECUTIVE SUMMARY**  
**EXECUTIVE BOARD**  
**2<sup>ND</sup> JULY, 2018**

**SUBJECT:**  
**CARMARTHENSHIRE ARTS STRATEGY 2018 - 2022**

**1. BRIEF SUMMARY OF PURPOSE OF REPORT**

This strategic plan informs service development for the period 2018 – 2022. The Arts and Theatre services have been fortunate to have secured significant investment in the flagship Ffwrnes theatre aligned to the previous strategy 2008 – 2013. In the development of this strategy we recognise that the contribution from participatory arts activities must provide demonstrable benefits in order to secure a positive future against a backdrop of continued austerity. The arts in Carmarthenshire are well placed from a firm foundation to support the development of the Wellbeing Objectives and the strategy pays particular attention to the development of Welsh language programming in arts and cultural activities across the County as well as the development of projects utilising the arts and culture for improved health and wellbeing. Approval of the Carmarthenshire Arts Strategy 2018- 2022 is sought in order to provide a framework for delivery.

Carmarthenshire Arts Strategy 2018 - 2022 identifies four key objectives that underpin the vision of Carmarthenshire as a place where exceptional arts experiences engage and enthuse our communities and celebrate the unique and bilingual culture of the County.

The strategic priorities focus on:

- Cultural wellbeing;
- Physical and mental wellbeing
- Economic wellbeing through supporting creative and cultural organizations; and
- Developing and sustaining an efficient and effective arts service (through improved income generation, innovative ways of working, collaboration and deepening public engagement).

One of the key developmental areas during the period of this strategy is the contribution of arts projects to improved physical and mental health and wellbeing. We already undertake a range of small scale activities in this area such as our tea dances and encouraging people to age creatively through our arts workshops in the theatres and gallery. We also support ArtsCare, who are the lead organization in this area with their “Young Carers” project. We want to extend this to develop a broader social prescription scheme in collaboration with colleagues across the department, other arts organizations and the Health Board. The recently published research from Arts Council Wales entitled “Arts and Health in Wales” will be an invaluable reference source as the plan develops.

The strategic priorities are supported by key aims and measureable actions.

A one page analysis of the outturn 2013-14 to 2017-18 and the budget for 2018-19 is included as an appendix to this report.

## 2. OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

Evidence of strategic planning is a key indicator taken into consideration by external funding bodies when considering applications. Whilst the plan recognises that much can be done to contribute to key corporate priorities from existing resources there has to be an acknowledgement that future capital investment and the potential to secure for example internal production development support would rely on support from funders such as Arts Council Wales.

The plan provides a measurable framework for service improvement.

**DETAILED REPORT ATTACHED?**

**YES –**

- **Carmarthenshire Arts Strategy**
- **Appendix - Outturn 2013-14 to 2017-18 and the budget for 2018-19**

# IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report :

Signed: *Ian Jones*

Head of Leisure

Policy, Crime & Disorder and Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
<b>YES</b>	<b>NONE</b>	<b>YES</b>	<b>NONE</b>	<b>NONE</b>	<b>YES</b>	<b>NONE</b>

### 1. Policy, Crime & Disorder and Equalities

The Carmarthenshire Arts Strategy 2018 - 2022 is informed by Carmarthenshire County Council Corporate Strategy 2015-2020; Well-being of Future Generations (Wales) Act 2015; Carmarthenshire County Council Strategic Equality Plan 2015-2020; and Inspire – the Arts Council of Wales strategic vision for creativity and the arts in Wales.

The strategy informs service development and supports attendances at participatory arts, culture and heritage events, measured as an National Indicator for Wales – a requirement for section 10(1) of the Well-being of Future Generations (Wales) Act 2015.

### 3. Finance

The Carmarthenshire Arts Strategy 2018 - 2022 refers to a number of service developments. The financial implications of these will be addressed separately as part of the Council's approved project management process. To include the proposed redevelopment of Oriel Myrddin Gallery.

### 6. Staffing Implications

A review of the theatres staffing structure will be undertaken in accordance with the corporate policy in order to support the structural requirements of the service to deliver this strategy.

### 7. Physical Assets

Property has been acquired on King Street in order to support the proposed development of Oriel Myrddin gallery. Should the project not progress an alternative use / disposal of the property will be necessary.

# CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below

Signed: *Ian Jones*

Head of Leisure

**1. Scrutiny Committee** – Community Scrutiny Committee will be consulted on 25<sup>th</sup> June, 2018. Verbal comments will be provided to Executive Board on the day.

**2. Local Member(s)**

N/A

**3. Community / Town Council**

N/A

**4. Relevant Partners**

Arts Council Wales are regularly consulted on program support and the redevelopment of Oriel Myrddin Gallery in particular.

**5. Staff Side Representatives and other Organisations**

N/A

## Section 100D Local Government Act, 1972 – Access to Information

List of Background Papers used in the preparation of this report:

**AS OUTLINED BELOW**

Title of Document	File Ref No.	Locations that the papers are available for public inspection
Carmarthenshire County Council Corporate Strategy 2015-2020		<a href="https://www.carmarthenshire.gov.wales/home/council-democracy/strategies-and-plans/corporate-strategy/">https://www.carmarthenshire.gov.wales/home/council-democracy/strategies-and-plans/corporate-strategy/</a>
Well-being of Future Generations (Wales) Act 2015		<a href="http://www.legislation.gov.uk/anaw/2015/2/contents/enacted">http://www.legislation.gov.uk/anaw/2015/2/contents/enacted</a>
Carmarthenshire County Council Strategic Equality Plan 2015-2020		<a href="https://www.carmarthenshire.gov.wales/media/2337/strategic-equality-plan-2016-20.pdf">https://www.carmarthenshire.gov.wales/media/2337/strategic-equality-plan-2016-20.pdf</a>
Inspire – the Arts Council of Wales strategic vision for creativity and the arts in Wales		<a href="http://www.arts.wales/about-us/plans-and-strategies/inspire">http://www.arts.wales/about-us/plans-and-strategies/inspire</a>
Arts and Health in Wales – A Mapping Study of Current Activity		<a href="http://www.arts.wales/140333">http://www.arts.wales/140333</a>