

# Young Creators

Strategy for Children, Young People and the Arts



Cyngor Celfyddydau Cymru  
Arts Council of Wales



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# Preface

## The Power of the arts

Few things are as important to us as nurturing within children and young people an enthusiastic and practical interest in the arts.

The arts can inspire and excite the imagination of children and young people, opening up new opportunities for creative imagination and expression. This in turn fuels and feeds the arts in Wales, helping to re-define the nation's culture by taking it in new and innovative directions. Our children and young people are the artists and arts enthusiasts of the future.

The arts can nurture a young person's ability to question and make connections, to develop the capacity for independent, critical thought. They can inspire young people with new ambition and confidence, challenging poverty of aspiration and breaking the cycle of deprivation caused by low educational achievement. The arts can be the key that unlocks the door to further and higher education, and in time to employment.

*On their way to dance school, National Dance Company Wales*  
(Image: Roy Campbell Moore)



## Enjoying and taking part in the arts

Singing with a choir, writing a poem, enjoying the exuberance of dancing, photo shopping a picture that you're proud to share with friends – these are all experiences that we cherish and remember throughout our lives.

And taking part in the arts can lead to all kinds of benefits. We can get pleasure from learning to dance, sing, or play a musical instrument, turn our thoughts and ideas into poems, stories and pictures. We can become more confident in working with other people, share our dreams and imaginings, find out about ourselves, the people around us and the communities that we live in.

Enjoying and taking part in the arts can make an enormous difference to the lives of everyone, especially children and young people. So striving to make sure that children and young people across Wales can enjoy and take part in the arts is an important aspect of our work.

## A new strategic approach

We currently support a diverse range of arts activities for and with young people. This will continue.

However, our focus in the future will be two fold: to support our young people to develop their creative talents; and, to foster an environment in which that talent can be identified, inspired, nurtured and celebrated.

## Our new strategy is called 'Young Creators'

This reflects the fundamental mission of this strategy – to invest in exemplary arts activities that will inspire children and young people to explore their own creativity, challenge them to aspire to new levels of achievement and support them to expand their horizons.

In particular we want to see more attention given to young people learning through the experience of doing, inspired by the opportunity to work alongside our professional artists and arts organisations.

We want as many young people as possible in Wales to believe that the opportunity is there for them to be the best they can – or want – to be, performing with their peers at the highest level, celebrating and demonstrating their creative talents. After all, our children and young people deserve – and expect – nothing less.



Dai Smith  
Chair, Arts Council of Wales



Operation Zulu workshop, Valleys Kids. Part of the Cultural Olympiad in Wales

## Our key proposals for action:

- **Improving access to the arts** – we'll make access to the arts more affordable for a wider cross section of the population. We'll work with our country wide network of funded organisations to develop innovative new ways for ensuring that there is free and discounted access to cultural activities for low income families
- **Challenging barriers to participation** – we'll support projects that reach out to those who find it difficult to engage with mainstream arts and education by:
  - delivering phase 2 of *Reach the Heights*, a Welsh Government partnership programme funded by European Convergence money to engage with young people who face the very real possibility of not being able to achieve their potential in schools, colleges and work
  - expanding **Splash Arts Cymru**, a programme which targets young people at risk and those living in our most deprived communities
- **Arts to Inspire and Enthrall** – we'll develop, fund and promote exemplary arts activities of the highest quality for and with young people
- **Arts in Schools** – we're developing a new Concordat with Welsh Government's Department for Education and Skills to support practical improvement initiatives for the arts in schools. Our first project is the launch of **Arts Plus**, a scheme that recognises and endorses high quality arts activities in schools
- **Developing young talent** – we'll support projects that nurture and develop young people's creative skills, such as:
  - funding **National Youth Arts Wales'** music, theatre and dance ensembles to provide a workshop, residency and performance programme for young people to develop their talent by working with their peers and with highly regarded national and international arts professionals
  - supporting **Literature Wales** to continue to develop regionally based Writers Squads across Wales
  - rolling out across the country **Criw Celf**, a successful pilot programme delivered in partnership with Gwynedd County Council, that provides additional opportunities for young gifted visual artists to develop their skills outside of the schools environment



Cinetig/Priory Project, *Reach the Heights*

- **Spaces to Create** – we'll explore the feasibility of investing Arts Lottery capital funding to develop new spaces and re-invigorate existing facilities that will become arts spaces for young people's creativity
- **Creative ambitions** – supporting initiatives that offer practical assistance to those pursuing a professional career in the arts and creative industries. Examples include:
  - working with **Creative and Cultural Skills**, our funded organisations and others to develop apprenticeships and other programmes that provide young people with a first step into the arts workforce
  - developing a more productive working relationship with **Careers Wales** to make sure our young people get appropriate advice about opting for a career in the arts and creative industries
- **Working in Partnership** – we'll build better working relationships with those agencies and organisations who can help us to deliver our strategy
- **Young People's Voices** – we'll involve children and young people in monitoring, reviewing and prioritising the work that we're supporting and delivering

# 1 Background

Our journey began in 2000 when we published **Arts and Young People in Wales**, our first ever strategy for arts and young people.

This was a major point of departure for us. The strategy was far reaching, aiming to touch every sphere of a young person's life, in school, in out of school hours, in youth clubs, through the voluntary sector, through the work of all of our funded organisations, through the work of Local authorities.

**There have been many significant achievements.**

Examples include:

- **revenue funded organisations** – most of the Arts Council's 'portfolio' of revenue funded organisations provide work for and with young people. From opera to community music-making, crafts to film making, educational visits to theatres, galleries, arts centres, and arts in schools, a wide range of activity is happening every day
- the **Urdd** movement continues to thrive and thousands of young people from all parts of Wales get involved in activities at local and national level. With our support and more recently with funding from the Legacy Trust UK, the Urdd Youth Theatre was revived and now forms part of the work the Urdd offers each year
- **National Youth Arts Wales** has grown over the years and now offers a broader range of high quality music, theatre and dance activities, at local and national level
- **Dance** is being delivered to more young people in schools as a result of Sports Wales' PE in Schools Sports programme which many of our community dance organisations are involved in delivering
- our **Night Out** scheme has expanded to include the hugely successful Young Promoters programme, a scheme through which groups of young people promote professional performances in their own communities
- **Engage Cymru's** programme has seen more young people experiencing and appreciating the work of visual artists and galleries across Wales
- a new generation of literary talent has been encouraged and supported through **Literature Wales'** Young People's Writing Squads. These have been developed in partnership with local authorities and give opportunities for young talented writers to work with our poets, authors and playwrights
- the **Youth Service** and the **Young Farmers Clubs** – both original partners in the Arts and Young People Task Force - have continued to provide opportunities for young people to engage with a wide range of arts activities



Visiting Katt and Fredda by Ingeborg von Zadow, Theatr lolo  
(image: Kirsten McTernan)

We also make sure that there are opportunities for those young people who've not had the same chances as others to enjoy the arts.

A key role for the Arts Council is to explore the territory that is less well trodden, exposing the barriers to participation and showing how the arts can reach new and different audiences. There are many young people whose lives and experiences could be improved by taking part in the arts, if they were given the opportunity to do so. This is why we've chosen to fund **Communities First** areas, investing in projects that target some of our most deprived communities.

We're also investing in specific initiatives that encourage people in local communities to deepen their own engagement and creativity.

We're keen to look beyond people as passive 'consumers' of arts activities. Independent evidence has shown that through our **community arts development strategy**, targeted, professionally delivered community arts helps individuals and communities to finding their voice. This activity can also unlock a new dimension of experience that would otherwise have remained unused and undiscovered. This is work which empowers and connects; work which is unique, authentic and life affirming; work which, at its best, is genuinely transformational.

For example:

- we've funded a range of **projects bringing professional artists** into schools, and have helped fund the setting up of youth arts projects in towns and villages
- **Splash Arts Cymru** is a participatory arts programme that we run in partnership with the Youth Justice Board in Wales. This programme, funded through *One Wales*, provides out of school hours arts activities for young people involved in the Youth Justice Board Splash programme. We've funded around 18 Splash Arts projects across Wales each year for the last three years. Of these, most have these have taken place in, and involved young people from, Communities First areas (including Caia Park, Wrexham, Ely and Llanrumney, Glanymor Tylsha, Morryston and Sketty Park)
- through our **Youth Arts Strategic Partnership** (YASP) we've worked in partnership with local authorities to increase, or better organise, the range of arts activities available in local communities
- we're currently a partner in the Department for Education and Schools managed **Reach the Heights** project, funded through European Social fund, which targets young people identified as not in employment education or training. Through our programme of arts activity we funded 41 organisations (ranging from local authority partnerships to small voluntary agencies) to deliver arts initiatives in the first phase of the programme. Their aim was to work with young people to help them re engage in education, training and active citizenship, with a view to them re embarking on a journey towards employment



- we're managing a major programme of arts activity around the **Cultural Olympiad** in Wales, funded by Legacy Trust UK. Between now and the end of 2012, our five partner organisations are delivering a range of exciting and innovative projects involving thousands of young people across Wales

**One of the most significant barriers to engagement with the arts is the absence of 'fit for purpose' facilities.**

So through our Lottery funded **capital investment strategy** we've created a country wide network of high quality, award winning facilities which are transforming the cultural life of their localities. Many of these facilities are in Communities First areas.

Examples include:

- **Galeri** in Caernarfon which has been collaborating for the last five years on an arts scheme with Partneriaeth Pobol Peblig. Its aim is to make it easier for the residents of Peblig to take part in the arts by offering a number of free places to some activities and events offered in Galeri's programme
- **Aberystwyth Arts Centre** has been providing courses and workshops, such as a photography project based on the theme of healthy eating with Llwyn yr Eos Primary School in Penparcau which linked to the Arts Centre Food Festival
- **Oriel Mostyn** has been managing community workshops with *Tŷ Llywelyn*, Llandudno Community Radio broadcasts, Conwy County Borough Council Youth Service, Llandudno Festival and *Conwy Feast*
- **Chapter** in Cardiff has a partnership with Riverside Arts and Media. It also delivers film workshops to primary schools in ethnically mixed areas of south Cardiff, and hosts after-school classes in English and Maths for Somali and Nigerian communities

## 2 A new point of departure

Several factors are suggesting the need for a new way forward.

- we'd learnt more about the needs and aspirations of young people through the work we'd previously been supporting and delivering
- from a previous consultation, we'd received a handful of important responses. What they lacked in number, they made up for in quality, offering useful new ideas and insights
- we'd considered the evidence, information and intelligence provided to us by the Children's Omnibus survey (looking at the attitudes, attendance and participation of young people) and the statistical data provided by our country-wide network of revenue funded organisations
- most important of all, we'd looked closely at our recent involvement in arts and education in schools as we completed our Investment Review (a comprehensive review of our approach to funding the arts in Wales)

This helped to inform our draft strategy, which went out for public consultation in December 2010. A summary of the responses has been published in a separate document and can be found on our website at [www.artswales.org.uk](http://www.artswales.org.uk)

So what have we learnt from our consultation exercise?

**We're clear that our future strategy and actions should be about children and young people's creativity.**

So the young creator is at the heart of our strategy. We want children and young people to be amongst our cultural leaders, recognising the unique contribution they make to the character and identity of the arts in Wales.

**Participation in the arts should be open to everybody.**

We're particularly keen to encourage those who tend to be under represented in arts participation (including the most excluded socio economic groups, disabled people and people from black and minority ethnic groups).

We're therefore committed to:

- **reflecting the Cultural Identity of Wales** – Wales is a bi-lingual country and we'll make sure that children and young people can take part in and enjoy the arts in the language of their choice. Consultation responses said that children and young people need more opportunities to develop their creativity through the medium of Welsh. This isn't to say that the opportunities provided by Urdd Gobaith Cymru are, but that opportunities to work with arts professionals through the medium of Welsh need to be enhanced

- **taking account of Diversity and Difference** – Wales is a multi-cultural country and the arts that are available to young people need to reflect this. Children and young people throughout Wales have different skills, different abilities and different needs. We have to make sure that all of these needs and abilities are met.
- In the arts, Wales has a history of breaking down barriers and building bridges between different people, different cultures different abilities. This must continue if young people are to gain a better understanding of the world in which they live
- **tackling the barriers that prevent participation** – respondents to our consultation exercise highlighted access to arts activities, particularly for disabled young people, as an area needing more attention. We'll support programmes and projects that increase the number of disabled children and young people participating in arts activities
  - **protecting vulnerable children and young people, offering a safe environment in which to practice the arts** – we'll make sure that all arts organisations and projects create safe places for young people to enjoy the arts. We've written a new child protection policy and we'll share this along with best practice with all arts organisations asking us for funding
  - **making sure that more young people are given the opportunity to achieve their creative potential** – we recognise that there are many different ways for young people to achieve their creative potential. Our plans include varying and different opportunities for young people to explore and discover their creativity and achieve the best that they can
  - **making sure that our young people are able to enjoy the best our professional artists and arts organisations produce** – we'll support the creation and production of art that's inspiring, relevant and of particular interest to children and young people across Wales
  - **recognising that opportunities to enjoy and take part in the arts aren't evenly spread across Wales** – whilst we can't provide universal access for everyone across Wales to high quality arts activity, we will monitor the impact and reach of our funding strategies. If significant parts of the country are being disproportionately disadvantaged, we'll take action to address this

# 3 Our future approach

## Our mission remains the same.

We'll continue to support activity that takes children and young people on journeys that will inspire them to explore their own creativity, challenge them to aspire to new levels of achievement and support them to expand their horizons.

## We want to focus on two specific issues:

1. Supporting our children and young people to develop their creative talents
2. Fostering an environment in which that talent can be identified, inspired, nurtured and celebrated

Our main focus will be on children and young people learning through the experience of doing, being inspired by working alongside our professional artists and arts organisations.

It's about children and young people having the opportunity to be the best they can – or want – to be, performing with their peers at the highest level, celebrating and demonstrating their creative talents.

## Through our strategy, we aim to:

- Create more opportunities for children and young people to get involved with the arts closer to where they live
- Put the arts where they can really make a difference to a young person's life
- Support the creation of the best art for our young people to enjoy
- Put art and creativity at the heart of a young person's education and learning journey
- Develop the artists of the future
- Involve children and young people in the further development of our plans



**Our children and young people will have the opportunity to enjoy and take part in creative activity that they find relevant, contemporary and exciting.**

The arts have always played a vital role in society. Over many centuries, artists have reflected, questioned and shaped the way that culture and society have developed. The traditions that are now the cornerstones of our cultural heritage were new and challenging in their time. And it's the artist – in all disciplines – who reinvents cultural expression appropriate for the times. The most important developments in civilisation have come through the creative process, but ironically, most people have not been taught to create. Key to this will be learning to exploit the creative and commercial potential of new technology.

**These days, if you don't learn to adjust to the new technologies, you'll get left behind.**

The pace at which technology is now developing is phenomenal and daunting, but most young people take this new technological world in their stride. After all, who amongst us doesn't know a teenager who's using camcorder technology to create their second, third, fourth film, or the garage band that's using social networks to promote and sell their new single. If the arts want to continue to be relevant to young people, they need to understand how to work confidently within this new world.

**A democratic society should provide opportunity for everyone to succeed according to their own strengths and abilities.**

Access of young people to arts and culture as participants or users is an essential condition for their full participation in society. Access to culture can reinforce awareness of sharing a common cultural heritage and promote active citizenship open to the world. Involvement in cultural activities can allow young people to express their creative energy and contribute to their personal development and their feeling of belonging to a community.



National Youth Orchestra of Wales

# 4 What are we going to do? Our key areas for action

<b>Child Poverty and the Arts Agenda - Improving access</b>	<ul style="list-style-type: none"><li>• We'll create more opportunities for children and young people to enjoy and take part in the arts</li><li>• We'll challenge the barriers that affect young people's engagement with the arts</li><li>• We'll create more opportunities for young people to get involved with the arts closer to home</li><li>• We'll put the arts where they can really make a difference to a young person's life</li></ul>
<b>Arts to Inspire and Enthral</b>	<ul style="list-style-type: none"><li>• We'll invest in quality, supporting the best art for our children and young people to enjoy</li></ul>
<b>Arts in School</b>	<ul style="list-style-type: none"><li>• We'll work with key partners to develop a more consistent strategy for promoting and developing the arts in schools</li></ul>
<b>Creative ambitions</b>	<ul style="list-style-type: none"><li>• We'll develop the artists of the future, helping young people to realise more fully their creative talents</li><li>• We'll support practical initiatives that help young people who aspire to a professional career in the arts</li></ul>
<b>Developing partnerships</b>	<ul style="list-style-type: none"><li>• We'll build better working relationships with those agencies and organisations who can help us to deliver our strategy</li></ul>
<b>The Voices of Children and Young People</b>	<ul style="list-style-type: none"><li>• We'll involve children and young people in monitoring, reviewing and prioritising the work that we're supporting and delivering</li></ul>

### Supporting new, innovative ways of engaging our most disadvantaged and disaffected young people.

There are many young people who feel left out, who, for many different reasons, cannot cope with formal learning and feel on the outside of their community and separate from their peers. Many of these young people drift in to lives that have little meaning or purpose and it is difficult for them to find a way back.

It's been proven time and again, participating in the arts can open different doors that lead them to realise their potential and begin a journey to a different way of life. We need to make sure that there continue to be arts projects designed for these young people, and that we develop the artists who have the knowledge and skills to work on such projects.

### Putting the arts at the centre of Government strategies to tackle child poverty.

In Wales today there are approximately 200,000 children living in poverty. In 2010, the Welsh Government passed the Children and Families (Wales) Measure which places a statutory duty on Ministers, Local Authorities and Welsh public bodies to develop strategies to tackle child poverty.

One of the 13 Broad Aims of the Children and Families Measure is

**“To reduce in equalities in participation in cultural, sporting and leisure activities between children and between parents of children (so far as necessary to ensure the well-being of their children).”**

We absolutely support this measure. Our strategy is designed to make the arts as accessible as possible to all children and young people in Wales. We recognise that poverty is a barrier and that many of our children and families in Wales are potentially excluded from accessing the life changing experiences the arts can bring.

Finding innovative, new ways of engaging disadvantaged and disaffected young people will be a particular priority for us. Through carefully targeted action research projects we'll endeavour to identify effective and engaging strategies that can then be replicated more widely.

Whilst our primary focus will be on addressing the core aim as described above, we also know that the arts can play an important role in helping to address other core aims of the Children and Families Measure. These include:

- Helping young persons participate effectively in education and training
- Helping young persons participate effectively and responsibly in the life of their communities
- Helping young persons take advantage of opportunities for employment

Our approach to tackling child poverty is described in more detail in a companion document to this strategy, entitled Child Poverty and the Arts Agenda, 2011.

## Children and young people have strong views about traditional arts spaces.

Our consultation with young people revealed that many of them didn't feel that these spaces were for them, or that they didn't offer the kinds of activities, events or performances that they'd be interested in attending.

So we want to develop more spaces that young people can feel comfortable in – creating and sharing their own art. There are already a number of small scale developments emerging in different parts of

Wales. We're keen to support them. We also need to consider how we approach the development of 'virtual' spaces and the more imaginative use of new technology.

## We'll work with arts providers to develop more family friendly product for our arts venues.

We need to offer more family friendly performances and events and make sure our theatres and arts venues are places that young people feel happy and comfortable to attend

- We'll work with our funded organisations to develop innovative new ways for ensuring that there is free and subsidised access to cultural activities for low income families. We'll also agree and monitor targets for engagement with children and young people in deprived communities.
- We'll deliver, in partnership with the Welsh Government's Department for Education and Skills, and others, *Reach the Heights*. This is a programme of activity funded by European Convergence money for young people who face the very real possibility of not being able to achieve their potential in schools, colleges and work. We have now received confirmation of continued funding from the programme through to 2013 and will be awarding our first round of tenders to delivery partners early in the Autumn 2011
- We'll continue to invest in, and expand, programmes and projects which target young people at risk and those living in our most deprived communities. We'll build on our successful Splash Arts Cymru programme with young offenders, focusing on developing stronger local collaborations between those agencies who support these young people and our funded arts organisations, to support young people in a transition from targeted to mainstream participatory arts activity
- Through our Lottery Capital programme we'll support the development of new spaces and re-invigorate existing facilities that will become arts spaces for young people's creativity. This is an ambitious programme but one which we feel will be important in influencing how our young people enjoy and take part in the arts

Supporting a range of artists and arts organisations to create and produce high quality artistic work designed for young people.

We want to inspire our young people, to provide them with arts experiences that will stay with them as they continue their journey through life. We want them to experience moving, challenging, 21<sup>st</sup> century art that's relevant and appropriate to their experiences of life.

Our focus will be on quality rather than quantity, making sure that young people really do experience the very best that there is. We expect high artistic standards – work that's innovative, imaginative and inspirational, produced by artists who are at the leading edge in whatever art form they work.

We want artistic product that reflects the ever-changing world of young people's cultural experiences, that resonates with their view of the world and that can be enjoyed and appreciated through a range of different media, live and virtual.



Supporting artists to develop the skills they need to offer young people the best experiences.

Many artists have an instinctive ability to inspire and excite young people. Others achieve equally successful outcomes through the skills and techniques that they've accumulated over many years. We want young people to enjoy an exciting, inspiring and safe experience of the arts. We'll provide the information, advice and guidance that helps identify and spread good practice.

- We'll ask all of our revenue funded organisations to develop and deliver programmes which include work for, with and by children and young people
- We'll fund training and development opportunities for artists to develop their skills and knowledge
- We'll support opportunities for exchange of information, experience and skills

*Beyond the Stars, Bombastic*  
(image: Dave Dagers)

**We'll work with and support those who are responsible for developing arts in our schools, colleges and higher education bodies.**

We'll work strategically with schools and with the further and higher education sector and with the people who make decisions about the future development of learning in Wales.

The new Foundation Phase for early years learning has huge potential for introducing children to the arts and for the arts to make a difference to how children grow and learn. But we know that as children get older, they make their own choices about how, and in what ways, they engage with the arts. This is the moment when everything can change. Between the ages of 9 and 14 experience tells us that young people's exposure to the arts in schools lessens. So as they begin to explore their own interests, their own creativity, their own talent, it's more important than ever that they have the right opportunities to explore the full range of benefits that the arts have to offer.

Much good work is already happening. However, we want to ensure that projects with artists and arts companies become a properly resourced and regular part of the school experience. We want schools to be the compelling, engaging heart of their communities, recognised and 'accredited' for the quality of their creative education.

Central to this work will be the ongoing development of ArtsPlus – a joint initiative with Welsh Government Department for Education and Skills. ArtsPlus is an incentive and reward programme that recognises a schools commitment to and delivery of the arts. It will include development of a web based resource for schools (providing examples of best practice, teacher development and information about working with artists in schools. We are hoping that this can become a "one-stop" shop for arts and education intelligence in Wales – as suggested by a number of the people who responded to our consultation exercise.

**We will encourage teachers to nurture and develop their own potential as creative practitioners**

The best teachers are highly creative. Indeed, many will have trained – or worked – as a practising artist. Many of us who carry a life long passion for the arts can trace this enthusiasm back to an inspirational teacher who ignited and fanned that early flame.

But with the unforgiving demands of the busy school day, opportunities for the creative teacher to nurture and develop their own artistic imagination can be all too few. We want to redress this.

We'd like to explore – on a pilot basis – a new initiative with higher education and the arts that reinvests back into the creativity of our teachers.

- We'll establish a *Concordat* – or formal agreement – with the Welsh Government's Department for Education and Skills. We're at the early stages of discussing what will go into the agreement, but in terms of schools based arts education we'll be:
  - finalising implementing Arts Plus
  - looking at curriculum based arts provision and how best it might be delivered
  - working with partners and colleagues to implement the recommendations of the review of music education, recently conducted by the Welsh Assembly Government
- We'll support our artists and arts organisations to develop work that can enhance and complement the education and learning of young people, and the production and presentation of arts experiences that can be enjoyed in formal and informal settings from schools to youth centres, theatres and outdoor spaces, through our Lottery funded schemes and our revenue funded portfolio
- We'll work with WJEC/CBAT and Welsh Government colleagues to explore ways of introducing more contemporary Welsh texts and literature in to the schools curriculum
- We'll identify appropriate partners to explore a pilot programme for developing teacher's creativity. We anticipate the involvement of colleagues in Higher Education, teachers, artists and arts organisations



Painting workshop, Llantilio Kids Project

## Creative Ambitions

### Supporting talent and aspiration

Our many talented young artists in Wales should be given opportunities to work with highly regarded arts professionals and to experience performing with their peers at a national level. We should be proud of the talents of our young people and support activities that showcase their talents to the people of Wales and abroad.

We want to create a climate within which talent, confidence and ambition can be nurtured and developed. We want to invest in clear, progressive strategies that help produce the next generation of creative and performing artists as well as the arts literate audiences of the future. Our consultation with children and young people also highlighted the lack of opportunity to get involved in visual arts activities.



- We'll fund National Youth Arts Wales music, theatre and dance ensembles to provide a workshop, residency and performance programme for young people to work with their peers and highly regarded national and international arts professionals
- We'll support Literature Wales to continue to develop regionally based Writers Squads across Wales
- We'll roll out Criw Celf, a successful pilot programme which has been delivered in partnership with Gwynedd County Council, providing opportunities for young gifted visual artists to develop their skills outside of a schools context
- We'll work with the Film Agency for Wales in delivering the newly established Film Club, which brings a range of films to schools for young people to enjoy, appreciate and critique. The Clubs also offer opportunities for children and young people to learn more about film making and production, film review and events organising
- We'll expand the Night Out Young Promoters scheme through which groups of young people act as the promoters for a professional show in their local community hall or school

Sbarcl!, Galeri Caernarfon

## Providing opportunities for our most talented young people to embark on and progress along a journey that may bring them in to a career in the arts

The arts and creative industries are among the UK's fastest growing sectors but young people are still finding it tough to break into professional employment in the arts. Using personal contacts or taking unpaid voluntary work can sometimes be the only way of getting a foot in the door.

Across all sections of industry, the idea of offering apprenticeships is re-emerging as an effective way of making a start in a career and learning a craft. This is an idea promoted by our partners at Creative and Cultural Skills, the body responsible for professional development and training in the arts. Being able to develop careers in the arts and creative industries emerged as an area of major priority through our consultation with young people. They also highlighted the lack of apprenticeships across the industry.

Young people told us that we needed to do something about improving the quality and availability of careers advice in the arts and creative industries. Children and young people in Wales are the artists of the future and we obviously need to build in to look at whether there's adequate careers advice to help them realise their ambitions.

The arts need the new energy and ideas that young people can bring, and the young people themselves need the chance to get onto that first rung of the career ladder. We want to see a forward-looking arts industry in Wales that's committed to investing in its future skills – whether it's artistic or technical,

managerial or administrative. We need to create the next generation of artists, technicians and leaders who'll keep the arts alive for tomorrow.

- We'll work with Creative and Cultural Skills, our funded organisations and others to develop apprenticeships and other programmes that provide young people with a first step into the arts workforce.
- We'll develop a more productive working relationship with Careers Wales to help young people get better advice about careers in the arts and creative industries
- We'll develop stronger links with colleagues in further and higher education to explore pathways for young people moving from education and learning to employment in the arts
- We'll work with our portfolio of revenue-funded organisations to develop training opportunities, including placements, mentoring and apprenticeship

### We can't move forward alone.

If we're to succeed in achieving our goals, we have to find a route that follows a shared direction of travel, bringing our partners along with us. By working together, we can, once again, try to touch every aspect of a young person's life.

There are a number of organisations and agencies who should be our key partners. These are:

- **the Welsh Government** – the Welsh Government makes decisions that directly affect the lives of all children and young people in Wales. We need to work closely with them to make sure that they consider the role the arts can play when they develop new policies and actions, to draw on our expertise and knowledge. We also need their support, in terms of funding and policy directives, to help us continue make the arts available right across Wales
- **Local Authorities** – a number of local authorities have clear, practical strategies for working with children and young people. There are lessons here that we could learn and indeed many of these have expressed a desire to work closely with us and align our respective strategies. We're very aware of the support, financial and other, that the local authorities give to the arts and if we're going to succeed we'll need to develop stronger working relationships
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- **Estyn and the Welsh Joint Education Committee** – these partners are important to us if we want to realise our ambition for arts and creativity to be at the "heart" of every school in Wales. We also want to work towards a learning experience that has arts created in Wales by artists from Wales at its centre
- **Colleges and Universities** – our young people were very interested in reading in our draft about how we wanted to help them become the artists of the future. We need to building firmer working relationships with our colleges and Universities to make this a success
- **the Children's Commissioner** – we have a firm commitment to the children and young people's right to take part in the arts. Article 31 of the United Nations Convention on the Rights of the Child underpins our strategy. We will need to work with the Children's Commissioner if this is to become a reality for everyone in Wales

It became very clear through the consultation exercise that we need to become better acquainted with the Children and Young Peoples Partnerships and the Local Participation consortiums. We need to

- **the Youth Justice Board** – working with the Youth Justice Board we can make sure that young people most at risk in our society are also given the chance to take part in arts activities that could change their lives
- **our artists and arts organisations** – it's our artists who have the knowledge and the skills to open doors to the imagination, to provide inspiration and aspiration, to provoke, challenge and excite
- **and there are others** – we need to get a better understanding of how we can connect with the work that other national and local organisations are doing to increase arts opportunities for children and young people. We will undertake new and continue existing discussions with agencies such as Urdd Gobaith Cymru, Young Farmers Clubs, the voluntary and statutory youth services, National Eisteddfod and The Prince's Trust

- We'll work with Local Authorities to develop local arts partnerships that will work together to offer a range of arts activities to their young people. We'll begin by revisiting our Youth Arts Strategic Partnership programme and consider whether this is a model we could revive
- We'll develop stronger working relationships with the local Children and Young People's Partnerships. We know that these bodies are central to the delivery of the Welsh Government's strategy for Child Poverty and it is therefore imperative that we establish links with these across Wales



### We need to listen to what our children and young people want from the arts in Wales.

Hearing what our children and young people had to say about their experience of being involved in arts activities was important to us as part of our previous consultation. We need to continue to talk to them and hear their point of view. We want children and young people in Wales to help us monitor, review and re-prioritise the work we're supporting and delivering. Putting arrangements in place will be a priority for us in the first year of this strategy.

### Checking that we're making a difference

We need to monitor what we're doing. We'll have to undertake research to see if more children and young people are taking part in the arts. We need to know if the arts activities they're involved in are really making a difference to their lives. So we'll continue to fund research and mapping exercises that tell us how many young people are participating in and attending the arts and what difference that involvement is making to their lives.

- We'll continue to commission research that shows attendance, participation and attitudes to the arts in Wales amongst children and young people
- We'll develop a plan for evaluating our achievements against our stated actions
- We'll establish a range of methods for continuing to consult with children and young people across Wales



Night Out Young Promoters Scheme  
(image: Hazel Hannant)