



Cyngor Celfyddydau Cymru
Arts Council of Wales

Welsh Language Annual Report 2019-20

Tylwyth, Theatr Genedlaethol Cymru and Sherman Theatre (image: Mark Douet)

Chair's Statement

“The Welsh language is the essence of what makes Wales unique in the world. It belongs to us all.

If the language is to flourish, we must find new ways of realising the potential of the arts sector to put it at the heart of life in Wales - For the Benefit of All. There's work to do - and the Covid 19 pandemic has intensified the call to action.

It's an important priority for us all.”



Marian Wyn Jones

Chair, Welsh Language Monitoring Group and
Vice Chair of the Arts Council of Wales

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Arts Council of Wales is committed to making information available in large print, braille, audio, Easy Read and British Sign Language and will endeavour to provide information in languages other than Welsh or English on request.



Our Vision for Welsh Language Arts

The Arts Council of Wales is Wales' leading arts development agency and major funder. We have a responsibility – as set out in our [Royal Charter](#) – to develop and support the arts in both languages of our country. Wales is a bilingual nation – legally, socially, culturally, and as individuals and communities. As a bilingual organisation, our commitment to the Welsh language is integral to our work.

In addition, the Arts Council of Wales is one of the public bodies named in the Well-being of Future Generations Act. This is a landmark law in Wales that commits us all to working together to achieve 7 shared Well-being Goals. One of these goals is a Wales of thriving Welsh language and culture. This means that we have a legal responsibility to make sure that everything we do, in terms of developing the arts, supports this goal.

The Welsh Government – itself subject to the Well-being of Future Generations Act – has set out its vision for a Wales of 1M Welsh Speakers in 30 years' time in Cymraeg 2050.

This is an ambitious target. The Arts Council of Wales is very aware that the arts sector can make an important contribution to increasing the number of people in Wales who understand and speak Welsh. It has committed to doing everything it can to support the Welsh Government's ambitions for the development of the Welsh language through the development of Welsh language arts activity and opportunity. Following Elen ap Roberts' findings in the Mapping Report and the Covid 19 pandemic, it is really clear to us that it is an urgent priority for us and next year we will be working on a Vision and Strategy document that will see us step up and play a much more proactive role.



Rygi: Annwyl i Mi / Dear to Me, National Dance Company Wales, National Eisteddfod 2019 (image: Iolo Penri)

Why do we think we can make a difference?

Research around language acquisition shows that wanting to understand and take part in cultural activities and events is an important motivator for learning and using a language. This suggests that the arts sector has an important role to play in reaching the Government's 1M speakers target.

There are many children and young people in Welsh medium education or learning Welsh at schools and colleges. Many of these are not from Welsh speaking homes so it's important that there is a vibrant Welsh language cultural scene available to them – either close to their homes or digitally - to encourage them to view Welsh as a living, everyday language. Without this, there is a danger that Welsh becomes a language only studied at school and not a living contemporary experience.

We want to fund high quality arts events and activities that reflect contemporary Welsh life. To sustain the language, it's very important that there are opportunities to socialise, discuss, debate and engage with a broad range of artistic activity and experiences – and that these reflect the diversity of the Welsh speaking communities in Wales. Without this, it will be difficult to ensure that the language is inclusive and survives for future generations.

92.3%
of Welsh speaking
adults attended at
least one arts
event, once a year
or more often in
2019

Source: Wales Omnibus Report 2019

We have a role in making sure that people are able to attend and participate in Welsh language events and activities close to home. We are aware that the current distribution across Wales is uneven and provision in our key cities – Cardiff, Swansea and Newport is poor, relative to the population. Without easy and regular access to Welsh medium activity it is very difficult to develop and sustain language use.

We support artists and creatives to work in the Welsh language. We are committed to providing opportunities in all aspects of the arts for practitioners to work in their language of choice in Wales. It hasn't always been easy to sustain an artistic career through the medium of Welsh and we feel that we have a role to improve this situation.

Through our Arts Portfolio Wales (APW - annually funded organisations) and those, individual artists, organisations and projects we fund through our Lottery funded programmes in Wales, we have the ability to influence the everyday use of the Welsh language, increase its visibility, create opportunities for work and develop our advocacy for Welsh language culture through our network of partners.

As a public body with power, influence and resources we are in a position to advocate positively for the Welsh language. Keeping the language alive for future generations is ultimately a hearts and minds game and it's important that organisations such as the Arts Council of Wales step up to the plate and create a positive environment in which the language can be visible and thrive.

The work of the Welsh Language Monitoring Group

Purpose and role of the Welsh Language Monitoring Group

The monitoring of the Arts Council of Wales' responsibilities under the Welsh Language (Wales) Measure is something that Council has taken very seriously and is keen - not only to meet our obligations fully - but to champion the principles underpinning the legislation in giving the Welsh language prominence and supporting its development.

Council's work is initiated, managed and monitored by Council itself and through 3 Sub Committees and three specialist Monitoring Groups – Wellbeing of Future Generations, Equalities and Welsh Language - to which Council delegates certain powers. The Monitoring Groups are subordinate to Council within our governance structure but have an important scrutiny role reporting to Council on the performance of those activities that fall within their remit.

The main role of each of the Groups is:

- ① To review, monitor and contribute to the development of policies and procedures that enable Council to practice and promote the principles and requirements of each of the Acts. This may include advising on initiatives that assist in the training and professional development of Arts Council of Wales staff.
- ② To assist Council and its officers in ensuring that its activities in this area are consistent with the ambitions of the Acts.
- ③ To assist Council and its officers in embedding the principles of the Acts as a routine aspect of Arts Council of Wales' investment, processes and programmes of work.

In 2019 almost
half of all Welsh
speaking adults,
49.3%
took part in arts
activities at least
once during the
year

Source: Wales Omnibus Report 2019

- ④ To contribute to the monitoring of Arts Council of Wales' compliance with all relevant statutory and regulatory requirements, including any associated general and specific duties.
- ⑤ To advise on the development, implementation and monitoring of specific developmental projects.

The Welsh language Monitoring Group will scrutinise our adherence with our legal requirements, our progress with developmental objectives and our Welsh language data sets bringing any issues of concern, or areas for improvement to Council's attention.

The Welsh Language Monitoring Group is Chaired by the Vice Chair of Council Marian Wyn Jones and comprises Council member Tudur Hallam alongside staff from across the organisation. They usually meet quarterly prior to the Council meetings.



LOÏC RAISON
CIDRIER DE CARACTÈRE

AVANC, Festival Interceltique de Lorient, trac (image: Pierre Sallier)

Meeting our Legislative Responsibilities

The **Welsh Language (Wales) Measure 2011** establishes the principle that the Welsh and English languages should be treated on a basis of equality in the conduct of public business. The Welsh Language Commissioner has the responsibility for enforcing the legal duties of the Measure through a series of Standards that public bodies such as the Arts Council of Wales have to meet. The Commissioner also monitors us annually to assess how well we've been doing in meeting them.

A key task for the Welsh Language Monitoring Group in previous years has been the implementation of new **Welsh Language Standards**, as defined in legislation.

You can find a full list of the Standards that apply to us [here](#).

We are pleased to report that during 2019/20 we achieved all but one of the standards – Standard 90. This relates to our National Lottery derived funds and the need to ensure that all project proposal applications we receive to these funds considers the impact – positive and negative – on the Welsh language.

We are currently working towards securing full compliance with Standard 90 however acknowledge progress has been delayed for the following reasons:

- In 2019, following a public consultation exercise we introduced our new Lottery Programmes. Embedding Welsh Language principles across all aspects of our grant giving, including consideration of how we fully implement and demonstrate consideration of **Standard 90** as an identified intrinsic element of this work.
- At the end of the 2019/20 financial year we were struck by the Covid-19 pandemic which meant that our Lottery programmes were suspended whilst funds were repurposed to provide emergency and stabilisation funding to arts organisations and individual artists.

- We have been developing a **Welsh Language Tool Kit** to assist our funded organisations and individuals to help promote their Welsh language provision. This would support and complement the Lottery programme activity.

Whilst we are working on achieving full compliance with Standard 90 we have continued to scrutinise all of our applications on their contribution to Welsh language development and it has been highlighted as a clear priority for our decision making all through the financial year. Our dialogue with the office of the Welsh Language Commissioner has been positive and we are confident that we have been addressing this issue in principle through the year and will have fulfilled all the requirements of Standard 90 before the end of the current calendar year.



*Aberhenfelen, Theatr Bara Caws and the Urdd
(image: llunia Cwmni)*

Well-being of Future Generations Act

Under the Well-being of Future Generations (Wales) Act, the Arts Council of Wales must be able to demonstrate how its work is delivering against its own well-being objectives and in doing so maximising its contribution to the 7 Wellbeing Goals for Wales. Alongside this it needs to evidence that it is taking on board the 5 Ways of Working – behaviours that encourage and support the sustainable development principle at the heart of the Act.

With the Welsh language specifically mentioned in the cultural goal, this is an important part of our accountability as a public body. We also think it's important to think about the Welsh language and culture across all the other goals and through our memoranda of understanding with other public bodies such as the NHS Confederation in Wales and Natural Resources Wales, we look to bring a Welsh language dimension to the partnerships.

Evidence of the 5 Ways of Working

The integration of our work across the well-being goals with other public bodies

Over the last twelve months we've

- Forged a much stronger partnership with the Welsh Government's Language Development Unit and the Welsh language development sector. Leading on Welsh Government's UNESCO Year of Indigenous Languages 2019 programme.
- Deepened our relationships with Mentrau Iaith through the Mapping Report research, through the Siarter Iaith in each local authority and through working together on projects such as Tafwyl.
- Become involved with local authority initiatives to develop the Welsh language. This includes work on the Siarter Iaith for schools and local development plans to make sure there is a cultural element included.

Increasing the number of collaborations and partnerships we are involved in

Strong collaborations and partnerships are critical to most of our Welsh language development work going forward and we've made good progress this year to:

- Identify and open dialogue with the Welsh language development community.
- Increase the amount of networking, facilitated by us, of Welsh language practitioners and organisations.
- Work closely with other language development initiatives internationally through our Wales Arts International Team.

Listening to our staff, stakeholders and beneficiaries

- Our Welsh language monitoring group involves staff from across the organisation and we involved staff in the development of our new corporate plan, operational plan and Lottery Strategy consultation – all of which have our Welsh language agenda at heart. We have responded to the call for a more bilingual intranet and improvements in Welsh language HR and ICT provision.
- Welsh language was a key theme in our consultations sessions around the new corporate plan and use of National Lottery derived funds and we've incorporated this accordingly into our new documents and policies strengthening our assessment of the Welsh language commitments of applicants and doing more to encourage those applying for our funding to be proactive developers of the use Welsh language. We heard a clear message that we have a vital and critical role in this and we need to address this throughout our organisation.
- Consulting with stakeholders, partners, organisations and individuals we have funded was very much part of the Welsh language Mapping tender we commissioned this year. The results of this research will allow us to be guided by experts in the language development field and make an even more positive contribution to Welsh Language Development.

While we have achieved an improvement, we recognise that there is still much more that can be done to broaden the range of participants we engage with and acknowledge that there is a whole range of potential beneficiaries that we are still not reaching.



Gwledd, Fflim Cymru. Annes Elwy and Nia Roberts in Lee Haven Jones' contemporary Welsh language horror

Preventing Harm

- Our Welsh language objectives have been designed to address the prevention agenda.
- We scrutinise applications for funding to ensure that they respect the Welsh language and promote a positive image of it.
- We have committed to the use of Cymraeg Clir in all our documents to encourage as much use of written Welsh as possible by making it easy to understand and accessible to as wide a range of Welsh speakers as possible.
- We assess the language requirements of every vacancy or new post to ensure that we can provide equality of service in both languages.

Thinking Long Term

- We have commissioned a Welsh Language Mapping Report to get better information about the threats and opportunities to the language.
- We've signed up to the Welsh Government's long-term vision for the Welsh language in Cymraeg 2050.
- We've begun to address shortfalls in numbers of artists and participatory arts leaders who can work in Welsh through strategic internships and partnerships with organisations providing language learning opportunities.
- We've acknowledged that our current project-based funding system doesn't always support longer term or structural initiatives necessary to support language development and this is something we are looking to address when the new lottery schemes are launched next financial year.

Our Welsh Language Aims arising from last year's Annual Report

More Diverse Contemporary Work in the Welsh Language

We want to see Welsh language work that reflects contemporary Wales. It's often wrongly assumed that the Welsh language community is a homogenous one. What about disabled Welsh speakers? Welsh speakers from a black and non black people of colour background?

A piece of new writing about the LGBTQ+ community *Llwyth* was one of the most successful Welsh language plays in recent years. This year we saw a follow up production from Theatr Genedlaethol - *Tylwyth* - and if the Covid 19 pandemic had not curtailed the tour, it would have been an equally compelling and popular commentary on contemporary Welsh life. This is an important reminder of the depth of diversity and inclusivity that needs to be supported across the creation of Welsh language work across all artforms. Embedded in this is a need for a vibrant digital presence online to increase the language's visibility and relevance.

More Opportunities to make Work in the Welsh Language

Any artist or arts organisation in Wales should find it as easy and rewarding to work in the Welsh language as the English language. We know this isn't always the case. We want to see more work created in the Welsh language, which should lead to more opportunities for artists in Wales. In tandem with this, we want to grow the market for Welsh language freelancers to work holistically and sustainably for the longer term across artforms.

More Opportunities to position Welsh Language work on the Global Stage

As a bilingual country we have a huge advantage in the multi-lingual international market and want to develop projects that succeed in global marketplaces, helping to build sustainable income streams to support careers.

We want to work alongside Welsh Government to showcase Welsh arts and culture as part of their commitment to the UNESCO Decade of Indigenous Languages and a Wales of Wellbeing building.

We also know that we need more artists with Welsh language skills working in the field of arts participation, community arts and arts activism. We are interested in supporting interventions that develop Welsh language capacity and arts leadership in these areas.

Better Geographical Availability of Welsh Language Work

At the moment Welsh language theatre tours in the north and west of Wales to a disproportionate degree yet the balance of potential Welsh language audiences – in terms of numbers at least – is in our well populated areas such as Cardiff and the Swansea/Llanelli area. The growth of Welsh medium schools is strongest outside the Welsh language heartlands in areas such as the South Wales valleys and yet there is little in the way of Welsh language cultural activity that we fund here. Our own Night Out scheme is a very good place to start in terms of established community relationships and well-developed local audiences across Wales as are our network of APW organisations. We are interested in developing partnerships that can assist us create relevant Welsh language product that can reach a larger geographical area and new audiences particularly – although not exclusively – through those existing networks.

Increase the number of shows, events and performances in the Welsh language specifically for Children and Young People and family audiences.

With so many more children now in Welsh medium education we see creating more work for young people and the family market as a priority. We are aware that work needs to be done to encourage non-Welsh speaking parents to support their children in the development of their language skills and Welsh speaking parents to have access to Welsh language activities regardless of where they live in Wales. Increasingly, digital work is an important element of developing access and the arts have a key role to play here. This work is critical if we are to support Welsh Government to achieve the 1M Welsh speakers target by 2050.



National Eisteddfod 2019
(image: Betsan Jones)

Our Key Achievements this Year

- We earmarked strategic funds to develop a Welsh language theatre action plan.
- We developed an open call for creative proposals to develop Welsh language work for children, young people and family audiences in line with our priorities and evidence on language development. We received 31 applications in total which exceeded our expectations.
- We ran a pilot project, in partnership with the Canolfan Dysgu Cymraeg Genedlaethol to teach Welsh language skills within the arts sector. This was over-subscribed and beat all the targets set for it and discussions are on-going with the Centre to see how the relationship can be developed further.
- We hosted a discussion about Welsh language theatre in Y Lle Celf in the Eisteddfod Genedlaethol in Llanrwst alongside several Welsh language workshops for children.
- Wales Arts International worked closely with Welsh Government colleagues to host a series of celebrations of the Unesco Year of Indigenous Languages in 2019, a programme featuring the Welsh language in the Rugby World Cup in Japan and Wales Week in Dublin. The Welsh language will also feature in the new Memorandum of Understanding with Ireland.
- We prioritised Welsh speaking artists for inclusion in our Seeding for the Future project which took emerging producers and artists to the Edinburgh Fringe Festival for a series of professional workshops, opportunities to see work and meet international programmers.
- Our intranet is now bilingual, and staff have access to all of our internal systems in Welsh including Cascade, our HR system.

- Our website is completely bilingual and we've signed up to the use of Cymraeg Clir to make sure that it encourages as many Welsh speakers as possible to use the Welsh language provision by making the content as simple and direct as possible.
- Our communication team have been trained in the use of Cymraeg Clir at Canolfan Bedwyr in Bangor University.
- We have developed a partnership with the office of the Welsh Language Commissioner to produce a Tool Kit to support and promote the use of the Welsh language through our portfolio and Lottery funded grant recipients.
- We commissioned two pieces of research to inform our work in developing the Welsh language in our work:
 - ① A Welsh language Mapping Report to investigate the range and diversity of Welsh language arts activity in Wales. This specifically considered those areas that we do not fund with a view to identifying overlaps with the Welsh language development bodies, community groups and Welsh language third sector so that we can integrate our work with theirs to achieve a shared goal of more people enjoying arts events and activities in the Welsh language.
 - ② A Welsh language marketing report to investigate how we might improve marketing and promotional work – something that is regularly raised as an issue by members of our portfolio.
- We've worked with Cardiff Council around the Siarter Iaith for schools and more general Welsh language developments in the city to see how we can contribute to their ambitions.
- We've integrated the Welsh language fully into our key programmes such as Creative Learning through the Arts, Arts and Health and the work of Wales Arts International.



Y Lle Celf (image: Betsan Jones)

- We launched, in partnership with the Office of the Future Generations Commissioner a culture and Welsh language journey that will support public bodies (and others) in Wales to deliver against this goal of the Well-being of Future Generations (Wales) Act.
- Our Research team have made progress in collecting more robust data around Welsh language provision which we can use to build maps of where coverage is poor, understand exactly how much work is made in the Welsh language and how many artists we are supporting to work in the medium of Welsh.



Chwarae, Theatr Iolo (image: Kirsten Mcternan)

What did we say we would do better in 2019 - 2020?

In last year's report we said that we would improve the following:

Improvement Required	Response
<ul style="list-style-type: none"> Continue to monitor the impact (positive and negative) on the Welsh language of all new policies, projects and proposals. 	<p>The Templates for all our Senior Leadership Team and Council papers include a section where the impact on the Welsh language must be assessed.</p> <p>We are also looking at improving our monitoring of grants in general to focus more on outcomes and contribution to over-arching strategic objectives such as an increase in the use of the Welsh language.</p>
<ul style="list-style-type: none"> Support the development of new Welsh language work focussing on the priority areas of local community settings, children and young people and family audiences. 	<p>We launched a call out for productions responding to the creative challenge we issued to the Welsh language sector. We had 31 applications.</p>
<ul style="list-style-type: none"> Work with communities across Cardiff to help establish a city-community venue network. 	<p>An Arts Council officer has been part of the steering group in Cardiff during 2019/20.</p>
<ul style="list-style-type: none"> All job adverts state that applications may be submitted in Welsh and treated no less favourably than English. 	<p>Achieved</p>

Improvement Required	Response
<ul style="list-style-type: none"> • All recruitment processes should be bilingual including allowing for the individual to select either Welsh or English interview and that simultaneous translation services may be used if appropriate. 	Achieved
<ul style="list-style-type: none"> • Induction process revised to include awareness of Welsh culture and history, Standards and use of Welsh in the workplace. 	Achieved
<ul style="list-style-type: none"> • All job adverts state that applications may be submitted in Welsh and treated no less favourably than English. 	Achieved
<ul style="list-style-type: none"> • Training is provided for Welsh language learners and those wishing to improve their Welsh. 	Achieved
<ul style="list-style-type: none"> • Refine and utilise the data we collect on Welsh language statistics in relation to how our funding is distributed: 	<p>This is part of an ongoing project to improve our collection and use of data.</p> <p>We've improved our annual survey.</p> <p>There is still work to do in relation to understanding what defines bilingual work and how we count that as a contribution to Welsh language development (or not).</p>
<ul style="list-style-type: none"> • Assess the effect on the Welsh Language for each grant awarded. 	This relates to our achieving Standard 90 noted above.

What do we need to concentrate on in 2020 – 2021?

Creating a new compelling Vision for the Welsh Language:

We must now demonstrate and underpin our commitment to playing a full and proactive role in developing and sustaining the Welsh Language with investment in actions that result in progress towards the Welsh Governments 2050 Vision. This is particularly urgent in the light of the Covid 19 pandemic and the severe curtailment of many cultural social events and activities that are the bedrock of Welsh language transmission and survival. It is facing a real crisis.

Promoting creativity through the medium of Welsh

Our data still suggests that we're not seeing the range of Welsh language activity that we'd expect to find across artforms and geographic area. It is however encouraging to note an improvement in the range and quality of Welsh language theatre provision this year. We look forward to seeing the sector continue to build on this, widening access opportunities to reach new audiences through this.

In the summer of 2019, we held sectoral discussion sessions throughout Wales. Final discussions with producers and presenters enabled further focusing of priorities within the Welsh Language Theatre Action Plan at this time. However, considering the forthcoming challenges resulting from the coronavirus pandemic, redevelopment of the action plan will need to take place in order to address the most urgent and practical needs within the sector.

Bilingualism Tool Kit

Our relationship with the office of the Welsh Language Commissioner remains close and positive with joint work having been undertaken on the development of a new online Bilingualism Promotion Pack for the arts sector. This led to a pilot pack, produced internally, which used examples of bilingual work undertaken by Rubicon Dance, a big thank you to them for their positive co-operation.

The finalised bilingualism promotion pack to be produced by the end of Quarter 2 of 2020/21 will:

- ① bring together much of the Council's recent work to promote the Welsh language in one place on our website, with the package directing the sector to further resources in order to promote the Welsh language.
- ② provide a positive impetus and tangible encouragement to the sector to improve their provision in Welsh to the public we all serve.

Develop the Partnership with the National Centre for Learning Welsh.

The pilot scheme undertaken in the last quarter of the 2019/20 financial year through a partnership between the Arts Council of Wales and the National Centre for Learning Welsh to provide Welsh lessons for portfolio organisations was highly successful. Its goal was to identify the level of interest within the arts sector in using the Centre's services to develop or refine the language skills of staff within the arts sector – particularly staff in settings that have direct contact with the public. Iaith Cyf, implemented the three-month pilot scheme on behalf of the partnership. We hope to extend this partnership in this financial year as well given the level of interest generated through the pilot.

Achieve Standard 90

Welsh language considerations have been at the forefront of our work to reimagine both the National Lottery and portfolio organisations. New Lottery programmes were launched in September 2019 with Welsh language included as a priority within these. The Investment Review, due to be launched in March 2020 (but postponed due to the pandemic) includes specific reference to the Welsh language and asks direct questions about how a new look portfolio would help us deliver against our aspirations in this area.

Develop a Vision and Action Plan in relation to the Welsh Language Mapping Report and the Welsh Language Marketing Report

We have taken time during this year to scrutinise our data more thoroughly. This has led us to commissioning two pieces of research during the latter part of the year. These focus on the mapping of Welsh language arts activity across the country as well as the marketing of Welsh language work. Both these pieces of work will conclude in 2020/21 providing us with a roadmap for the future, looking at how we can be a catalyst for collaboration. It will also support us in considering how we use our resources appropriately to effect change.

Develop the Partnership with the APW Organisations

Continue to support our APW clients to increase the number of Welsh language targeted events and participatory activities and Welsh speaking staff and board members. We will monitor and review progress against individual Welsh Language Development plans and through the monitoring of future Survey returns. With so many resources now in place to assist them, we will be more stringent in our assessment and expect positive advocacy and a high profile for the language in all Arts Council Funded activity.

Facilitate networking amongst the Welsh language Artistic Community

We will support a process of networking and sector collaboration aimed at enhancing understanding and opportunities between the producing and presenting sectors and more co-production of initiatives to encourage artists to work in Welsh, extend Welsh language provision and make Welsh language activities and events as diverse as possible. The Covid 19 response has kick started this self-organised approach and it's something we want to encourage and support.



Efa Blosser Mason's animated Welsh language short film
Fflim Cymru



Gwilym, Gorwelion / Horizon launch 2019

Key statistics and data

Arts Portfolio Wales Survey:

This report summarises the findings of the 2019/20 Arts Portfolio Wales Survey compared to the 2018/19. The APW Survey is a bi-annual survey of all Arts Portfolio Wales funded clients who are required to complete the survey as part of their funding agreement. There are currently 67 clients in receipt of funding. However, as a result of the Covid-19 outbreak only 39 organisations have been able to fill out the survey by the extended deadline of June the 5th. This comparison therefore looks at those 39 organisations that completed the 2019/20 survey compared with the same organisations in 2018/19.

N.B. It is worth noting that many of those that haven't yet reported are where we would expect a higher level of Welsh language activity thereby at least partly explaining the significant drops in attendances and participation.

Welsh Language Attendances

	2018/19	2019/20	% Change	2018/19	2019/20	% Change
	Events	Events	Events	Attendances	Attendances	Attendances
Film Screenings	6	2	-66.7%	354	10	-97.2%
Performances by Touring Companies	441	520	17.9%	37798	51463	36.2%
Performances at Presenting Venues	218	122	-44.0%	34945	35750	2.3%
Totals	665	644	-3.2%	73097	87223	19.3%

Welsh Language Participation

	2018/19	2019/20	% Change	2018/19	2019/20	% Change
	Sessions	Sessions	Sessions	Attendances	Attendances	Attendances
Children & Young People	6212	8179	31.7%	63996	32496	-49.2%
General	2883	1748	-39.4%	27787	29712	6.9%
Totals	9095	9927	9.1%	91783	62208	-32.2%

Employment	2018/19	2019/20	% Change
Total Number of Employees	2403	2106	-12.4
Total Number of Volunteers	705	563	-20.1

Welsh Speakers	2018/19	2019/20	% Change
Number of Welsh Speaking Employees	516	643	24.6
Number of Welsh Speaking Volunteers	107	108	0.9

Boards of Management	2018/19	2019/20	% Change
Total number of members of Boards of management	355	349	-1.7
Total number of Welsh Speakers on Boards of management	131	134	2.3

Welsh Language – Omnibus surveys

Attendance and participation in the arts

We are particularly interested in encouraging people to enjoy and take part in the arts. Each year we commission independent research – the Wales Omnibus – to assess what is happening to Welsh speaking audiences and participants. This gives us an insight on attendance and participation patterns based on a random sample of around 1,000 people each year.

Adult Omnibus Survey 2019:

Welsh Language Data taken from the Omnibus survey

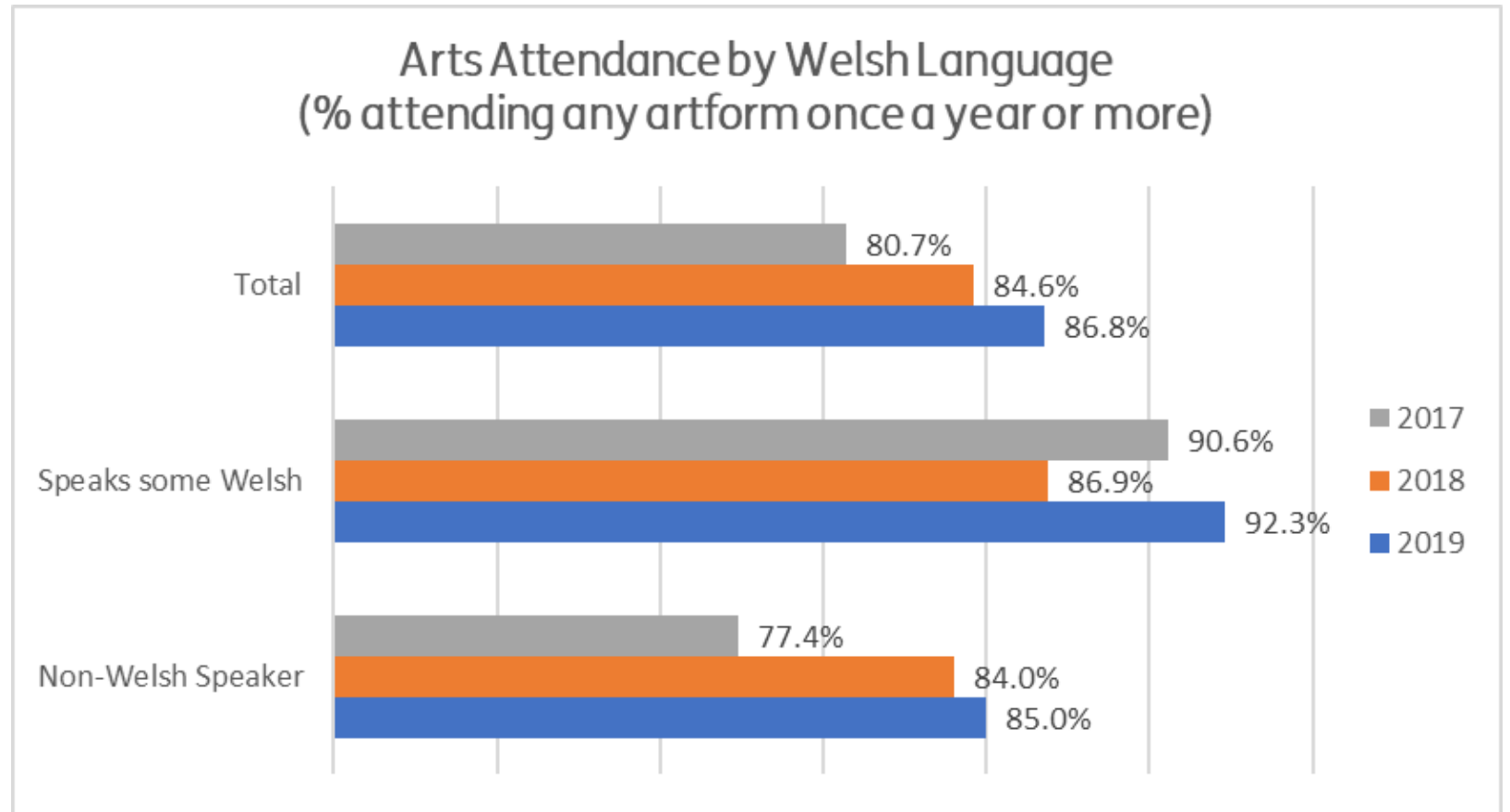
The figures for the adult population are as follows:

% of Welsh speakers attending or participating in the arts once a year or more often:

	2012	2013	2014	2015	2016	2017	2018	2019
Attendance	85%	89%	91%	88%	86%	90%	94%	92%
Participation	46%	44%	47%	49%	50%	53%	45%	49%

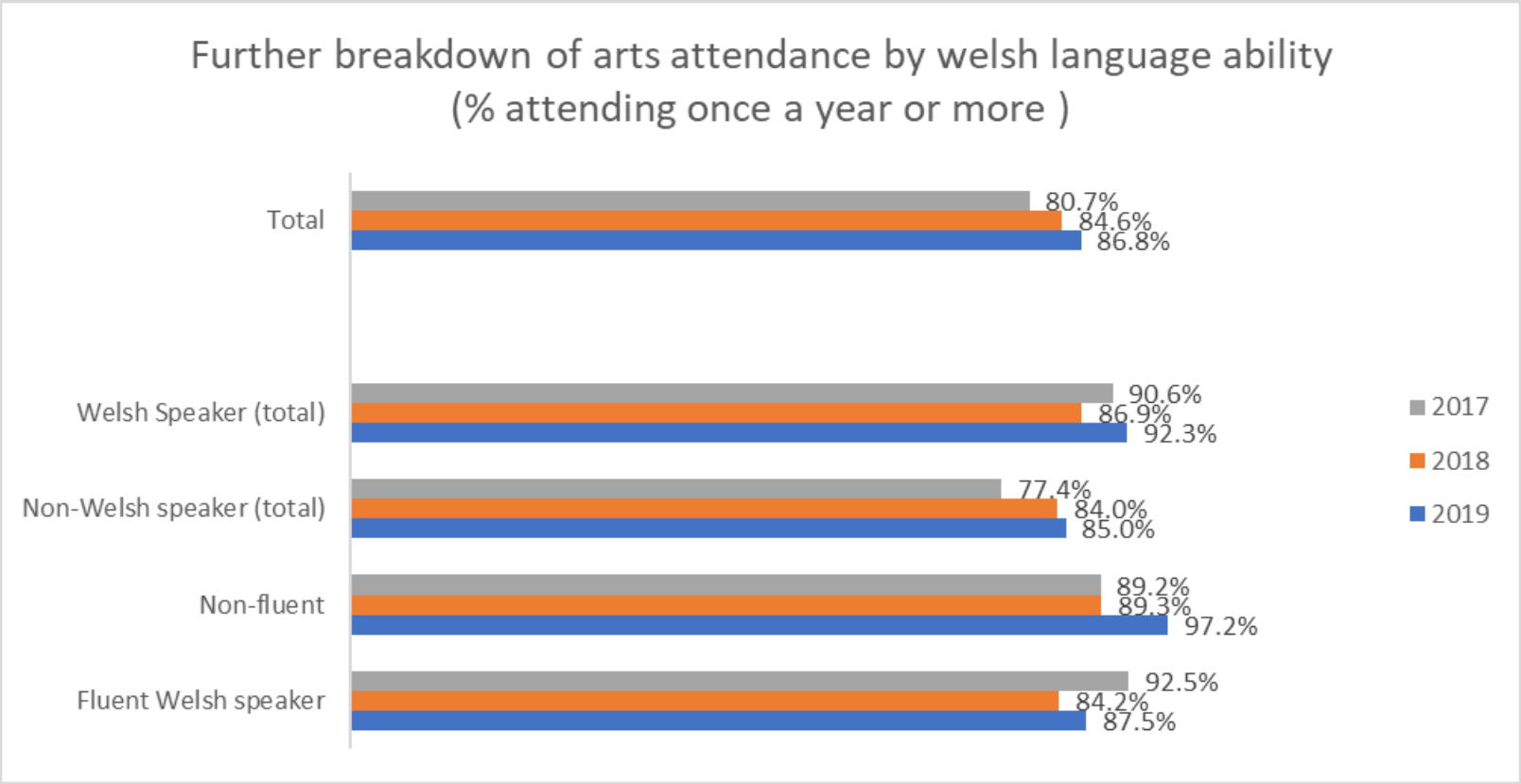
Source: Wales Omnibus Report 2012 - 2019

- 92.3% of Welsh speaking adults attended at least one arts event, once a year or more often. This compares to 86.8% of all adults attending arts events during the year.
- In 2019 almost half of all adults, 49.3%, took part in arts activities at least once during the year, an increase of 3.7 percentage points from the previous year. This compares to 49.3% of all adults taking part in arts activities during the year.



Base: All Adults (2017: 1,021, 2018:1,002 & 2019:1,002)

- 2019 levels were the highest over the three-year period following an increase in attendance levels of 5.4 percentage points, bringing attendance to 92.3%.
- Levels of attendance among non-Welsh speakers have remained similar to 2018 with 85.0% of adults attending the arts compared to 84.0% in the previous year.
- The gap in attendance levels between the two groups has increased from a gap of 2.9 percentage points in 2018 to 7.3 percentage points in 2019.



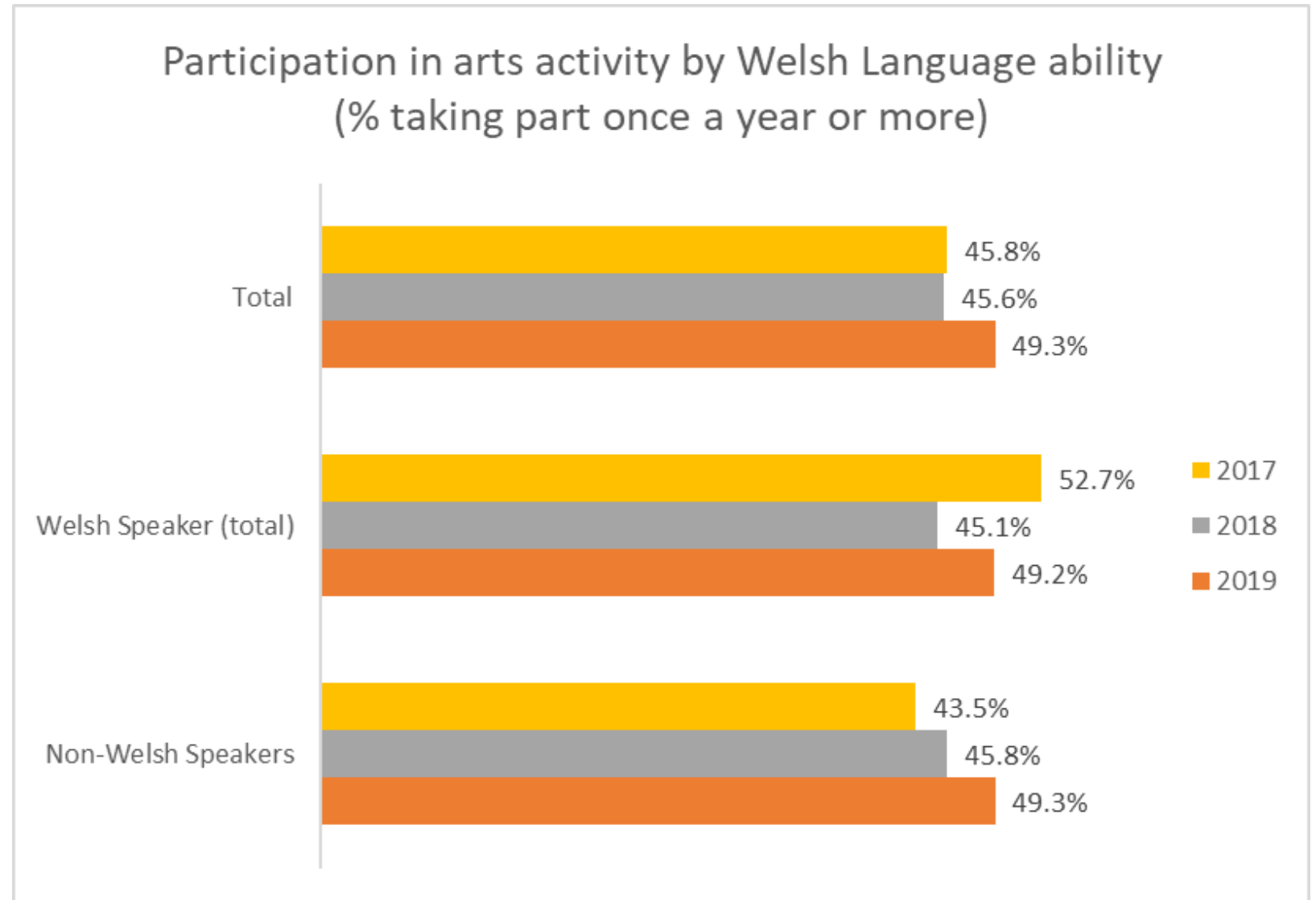
Base: All Adults (2017: 1,021, 2018:1,002 & 2019:1,002)

While the total proportion of those who can speak Welsh has increased by just over 2 percentage points over the 3 year period, there has been a decrease among the fluent Welsh speakers and an increase among non-fluent speakers during the time period. Between 2017 and 2019 levels of attendance among fluent Welsh speakers decreased by 5 percentage points. However, levels of attendance among non-fluent Welsh speakers increased from 89.2% to 97.2% an increase of 8 percentage points between 2017 and 2019.

Levels of attendance among non welsh speakers also increased across the three-year period by 7.6 percentage points, from 77.4% in 2017 to 85% in 2019. However, there was only an increase of 1 percentage point between 2018 and 2019.

Arts Participation

In 2019 almost 50% of adults in Wales took part in arts activities once a year or more.

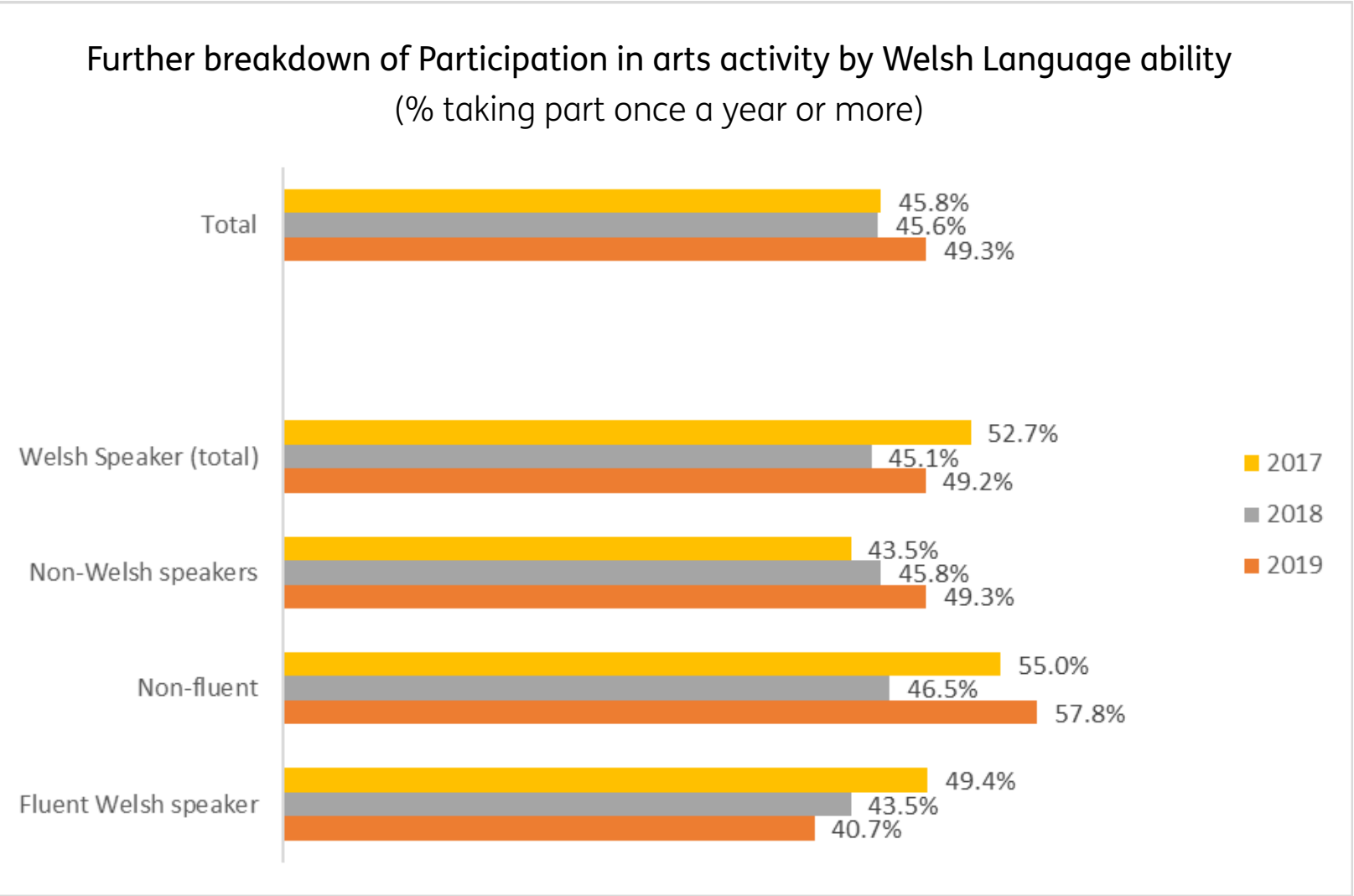


Base: All Adults (2017: 1,021, 2018:1,002 & 2019:1,002)

There has been a 4.1 percentage point increase in the number of Welsh speakers taking part in an artistic activity since 2018, from 45.1% to 49.2% respectively. Meanwhile, the percentage of

non-Welsh speakers taking part in an artistic activity once a year or more has also increased from 2018 by 3.5 percentage points to 49.3%.

As in the previous year there are equal proportions of both Welsh and non-Welsh speakers taking part in arts activities in 2019



Base: All Adults (2017: 1,021, 2018:1,002 & 2019:1,002)

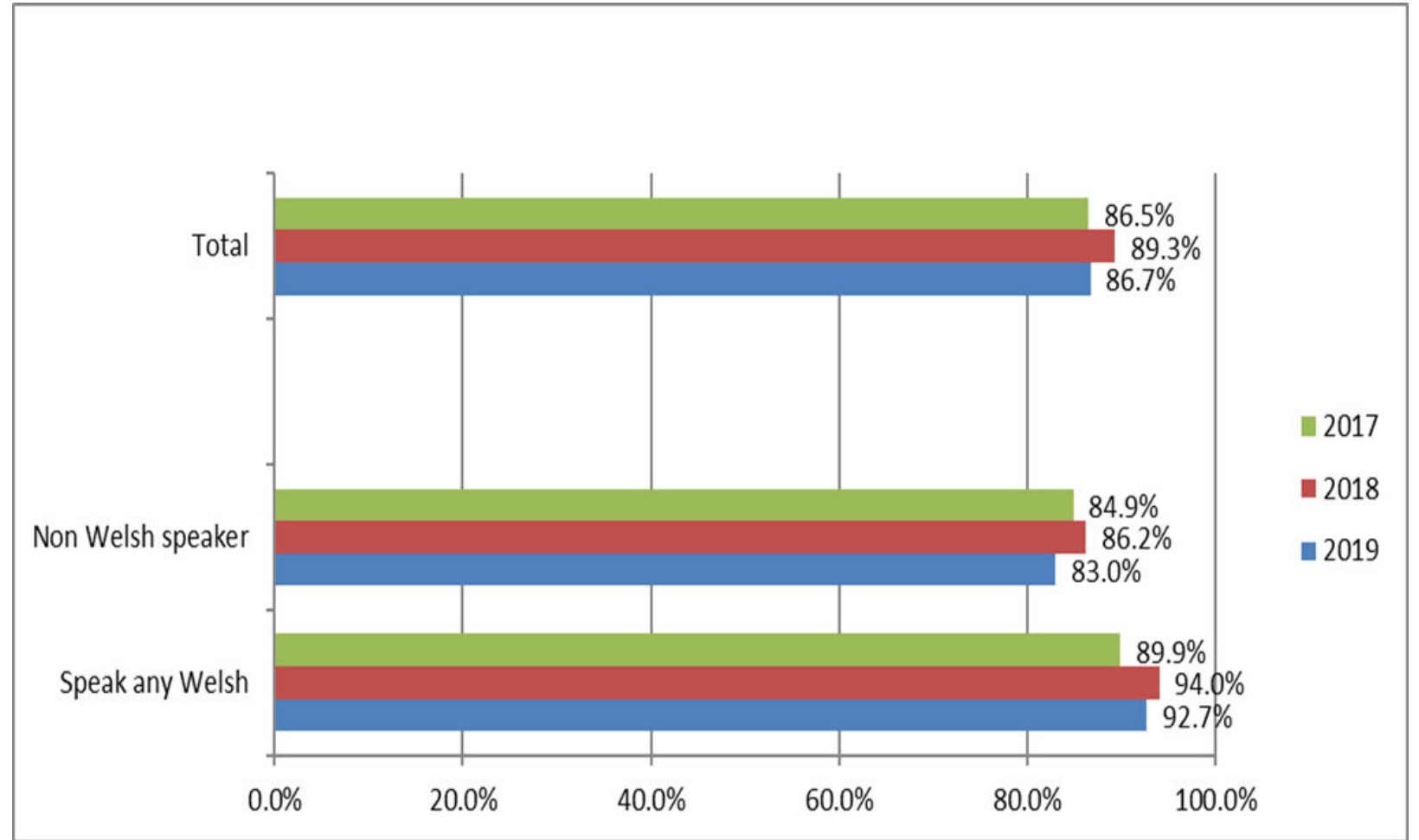


In 2019, the percentage of fluent Welsh speakers taking parts in an arts activity once a year or more continued to decrease by 2.3 percentage points from 2018 to 40.7% in 2019. However, participation levels among the non-fluent Welsh speakers increased from the previous year by 11.3 percentage points. The gap between the two groups has now increased from 3 percentage points in 2018 to 17.1 percentage points in 2019.

Non-Welsh speakers have seen a gradual increase in levels of activity, from 43.5% in 2018 to 49.35% in 2019.

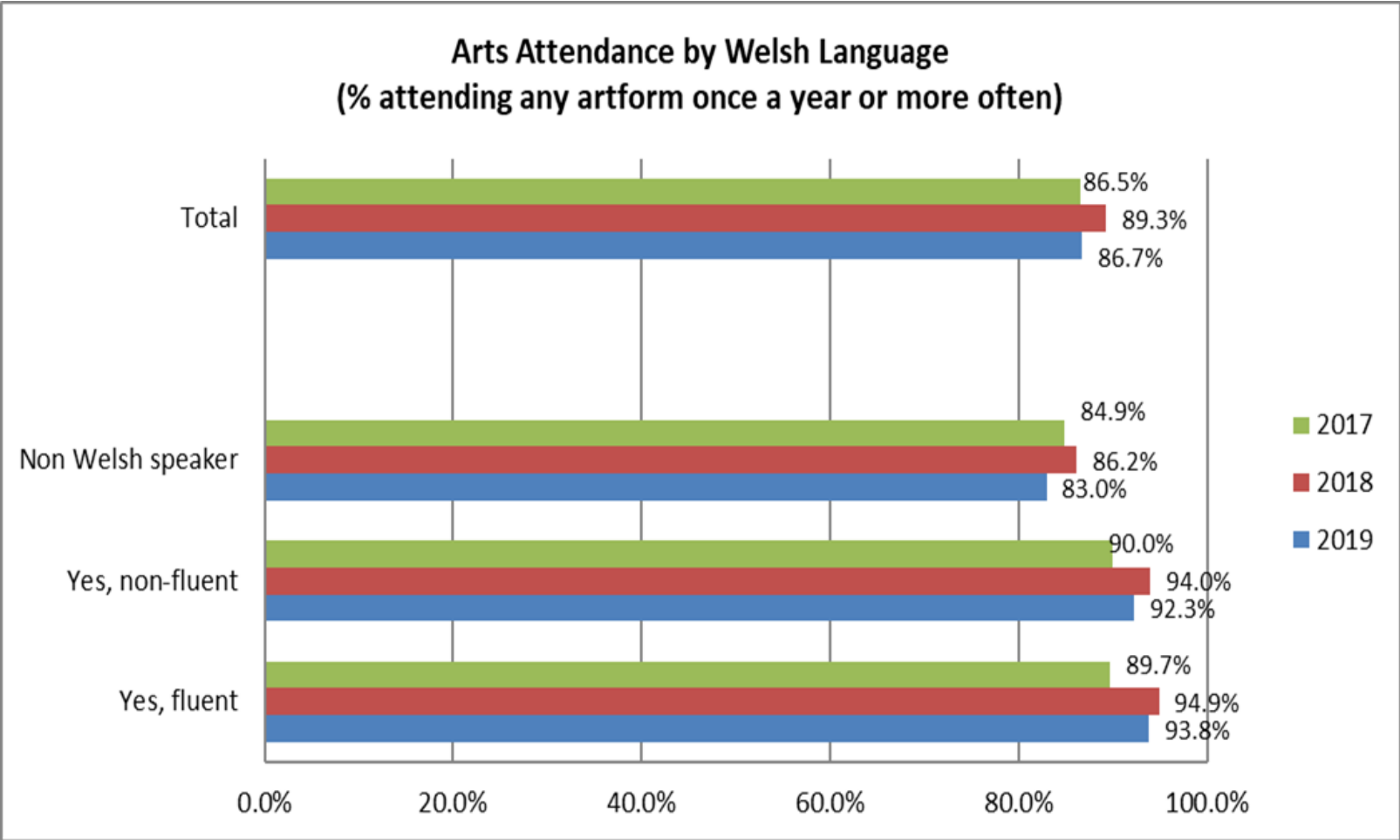
Children's Omnibus Survey 2019:

Welsh Language Data taken from the Omnibus survey report 2019



Base: All 7-18-year olds (at least 1,000 per wave) Source: Children's Omnibus 2017-2019

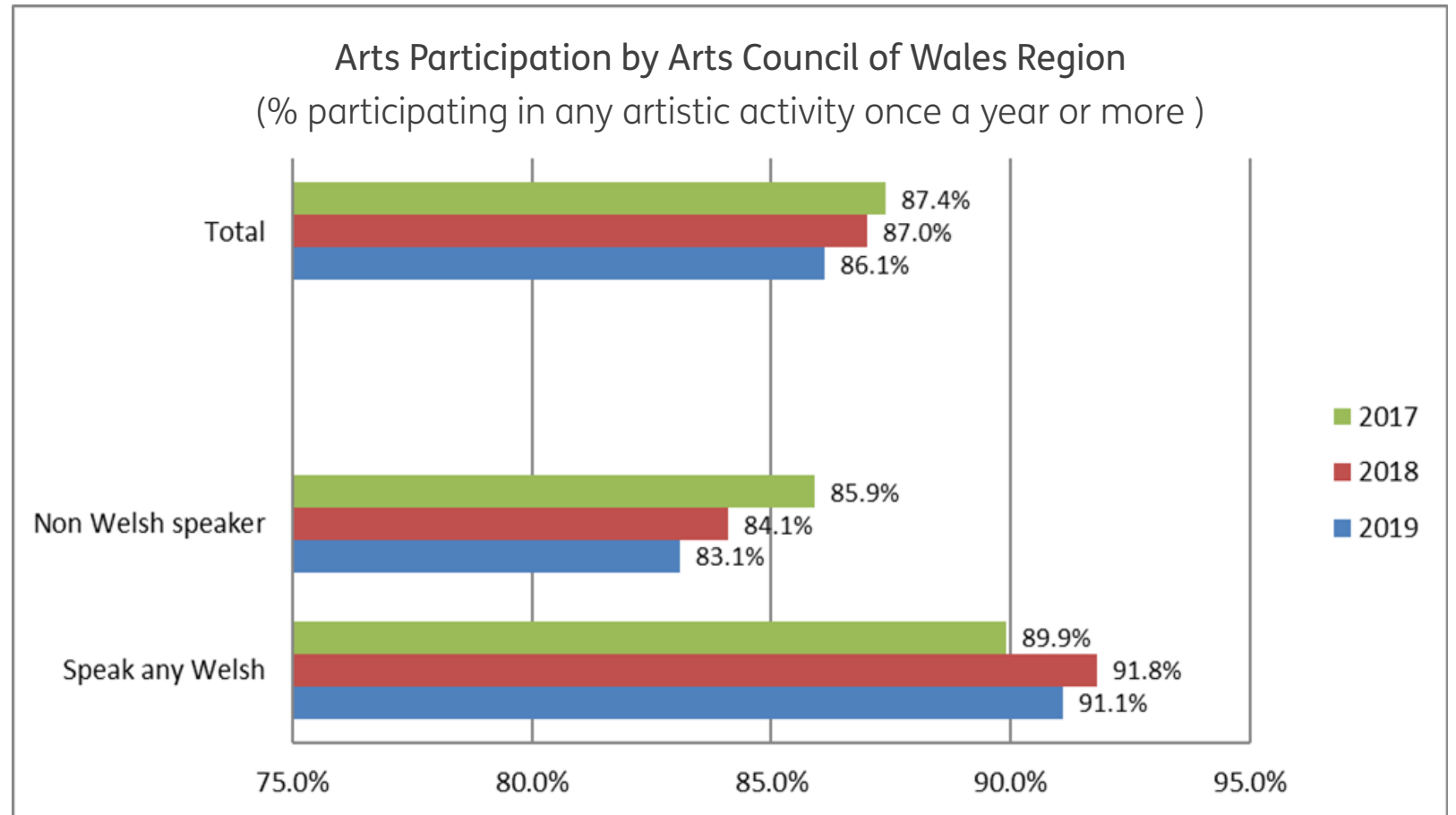
In 2019 those who have some level of Welsh ability attend the arts with a higher frequency than those with no Welsh speaking ability, 92.7% compared to 83.0%.



Base: All 7-18-year olds (at least 1,000 per wave) Source: Children's Omnibus 2017-2019

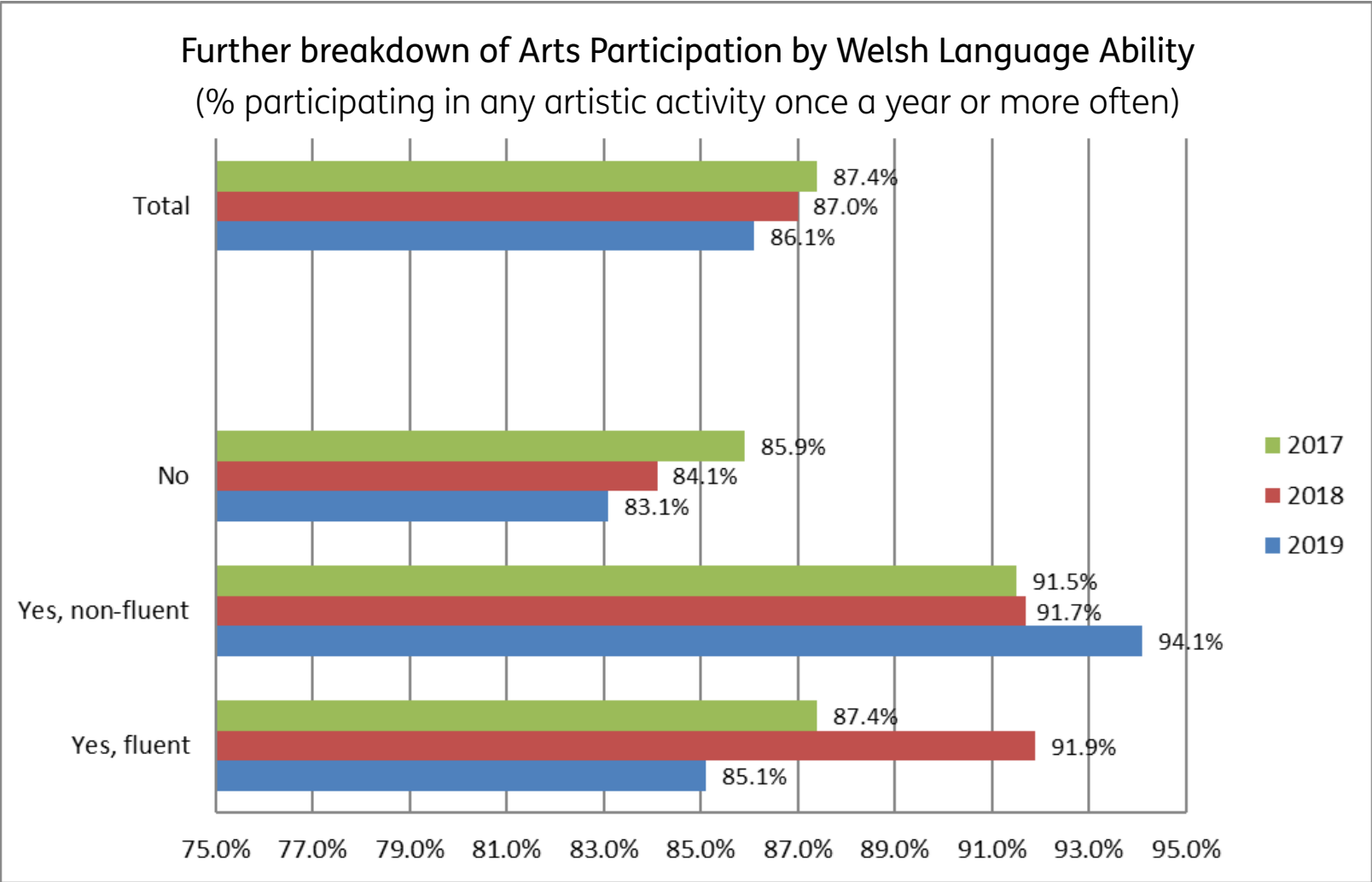
Focusing on the correlation between Welsh language ability and arts attendance in more detail, those who speak some level of Welsh, but are not fluent, have above average levels of attendance at 92.3%, as do those who are fluent at 93.8%. However, the non-Welsh speaking group have below average attendance of 83.0%.

Arts Participation



Base: All 7-18-year olds (at least 1,000 per wave) Source: Children's Omnibus 2017-2019

- As in previous years those able to speak Welsh have slightly higher rates of participation in the arts than those who speak no Welsh, 91.1% of Welsh speakers in 2019 compared to 83.1% of non-Welsh speakers.
- While Welsh speakers have a slightly higher level of participation in the arts, the level of activity among this group has remained relatively stable at around 90% over the three-year period.



Base: All 7-18-year olds (at least 1,000 per wave) Source: Children’s Omnibus 2017-2019

There has been 6.8 percentage point decrease in the number of fluent Welsh speakers taking part in any artistic activity once a year or more- from 91.9% in 2018 to 85.1% in 2019. The proportion of those who speak Welsh but are not fluent has increased to 94.1% in 2019.

Seeding for the Future

Case study

Edinburgh Fringe Festival, August 2019

As part of Wales in Edinburgh presence we developed a programme for developing emerging artists taking them on a curated visit to attend selected performances, professional workshops and networking events to enhance their careers and professional development. In recruiting to **Seeding for the Future** we targeted Welsh speaking producers and performances in order to increase the amount and ambition of contemporary work created in the Welsh language. This was the beginning of a longer term approach to supporting and developing our Welsh speaking talent over time that has already begun to bear fruit.



Pilot project with the National Centre for Learning Welsh

Case study



Dysgu
Learn

Between January and March 2020, the Council undertook a pilot project with the National Centre for Learning Welsh to boost the opportunities to use the Welsh Language within the Arts Sector. The goal of this piece of work was to begin to identify the willingness of arts organisations to commit to this opportunity for their staff to acquire Welsh Language skills and recognise the level of demand for further cooperation to realise this. The initial goal was to recruit 15 organisations, but such was the enthusiasm that 25 organisations were included in the pilot. From those, 48 staff members used the Centre’s level checker. Despite the impact of the Covid-19 pandemic related restrictions on the end of the pilot, it was deemed a success and further conversations continue with the Centre on ways to cooperate in future.

As part of the Council’s pilot with the National Centre for Learning Welsh Head4Arts used the centre’s resources to boost their staff’s Language skills. Kate Strudiwck, Director Head4Arts, Abertyleri, said:

“There are no two ways about it that boosting our ability to use Welsh will benefit us. As a community arts organisation that operates in Wales, it is important that we serve the needs of our participants who speak Welsh. It also increases the reach of our activities and opens doors for us as an organisation. As a cultural organisation, it is essential that we respect and connect properly with the Culture and Language of our local area.”