



Llywodraeth Cymru
Welsh Government

Memorandum of Understanding between Arts Council of Wales and Creative Wales



Cymru Greadigol
Creative Wales



Cyngor Celfyddydau Cymru
Arts Council of Wales

Purpose

The purpose of this Memorandum of Understanding (MOU) is to set out the partnership agreement between Creative Wales and the Arts Council of Wales. At its core is our shared vision of building sustainable and inclusive arts and creative sectors in Wales with the diverse range of skills and resilience to survive.

This Memorandum of Understanding is envisaged as the first stage in a long-term collaboration between the Arts Council of Wales and Creative Wales. Whilst its focus will be the priority areas outlined below it will also support the ethos to work in partnership on emerging opportunities. Both organisations are committed to ensuring a Social Partnership approach between Creative Wales, Arts Council of Wales, Trade Unions and Employers.

As funding bodies, we will meet formally on a minimum of a quarterly basis. In these meetings we will discuss what can be achieved collectively and respond in an agile way to the needs of the sectors we support, with a focus on the areas of work which are closely aligned. Where relevant, we will co-create schemes which are complementary and build on the relative expertise and experience of each organisation.



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Creative Wales

Creative Wales is an economic development agency within the Welsh Government that supports the development of the fast-growing creative industries in Wales. We focus on promoting growth across TV, Film and Animation; Games, VFX and Post-production; Music and Comedy and Publishing, positioning Wales as one of the best places in the world for creative businesses to thrive.

We invest in creating opportunities for people in the industry by supporting skills and talent initiatives for young people and our talented workforce; we fund projects that boost infrastructure and creative businesses, provide specialist advice and actively promote sustainability, diversity and equality, and the Welsh language for all across the creative sectors.

We are passionate about supporting home-grown talent and attracting international creative projects to Wales. In doing so, we are strengthening the industry in the long term and creating exciting opportunities for current and future generations.

Our remit and priorities include:

- **Screen (Film and TV)** – Continuing to invest and position Wales as a top location for high-quality film and television production. To do this we will strike a balance between supporting home-grown production, investing in big inward productions and investing in skills, talent development and infrastructure.
- **Music** – Support for the grass roots music infrastructure and provide industry-led support to improve pathways to viable careers in the music industry.
- **Digital** – Support for creative content creators who exploit technology, with a focus on animation and games.
- **Publishing** – Creative Wales holds the lead relationship with the Books Council of Wales.
- **Skills** – Support the provision of skills and training initiatives across the sector as a whole, maximising the effectiveness of talent pathways into and through the creative industries sector.
- **Marketing and Promotion** – Creative Wales will continue take a lead role in the marketing and promotion of the creative industries in Wales to the world, via the new Creative Wales brand. Through the new brand we will promote the contribution that the creative sector makes to our global reputation and success.
- **Policy** – Leading the development of Creative Wales’ delivery of Welsh Government policy priorities on areas such as social partnership, fair work, sustainability, promotion of the Welsh language and equality and diversity, as well as holding responsibility for Welsh Government broadcasting and media policy.

Arts Council of Wales

We're the official body that funds and develops the arts in Wales. Through our work, we make it possible for the arts to be present in the lives of the people of Wales – improving wellbeing, connecting communities, and inspiring each other – for now and for future generations.

We support artists, community groups, audiences, and organisations to create work and reach as many people as possible. The money we distribute comes from both the Welsh Government and The National Lottery. Most of our funding goes to artists and arts organisations carrying out programmes of work across Wales.

The arts within our remit include dance, circus, carnivals, festivals, music (including contemporary, folk, opera, and classical), visual arts, applied arts, literature, digital, theatre, community arts, performance art, film, and cross-cutting art-forms. We also have responsibility for venues, art centres, and galleries. Some of these areas are cross-cutting themes with Creative Wales (see below).

The Arts Council of Wales' new Strategic Plan will be published in 2024 and is framed by the six principles developed during the consultation for the 2023 Investment Review. They are designed to reflect aspects of the sector that need positive action and are closely informed by the Well-being of Future Generations Act. The six principles are: Creativity; Widening Engagement; Welsh Language; Climate Justice; Nurturing Talent; and Transformation.

Where we think strategic intervention is needed – for example if there are gaps in provision or to proactively intervene to create a fairer and more sustainable arts sector – we develop and deliver our own projects. Initiatives such as Creative Learning through the Arts, Arts and Health partnerships with health boards, Wales Arts International and the widening engagement work with Amgueddfa Cymru help us to persuade other organisations beyond the sector to take an interest in the arts in order to jointly deliver on key Government priorities.

Our remit covers the arts in all its forms, but our investment focuses on public benefit and on the areas which are more likely to require public subsidy.

The Arts Council of Wales is an independent charity, established by Royal Charter in 1994.

Cross Cutting Themes

Arts Council of Wales and Creative Wales recognise and celebrate the interconnectedness of the creative industries and the arts sector in Wales, and we know that the success and resilience of one relies on the other. Through the developmental support of the Arts Council of Wales an artist can experiment and take risks with their creativity, which can then lead to a script for a ground-breaking new film or novel, supported in turn by Creative Wales. This film or novel can then form the basis of a community-led participatory workshop, supported by one of the arts organisations funded by the Arts Council of Wales. A young person taking part in this workshop can then be inspired to seek a career in the film or wider creative industry. This symbiotic relationship is a virtuous circle which leads to a sustainable and vibrant culture.

Both Creative Wales and Arts Council of Wales are committed to the principles of the Well-being of Future Generations Act, and in doing so we are looking to the longer term and a more collaborative way of working. Each of the Seven Goals of the Act and the Five Ways of Working are fundamental to not just what we do, who we support, but also how we do it. They steer us to consider the long-term impact of decisions, and to offer a pathway for us to work better with people, communities, and each other. Our work is driven to achieve *A Wales of Vibrant Culture and Thriving Welsh Language*.

Areas of shared priority and our commitments to collaborate

Here we set out the shared areas and approaches and how we are committed to working together to achieve change.

- **Freelancers**

We both recognise that much of the creative economy in Wales – within the creative industries and arts sector – is heavily reliant on freelance and self-employed people. We also know that this workforce has been seriously affected in recent years due to Covid and the cost of living crisis. We acknowledge the nature of cross sectoral working within the freelance ecology and the skills that are relevant to both sectors.

Priority: Creative Wales and the Arts Council of Wales will continue to work together alongside the creative unions to support freelancers and to ensure opportunities are strategically linked. This includes supporting the ambitions of the Freelancer Pledge first developed as part of the Cultural Recovery Fund.

- **Diversity and Inclusion**

Both organisations are committed to raise standards and improve diversity and equality across both the sectors, for all workers, including freelancers. This must include developing commitments from all partners with regards to inclusion, fair work and pay and working practices. We know that the data tells that there is an acute under-representation in many aspects of the sector.

Priority: These stark statistics must drive forward a strategically linked plan to increase diversity and inclusion. We will also co-invest in research and evidence to

monitor and track progress within the sectors.

- **Skills**

Both organisations are investors in creative talent development pathways at different stages and are committed to driving up standards and supporting greater professionalism within the sector. For example, the work that the Arts Council of Wales delivers in schools provides a very early introduction to creative thinking, skills and careers. Creative Wales supports first paid work in the creative sector through training and placement partnerships. There is an opportunity to take a holistic view at how our investments can help support and promote the potential of a sustainable career pathway across creative sectors in Wales, where those working in TV and Film can also consider work in the arts sector and vice versa. We will work towards better equality and pay parity between the two sectors and to improve pay in the arts sector.

Priority: We will work together to identify crossover and opportunities for skills in the arts and creative sectors. This will include working jointly to consider and understand the implications of Artificial Intelligence on the cultural and creative sectors, to capitalise on opportunities and mitigate negative impacts.

- **International**

International collaboration is an important way for us to realise our respective and shared aims and those of the Welsh Government. As well as promoting Wales'

culture and values internationally, we want to create opportunities for organisations and individuals in the arts sector and creative industries, as well as relevant businesses and festivals, to learn from, share practices, work with international partners, and trade globally in order to be better and more sustainable. We want to do this creatively and responsibly.

Priority: We'll share information, identify and work together on international opportunities for our joint work and priorities. For example, collaborating on creative international showcases and strategic campaigns and exchanges. In the light of global challenges, we will work together to address barriers facing creatives working internationally including those created as a result of the UK's exit from the EU. We'll do this aligned to the Welsh Government international strategy, led by Wales Arts International.

We will collaborate across the following forms:

- **Music**

Both partners are investors in the music sector in Wales. The Arts Council of Wales supports musicians, music creators, music making and audiences across Wales, centring on opening up opportunities for people to take part in and to fulfil their potential, regardless of background. Creative Wales' focus is on developing the music industry – the management, the backstage workforce, labels, agents, grass roots venues – the infrastructure needed for a sustainable, diverse professional music sector from Wales.

Priority: Together we will work to make sure that our mutual investments support a talent development pathway that can support diverse artists and backstage workforce from that first spark through to a sustainable music career, nationally and internationally. We will work with partners and the organisations we each fund to address barriers and create opportunities

to make this happen. We will also recognise global challenges, such as artist mobility on touring and presenting music and how we respond to the climate emergency.

- **Digital**

Both organisations support digital creative content creators and creation. For Creative Wales, that focus is on animation and games and the commercial potential of these sectors. For the Arts Council of Wales, we've seen a shift in how artists and organisations want to make work and what audiences want to experience and the skills and resources needed to enable this. Across our sectors, digital transformation is changing how audiences and consumers (and who they are) find out about, access and participate in creative experiences. It can mean more opportunities for inclusive participation and access. It opens opportunities to work internationally as well as more sustainably. By working to bring together technology infrastructure and technical skills with creativity and artistic innovation, we will increase the chance of 'state of the art' discoveries and supporting routes to develop audiences and increase commercialisation.

Priority: Where there is a benefit to the broader creative sectors, invest and partner in inclusive artistic digital innovation that has safeguards in place for the workforce, taking into consideration issues related to the use of Artificial Intelligence and the need for developments to be genuine digitalisation and technological enhancements. Particularly where that supports inclusive talent development, innovative content and access to audiences and markets (including international).

Priority: Development funding from Creative Wales will be prioritised to support those innovative ideas that have the potential for commercial exploitation.

The Arts Council of Wales are encouraged to identify any potential artists and backstage workers who may benefit.

- **Film**

Film is an important artistic medium and a growing commercial industry. Both partners are investors in the sector. The Arts Council of Wales' focus is on supporting talent from Wales to fulfil potential – from first experiences as a film audience, to understanding about film as artistic form to developing skills within the sector and take talent to realisation. Creative Wales seeks to support those films that can demonstrate an impact on the Welsh economy and culture, but also to support Wales-based film talent and infrastructure, which is critical to the future growth and success of the industry.

Priority: To work in partnership, to ensure that Welsh film is supported from inception, through to development, production and exhibition via collaborative funding opportunities, a cohesive international plan and a joined-up approach to marketing.

- **Publishing and Writing**

The Arts Council of Wales funds the development of writers in Wales working across a number of literary forms, including spoken word poetry, comics, scripts, novels, and performances. Creative Wales supports the publishing sector, primarily through their funding of Books Council of Wales. These two parts of the sector working in tandem will ensure that audiences and writers alike can benefit from a diverse, creative, innovative and sustainable sector.

Priority: We will explore opportunities to work jointly to support the publishing and writing sectors in Wales. Any resulting initiatives will be aligned with the distinct functions of developing and supporting both the literature and publishing sectors.

We will seek to maximise our resources and impact in the following approaches:

- **Marketing and Communications**

We will identify opportunities to work together to promote initiatives, campaigns and milestones that champion the creative and arts sectors. Creative Wales hosts and support events, is active on Twitter, LinkedIn and Instagram and has a quarterly newsletter, as well as a PR function and welcome suggestions to work together using all these channels to promote the arts and creative industries. The Arts Council of Wales will utilise a range of platforms to inform artists, organisations, and those who want to engage with the arts, of the opportunities that are available for them. We will engage directly with underrepresented communities in order to better understand the barriers that currently exist to access our information, and work collectively with the sector to reach new audiences for the arts.

- **Research**

Where possible we will share data sets on trends impacting on both sectors and commission relevant research pertinent to both sectors and work jointly with partners, when appropriate.

Term and Review

This initial partnership agreement covers the period June 2023 to May 2025, with a formal review by the Council and Creative Wales Non-Executive Board at the end of the first 12 months. It is anticipated that it will be reviewed and revised as appropriate for renewal at the end of the second year for a further period. The priority areas outlined in this partnership will be developed, monitored and measured with the senior teams meeting on a quarterly basis. Both parties will exchange information on current projects to identify and address any potential shortfalls within the Term and consider relevant developments, such as the Welsh Government Cultural Strategy.