



Cynulliad Cenedlaethol
Cymru

National
Assembly for
Wales

Culture, Welsh Language and Sport Committee



Arts, Sport and Community Regeneration

April 2005

Photographs courtesy of the Arts Council of Wales, Ballymun Arts and Community Resource Centre, CARAD (Community Arts Rhayader and District), Mike Durke and Townhill and Valleys Kids.

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Foreword by the Chair of the Committee



This is the first time that policies on arts and sport (in the widest sense), and community regeneration, have been looked at together in the context of either policy development or of the impact of all three policies on activities at ground level. This review has attempted to do that.

No individual or organisation who wrote to us or whom we saw, had any doubts about the important inter-relationship between arts, sport and community regeneration activities. There are doubts, however, about whether what is required on the ground, as perceived by practitioners, is understood by the policy makers, and whether current policies are supporting the regeneration of communities in the fullest possible way.

Our task, therefore, has been to establish the extent to which the practitioners views and those from others in communities, as supported by some research and evaluation, need to be translated into policies and activities which the Welsh Assembly Government and others can influence; and if so, how.

A handwritten signature in black ink that reads "Rosemary Butler". The script is cursive and fluid.

Rosemary Butler AM
Chair of Culture, Welsh Language and Sport Committee



Members

Culture, Welsh Language and Sport Committee



Rosemary Butler
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Leighton Andrews
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Lorraine Barrett
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Welsh Conservative Party



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KEY MESSAGES

- Arts and sport are integral to the long term success of community regeneration not only in Community First areas but throughout Wales
- The contribution of arts and sport is not fully recognised in Welsh Assembly Government policies or funding on regeneration, including those on health, education and the economy
- Welsh Assembly Government regeneration policies need to be better co-ordinated in order to maximise the benefits of arts and sport
- More research in Wales is needed in order to underpin and maximise the role of arts and sport in community regeneration in all relevant Welsh Assembly Government policies
- Arts and sports elements of community regeneration should be recognised as long term projects and not a short term quick fix
- Arts and sport initiatives contributing to community regeneration need to be supported by a sustainable infrastructure
- There is no specific blueprint for successful arts and sport developments as each project should fit the needs and wishes of their local community
- Community arts in Wales are internationally acknowledged as a leader in their field, but are insufficiently recognised in Welsh Assembly Government policies
- Present access to funding for arts and sport developments is too complex
- All relevant funding policies need to be flexible in order to encourage local development and initiative





Section 1

Policies






POLICIES: RECOMMENDATIONS

- the role of arts and sport must be acknowledged by the Welsh Assembly Government, through its policies, as an integral part of the whole community regeneration process
- consideration should be given to the integration of arts and sport in related Welsh Assembly Government regeneration policies on health, education, employment and the economy, which in turn need to be co-ordinated through an over arching mechanism
- further consideration should be given by the Welsh Assembly Government to the issues raised in the research by the University of Glamorgan and Voluntary Arts Wales



POLICIES: WHAT PEOPLE SAID

- “The role of arts and sport in regeneration is still neglected, undervalued, underfunded and marginalised (if at all present) in economic and regeneration policy.” (Denbighshire County Council)
- “It is probably safe to say that arts and sport can fulfil a far greater role within the regeneration agenda than it has previously been allowed.” Welsh Local Government Association (WLGA)
- “Any initiative that does not make effective use of cultural and sporting issues, will underachieve in all areas.” (Institute of Leisure and Amenities Management) (ILAM)
- “Art and sport play a vital role in regenerating deprived communities.” (Groundwork Wales)
- “Policy relating to community regeneration does not sufficiently take into account the important contribution made by arts and sport and any such recognition tends to focus upon formal art and sport, where it should highlight the value of informal varieties.” (Groundwork Wales)
- “.... need for a lateral rather than a vertical approach to policy making in the Assembly.” (Welsh Association of Performing Arts)
- “.... what grassroots groups and individuals recognise as being relevant, accessible and honest, is miles apart from the policy being set by the powers that be.” (Theatr Fforwm Cymru)
- “Welsh Assembly Government’s community regeneration programmes do not identify sport or arts activities as key themes although there is strong evidence that both are instrumental in tackling problems associated with health, crime, employment and education.” (Wales Council for Voluntary Action)
- “Many of the policies supported by the (New Opportunities) Fund have used sports and arts activities as a tool for engaging communities and as a catalyst for regeneration.” (New Opportunities Fund)
- “The links between arts policy, sports policy and community regeneration in Wales are very weak.” (Columbia Publishing)

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- “National research for decades has drawn strong positive correlations between economic and social welfare and public investment in sports and art.” (Academi)
 - “The challenge for service providers is to unravel the social and economic regeneration importance of arts and sport when there is a general absence of evidence to support the perceived benefits.” (Blaenau Gwent County Borough Council)
 - “.... sport and recreation accrue at a level beyond the individual in ways that support community development and regeneration.” (Blaenau Gwent CBC)



POLICIES: COMMENTARY

We are in no doubt that arts and sport have a pivotal part to play in the regeneration of communities. In looking at the key policies in this area however, we find some discrepancies in the recognition of this role. In “Communities First” for example, arts and sport do not feature as headline key themes. The arts and sport policies, “Creative Future” and “Climbing Higher”, however, underline the need to engage with Communities First partnerships and local authority community developments, particularly by the relevant Assembly Sponsored Public Bodies (ASPBs).

This seems to us to be an anomaly; one side of the Welsh Assembly Government acknowledging the need for its strategies to take into account a key Government objective – the regeneration of communities, whilst the driver in this area does not reciprocate to the same extent.

We share the sense of frustration at this state of affairs with those who responded to the review. One comment sums up the general view “The role of arts and sport in regeneration is still neglected, undervalued, underfunded and marginalised (if at all present) in economic and regeneration policy.” Part of the problem seems to be the lack of hard evidence about the contribution of community based arts and sport activities. The primary agencies for arts and sport delivery do nonetheless recognise the value of work in the community. The Arts Council in its five year development strategy states that:

“In some circles, there remains the view that the arts are incidental in the task of regenerating neighbourhoods, particularly those suffering from multiple deprivation. The arts can tackle not only the symptoms of social exclusion in our communities; it can tackle the causes. Arts activities, particularly those delivered by community arts and voluntary arts organisations, have already demonstrated their direct impact upon the four key indicators of social exclusion: health, crime, education and employment.”



The Sports Council echoes the theme in its Corporate Plan 2005-2008:


“Sports development has the potential to deliver with significant impact on health improvement, lifelong education and community development and will also have secondary benefits for skills development and employment opportunities. This will have particular benefit in relation to the mainstreamed principles of social inclusion, equal opportunities and sustainable development with a strong focus on Community First areas.”

Whilst we acknowledge the work that is being done through these bodies, this, in itself, is insufficient to best utilise the potential contribution of arts and sport developments. It was reported, for example, that there are barriers that face such work in the field from Communities First developments. The start, therefore, needs to be at the policy level. This needs however to look beyond culture and Communities First. We have seen for ourselves, and have had many examples reported to us, of the benefits that arts and sport can bring in health, education, crime reduction, unemployment and the economy whose programmes and policies also contribute to regeneration objectives. This wider aspect however, is outside the terms of our review, but we strongly believe it merits further consideration by the Welsh Assembly Government.

Research

Annex 1 describes some of the research that has been undertaken in this area. In Wales there are two current pieces of work whose conclusions are likely to coincide with the publication of this report: “A Long and Winding Road: Arts in Targeted Community Development” a report by Voluntary Arts Wales (VAW), and “Changing Spaces – Building Social Capital in Wales Through Cross Sector Creativity” a report by the Department of Humanities and Social Sciences, University of Glamorgan. The work by VAW, commissioned by the Arts Council of Wales evaluated the work of six community based arts projects in respect of their value in the community regeneration process. The projects are:

- Broli Cymraeg in Flintshire
- Gurnos Community Ceramics Workshop in Merthyr Tydfil

- 
- Arts in Upper Rhymney Valley Regeneration (Caerphilly CBC)
 - Small World Theatre in Pembrokeshire
 - Noddfa Community Church in Caernarfon
 - Cywaith Cymru in Sandfields and Aberafan, Neath Port Talbot

Whilst the outcome of this work was not known (at the time of writing) the preliminary findings indicated that the arts can make significant contributions towards community regeneration.

Similarly, the study by the University of Glamorgan had not been published, but some of its' conclusions are broadly in line with our own such as:

- policies designed to encourage cross-sector practice between arts/culture/heritage and other sectors such as education, community and economic development, social and health services, and cross-sector practice itself continue to be underdeveloped in Wales.
- people reported on a perceived mismatch between or lack of interaction at least, between policy and practice. The general feeling is that concepts like inclusion, access and so on create a powerful currency amongst policy-makers but do not always connect to grass-roots projects.

Whilst it is unfortunate that work on this review and on the two studies did not coincide, there is sufficient common ground to warrant further work in this area. We believe that this should build on that already undertaken by the University.



Section 2

Practices






PRACTICES: RECOMMENDATIONS

- The Welsh Assembly Government should consider undertaking an audit of publicly funded arts and sport activity in community regeneration
- This audit should not be confined to activities supported by the cultural agencies but should also include those supported by local authorities
- The Welsh Assembly Government should consider practical ways of helping to share best practice amongst all agencies in order to better co-ordinate efforts in the field. These should include the development of best practice guidance (based on advice from practitioners), which should reach as wide an audience as possible, and using Cymru'n Creu or the new Culture Board as a forum for sharing information in this area



PRACTICES: WHAT PEOPLE SAID

- “such successful projects came about through partnerships involving the local community, local authority and national bodies.” Institute of Leisure and Amenities Management (ILAM)
- “..... truly meaningful and long term community regeneration can only be achieved by adopting a holistic approach.” (Groundwork)
- “arts and sport are powerful tools for effecting positive change, having a significant impact on places, people and communities. Offer considerable social, economic and environmental benefits.” (Groundwork)
- “community arts in Wales is recognised on a UK and a European level as being at the forefront of a cultural movement.... .” (Wales Association of Community Arts)
- “using people’s talents, skills creativity and commitment in a collective process is a vital element in the rejuvenation of the poorest and most marginalised communities.” (Cultural Concerns)
- “arts and sports projects, when provided locally Can provide a source of both direct and indirect employment Can enhance the physical environment of a community and Encourage co-operation between a range of local providers.... .” (WLGA)
- “..... supported projects are those which are driven by communities and reflect the perceived needs of each community. (or) where a suitable structure has to be created in order to develop projects.” (Conwy County Borough Council)
- “local authority arts officers we have spoken to have shown a high level of awareness of the potential of arts projects to contribute to community regeneration.” (Audit Commission in Wales)
- “there is an opportunity for the many arts organisations across Wales to share the body of experience they have built up (which already occurs) but also with officers from the public agencies (which happens more rarely).” (Chapter)

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- “significant arts programmes (have been carried out) which included working with external artists, employing artists in residence and having an Arts Co-ordinator post employed by a Trust.” (Groundwork Wales)
 - “Groundwork aims to provide facilities in the interest of social welfare for recreation and leisure time occupation designed to improve the conditions of life for those living, working and visiting deprived areas.” (Groundwork)
 - “mechanisms for bringing artists together Could be a rich resource for the creation of further innovation and for identifying and sharing best practice.” (Theatr Fforwm Cymru)
 - “best practice involves constant contact between what may appear to be unrelated agencies.” (Academi)
 - “.... hopeful that the review will consolidate the role of voluntary and community arts in Wales as key partners in achieving social cohesion and community regeneration.” (Drama Association of Wales)
 - “.... community arts is often low profile work in the most deprived communities and increasingly acts as an add on to wider programmes for regeneration.” (Voluntary Arts Wales)
 - “The arts can tackle not only the symptoms of social exclusion in our communities; it can tackle the causes. Arts activities, particularly those delivered by community arts and voluntary arts organisations, have already demonstrated their direct impact upon the four key indicators of social exclusion: health, crime, education and employment.” Arts Council of Wales (ACW)
 - “Any initiative that doesn’t make effective use of cultural and sporting issues, will underachieve in all areas.” (ILAM)



PRACTICES: COMMENTARY

Whilst arts and sports in Welsh Assembly Government policies impacting on regeneration do not have a high profile, there is a sense of celebration in the responses from people on the ground on what has been achieved.


There is some frustration however at the often piecemeal approach, which is compounded by uncoordinated over-arching policies, although there are some successful partnerships, not least within local authorities.

In as much as we believe that policies need to be brought together, so too does the work done at community level. There needs to be an holistic approach at all levels. We do not believe, however, that Welsh Assembly Government should attempt some blueprint for local activity, but should issue guidance, based on advice from people in the field. This needs to bear in mind that what usually works is what a particular community both wants as well as needs.

This guidance, if issued widely and on a regular basis, would help to increase awareness of the contribution of arts and sport to community regeneration. Many key organisations and individuals involved in this area are not aware, or are unconvinced, of the huge benefits that arts and sport can bring to community regeneration.

There is no accurate picture of all arts and sport activity in community regeneration. Not only of that supported by the primary agencies such as the Arts and Sports Councils, New Opportunities Fund and Local Authorities, but also that undertaken by the many small voluntary organisations which are statistically difficult to pick up. We are not suggesting that there should be an attempt to identify all activity, but an audit of what is being supported through public funds, both through the cultural agencies and local authorities, would be a good start.

There is a need to introduce mechanisms to enable key players to share information. It has been suggested that Cymru'n Creu might be an appropriate forum to achieve this, although the new Culture Board for Wales, when established, might well be a more useful starting point for consideration.



Finally, in this section, we offer four examples of developments that members of the Committee have visited. These are only illustrative of what has and can be achieved, but they serve to underline the overall message that Government should not ignore the value of arts and sports in regeneration. They are not an add on, but catalysts for change.

CARAD




Carad (Community Arts Rhayader and District) is a multi-media community arts resource based in Rhayader, Powys. Its mission statement is to:

- promote participation in arts and heritage activity for social and cultural benefit
- encourage individuals to develop and share existing skills and inspire them to learn new ones
- use creative projects to celebrate and represent the area's distinctive voices
- work in partnership with ages and abilities to foster a sense of place, work and confidence.

Carad developed from a group which in 1994 produced a highly successful community play called Y Delyn Golledig – The Lost Harp. This generated significant local demand for a wide range of arts and media activities and now provides:

Carad 1: a multi-purpose space used for visual arts such as ceramics, silk screen, silk painting, printing, kite making, copper sculpture, garden design, woodwork and wood carving, glass work, set design, costume making, basket making, weaving, mural design and giant puppetry. Since 1997 these facilities number well over 100.



Carad 2: a multi-media facility of interconnected functions including:

- a sound studio
- a design and print room
- photographic facilities and
- a performance, conference/meeting space.

Carad Chronicles is a community museum heritage project, which will present stories of local people, places and events. It will re-display The Rhayader Collections, which are local history, archaeology and natural history material presently displayed at the Rhayader Museum. The Carad Chronicles will include interactive displays using objects, sound, film, computers and dramatic interpretation. The project encourages community involvement and is being supported by the Heritage Lottery Fund and the Esmee Fairbairn Foundation. With the assistance of the Wales Council for Voluntary Action (WCVA), Carad is running a volunteer programme concentrating on the care of the museum collections.

To date Carad has received funding from 28 organisations and companies including: Academi, Lottery, Rhayader Town Council and Powys County Council and -

- the theatre holds an audience of 85 people
- an Average of 10 performances are held a year
- the average audience at shows is 75%

Some of Carad's strategic priorities for 2004-07 are to:

- maintain and develop a dynamic, inspiring and interconnected media and music project programme for people of all ages and abilities
- establish Chronicles Living Archive Museum as an imaginative and innovative tourist attraction
- establish a financially stable and sustainable organisation
- establish a programme of oral heritage and arts and heritage projects which are of national significance.


VALLEYS KIDS



Valleys Kids is a charity working with disadvantaged children and families in the valleys of South Wales. It began in 1977 as Penygraig Community Project and now works in three key centres in Penygraig, Penyreglyn and Rhydyfelin and operates in up to 18 valley communities. It has 50 members of staff and over 150 volunteers as well as skilled professionals who work alongside local people to improve the lives of children and families in these communities. Valleys Kids has been successful in securing Objective 1 funding to employ a development team. Other sources of funding include the Arts Council for Wales, and corporate support and partnerships with local businesses. When Penygraig Community project first started, levels of youth offending in the area were in the top three areas in Rhondda Cynon Taf (RCT). Youth offending in Penygraig is now in the lowest three areas in RCT.

Valleys Kids offers a wide variety of open access activities, which include the following opportunities for:

- **children and family** - crèche, family support groups, parent and play sessions and teenage girls support groups
- **play** –a wide range of play activities throughout Rhondda Cynon Taf such as after school clubs, holiday play schemes, junior youth clubs, middle clubs, and mobile play sessions on two converted double decker rainbow buses

- 
- **youth** –working with young people who are often excluded from school, in trouble with the police, experiencing problems relating to drinking or drugs, petty crime and vandalism
 - **community** - life skills women's groups, 16+ drop in sessions, job search advocacy, partnerships, community gyms, health and housing surgeries
 - **Artworks** which explores a multi-disciplinary approach encompassing theatre, dance, music and video to help disaffected young people
 - **residential work** for children and young people.

Over one 12 month period:

- 1,954 children and young people were involved in play, youth and art work sessions
- 137 children and young people were involved in families support
- 64 young volunteers helped manage and run activities
- 1,690 people attended performances
- 101 adult volunteers managed, planned, raised funds and ran activities

Through initiatives such as ArtWorks, young people have the opportunity to address social issues and emotional challenges which affect their lives.

THE PHOENIX CENTRE




The Phoenix Centre in Townhill in Swansea was opened on 2 March 2001 and was the first community economic development centre of its kind in Wales. The Phoenix is the flagship development of an URBAN Community Initiative designed to revitalise and regenerate the Townhill/Mayhill communities of Swansea. The Centre's primary function is the promotion of economic activity within and for the local community, providing a facility where ideas can be allowed to develop.

The Phoenix Centre is located on steeply sloping ground some miles from the city centre and its' physical isolation is compounded by poor public transport links. The area is one of high unemployment, low levels of economic activity, low levels of educational attainment and high levels of social deprivation.

The Centre now owned by the Phoenix Community Development Trust is a £1.5 million complex funded by the:

- City and County of Swansea
- European Union's URBAN Community Initiative
- Sports Council for Wales – SPORTLOT

Facilities in the Phoenix Centre include 11 workshops, training rooms, an IT suite, a public information centre and a library with 15 computers. It also



plays host to 'Football in the Communities' and has a Healthy Living Centre - an all-weather sports pitch, playing fields, a multi-purpose court and a skateboard area, which have proved very popular with the local community.

Current tenants in the Centre include:

- the Employment Resource Centre
- the Princes Trust Cymru
- a physiotherapist
- a computer recycling project
- a local sculptor
- Football in the Communities
- Swansea College

By January 2002:

- 1,527 residents had undergone training and skills development
- 287 jobs had been created
- 7,200 had received advice or been involved in projects
- 34 community landscape projects had been undertaken
- unemployment had dropped from 21.8% to 7.8%.

BALLYMUN




Ballymun is a town on the outskirts of Dublin that consists of five separate neighbourhoods with around 17,000 inhabitants. It is one of the most socially-economically disadvantaged areas in Ireland, but is now experiencing the largest regeneration programme in Europe. In March 1997 the Irish Government announced that it was setting aside 228.5 million for the regeneration of Ballymun. This included developments in both arts and sport:

AXIS- Ballymun Arts and Community Resource Centre

AXIS was opened in June 2001 and is a coalition of local arts and community development groups, funded from the EU Urban programme through ROUND Ltd (Regeneration of Urban North Dublin). It is designed to provide a central location for community arts activity in the area and was the first public building to be completed in Ballymun. It is a well-used resource in the community which attracts a city-wide audience to arts events.

Breaking Ground

A major art commissioning programme, Breaking Ground, was launched in February 2002. Developed against the background of consultation with local artists, schools, residents and community groups, Breaking Ground



includes collaborative art where the development of the local population is central.

The aim of the programme is to create a diverse and eclectic range of art projects which will establish Ballymun as a place of international standing within the arts community.

Sports and Leisure

In February 1999 a project team was commissioned to examine the recreation, sport and leisure needs of Ballymun and to recommend a strategy for developing facilities and programmes in the future.

Two main strands were identified:

- making better use of existing resources through improved facilities and management
- developing new facilities which have broad appeal and meet a wide range of needs.

As a consequence of the strategy a £10 million leisure complex is currently being built on the new Main Street in Ballymun. The leisure centre will include:

- a swimming pool and water leisure centre
- gymnasium, including a weights room and health suite
- crèche
- viewing areas and roof gardens
- shops, offices, restaurant and underground car park for about 100 cars.





Section 3

Funding






FUNDING: RECOMMENDATIONS

- arts and sport need to have a higher profile in the Welsh Assembly Government's Communities First funding programmes
- each programme of support within the Welsh Assembly Government needs to be considered in terms of its potential long-term value to the community. Where necessary, funding beyond five years should be an option, although appropriate “exit strategies” need to be drawn up so that the value of the original development is not lost once funding has been withdrawn
- access to Welsh Assembly Government funding needs to be made simpler and more flexible in order to accommodate local development and initiative
- community arts in Wales should be appropriately recognised by the Welsh Assembly Government through additional funding and support



FUNDING - WHAT PEOPLE SAID

- Further investment in monitoring, evaluating and researching arts projects would also help to measure the long term gains of involvement with the arts as well as identify examples of best practice." (Theatr Fforwm Cymru)
- "support mechanisms are fragmented and weak. Arts and sports are still viewed as the icing on the cake something to have if you have spare money they are not recognised as a core element to any regeneration process." (Denbighshire County Council)
- "both (arts and sport) are discretionary services and when finance becomes short Will be pinched by the statutory services." (Denbighshire CC)
- "... only a few public agencies are well place to assist the voluntary sector in accessing support, inter-agency co-operation is still rare and the arts and creative industries are often not well understood." (Chapter)
- "Give long term support for the provider organisations that are continually successful." (Rubicon)
- "the availability of funding is often short term, whereas a longer period is needed for sustainable benefits to accrue." (ILAM)
- "... Local groups/organisations don't have the confidence /knowledge of the processes required to access assistance and act as "first founder" to enable match funding to be attracted." (ILAM)
- "... often projects are focused on the requirements of the particular funding organisation or programme, rather than the needs of those who are intended to be the recipients." (ILAM)
- "...the future of many community artists is under threat because of the current reductions in funding available from the National Lottery... ." (Wales Association of Community Arts)
- "the creation of Arts Development Officers in many unitary authorities ... is still patchy." (Wales Association of Performing Arts)

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- “whilst it is vital that support is given to community regeneration related arts projects it is also important that this is not made contingent on their ability to deliver prescribed regeneration outcomes.” (WCVA)
 - “In relation to support for regeneration few authorities have a comprehensive framework to ensure effective and co-ordinated delivery of partnership strategies, and there is a lack of effective support mechanisms for partnerships.” (AciW)
 - “.... the sector has an amazingly shaky funding base.” (VAW)
 - “We need to be careful that the current mapping exercises are not a snapshot of what Wales once had and lost as lottery funding dropped, and the Assembly failed to heed the pleas for additional money to stabilise this vital sector.” (VAW)
 - “.... regeneration work to date has identified a lack of linkages between regeneration and key community initiatives Resulting in a lost opportunity to strengthen regeneration initiatives and the potential to maximise external funding opportunities.” (Audit Commission in Wales)
 - “To have long-term sustainability, funding structures are needed that permit and facilitate long-term arrangements. Within the long-term activity, which does exist, there is a need for funding to be flexible to allow for adaptation and development over time, to ensure that the impact remains beneficial and effective”. (University of Glamorgan)



FUNDING: COMMENTARY


We have been deeply impressed by the enthusiasm and dedication that local groups can bring to the regeneration of their communities. This should be harnessed by the Welsh Assembly Government and be seen for the valuable tool that it is, and not as an “add-on” or the “icing on the cake”. In so doing, these developments should be part of the long-term process of regeneration; arts and sport should not be short-term fixes.

In terms of community and voluntary arts organisations across Wales the majority are already engaged in arts programmes within their local Communities First areas. A survey found however, that over 90% of community arts organisations wanted to expand their provision in Communities First areas, but were hampered by a lack of financial support and a worrying lack of awareness within some Communities First teams of the benefits that arts developments can bring.

We are concerned about this and about the general difficulties that local groups have in accessing funds; we therefore want to see, alongside the suggested review of activity, a parallel review of sources of funding for arts and sport developments. There is a very real concern about the future of Lottery funds for arts and sports groups since in many cases they are heavily dependent upon this support for survival. The ACW has sought to temporarily remedy the situation by diverting £½m to community arts in 2004-05. We support their decision not to further divert their remaining resources, which are already earmarked for other developments.

We strongly recommend that additional funds should be found to support local groups in both arts and sport, but we also single out community arts for particular recognition. Community arts in Wales have a well justified reputation not only within the UK but in Europe and elsewhere, as a leader in this field. In 2003, for example, the British Council exhibition of Wales’ community artists and companies was taken to over 20 countries across the world to demonstrate best practice in tackling issues such as poverty, social democracy and poor education.

It is only appropriate that in an area where Wales is leading, community arts should receive the support needed to continue and to expand.



Although we wish to see arts and sport groups more formally acknowledged and able to benefit from community regeneration funds, they should not be totally subsumed within an accountability process which, if overly bureaucratic, could stifle their flexibility and responsiveness. The whole funding process also needs to be much more accessible than it is. This, unfortunately is not a new complaint, and we note that earlier reports in the community regeneration field have sought a similar simplification of the routes to funding, but to date without success.

In the review, there was something of a debate about whether arts and sport should become statutory rather than discretionary services within Local Authorities. The argument was that as the former, there would be a guaranteed level of support; as the latter, there could be a danger that they would suffer if overall budgets are squeezed. On balance we felt that it would be better to retain the flexibility as a discretionary service.





Annexes



RESEARCH

Research over many years has explored if, and how arts and sport contribute to community regeneration. Some recent examples of UK research undertaken, with summary details, follow:

Research in Wales


Sports Council for Wales

The Sports Council for Wales recognises that sport plays a part in promoting equity in social class, gender, race and disability and that it encourages social inclusion and contributes to community identity and cohesion. It's Corporate Plan for 2005-2008 confirms this:

"Sports development has the potential to deliver with significant impact on health improvement, lifelong education and community development and will also have secondary benefits for skills development and employment opportunities. This will have particular benefit in relation to the mainstreamed principles of social inclusion, equal opportunities and sustainable development with a strong focus on Community First areas."

The Sports Council has already been involved in a number of projects across Wales which use sport as a tool to aid community regeneration:

- **Aberbargoed Skatepark** – the conversion of the leisure centre into a facility specialising in alternative sports provision and general youth provision.
- **Communities First Golf Project** – the project, in Conwy, uses a reward system by offering incentives to young offenders who stay out of trouble in the community. The project provides golf coaching lessons for a small group of offenders selected by a local police officer.
- **West and South West Rhyl Community Strategy partnership** – the scheme involved the employment of a Community Development Worker organising sport development projects to forge partnerships between



community groups and the local authority. The initiative uses sport as a vehicle for re-engaging young people back into their communities, combating anti-social behaviour and as a tool in lifelong learning.

- **The Phoenix Centre in Townhill, Swansea** – the principal aim of the development was to form a basis for a new vision and confidence for the residents. Sport plays a significant part in this multi-faceted facility.

Voluntary Arts Wales

In 2000, the Assembly granted the Arts Council of Wales funding for three years to implement and support a number of community-based arts projects. The Arts Council targeted six projects with an aim to introduce an arts element into non-arts projects with a community development focus. Voluntary Arts Wales has undertaken the evaluation of this project and the evaluation report is currently scheduled to be available on the Voluntary Arts Wales website¹ late in 2004.

The conclusions focus on the levels of funding available and whether they allowed genuine regeneration work, the time-commitment involved in further fundraising, the flexible arrangements between funding and targets and the relationship between the project team and the Arts Council.

The report's authors note a number of key components to successful arts in regeneration programmes:

- regular, clear, frequent communication with participants, partners and the team is key to maximising success
- individuals within arts organisations and within communities can make or break a project
- consultation is not the same as participation
- artists need more than just arts skills
- the importance of flexibility at the beginning and the end
- proposed arts activities must match the needs and desires of the community

¹ Voluntary Arts Wales
<http://www.voluntaryarts.org/cgi-bin/website.cgi?tier1=wales>

- establish clear rules of engagement
- the art-form chosen needs to be appropriate for the purpose
- replication – sharing information and experiences.

University of Glamorgan

The Department of Humanities and Social Sciences has recently undertaken an evaluation of community arts programmes throughout Wales alongside international comparators, *Changing Spaces – Building Social Capital in Wales through Cross-Sector Creativity*². It is hoped that the report, to be published shortly, will be the first of a series of reports on Welsh Assembly Government supported community arts activity.

The aims of the study:

- To review and analyse selected policies at a local, national and international level which are designed to facilitate and encourage multi-disciplinary work in the field of culture, education, community development, youth, health and social services
- To review and examine theory and research relating to cross-sector practice
- To survey practice, identify useful case studies and produce guidance for cross-sector collaboration.
- To identify gaps in existing policy, theory and practice that inhibit the development of effective partnerships

Research in the UK


Department for Culture Media and Sport

The Department for Culture, Media and Sport (DCMS) published a consultation document *Culture at the Heart of Regeneration*³ in 2004. The consultation ended on 15 October 2004 and responses are currently being

² *Changing Spaces – Building Social Capital in Wales through Cross-Sector Creativity* – Professor Hamish Fyfe and Emma Robinson, Dept of Humanities and Social Sciences, University of Glamorgan

³ *Culture at the heart of regeneration* (DCMS)

http://www.culture.gov.uk/global/consultations/2004+closed+consultations/cons_culture_heart_regeneration.htm?properties=2004+closed+consultations%2C%2Fglobal%2Fconsultations%2F2004+closed+consultations%2F%2C&month=



analysed. The proposal is to prepare a delivery plan early in 2005 addressing issues raised by consultation respondents and the three priority areas for action identified by the Department, namely:

- building partnerships
- supporting delivery
- strengthening evidence

In their consultation paper, DCMS noted some messages taken from their research to date. As well as identifying examples of good practice, the research had helped identify a number of factors that appear to be essential in optimising the contribution of culture to the regeneration process:

- the participation of a “champion” of culture in regeneration - this may be an individual or a group;
- integration of culture at the strategic planning stage of a project;
- establishment of a multi-disciplinary project team;
- provision for formative evaluation from the planning stage;
- the flexibility to change course if necessary;
- consideration for environmental quality and accessibility – design of facilities and public realm, and integration with services, for example transport;
- genuine consultation with residents, businesses and other stakeholders;
- acknowledgement of the contribution of all stakeholders;
- continued involvement and “ownership” by the community of the project through direct participation in management, governance, delivery and evaluation; and
- ensuring people have the right skills.



Sport England

Sport England's Planning Bulletin series includes a bulletin on Sport and Regeneration⁴ (September 2001). The bulletin addresses key questions:

- How effective can sport be as a catalyst for regeneration?
- What examples of successful sporting regeneration are there?
- What are the key ingredients of a successful scheme?
- What role does the planning system have in the process of regeneration?

The bulletin states that traditionally, the term regeneration has been thought of mainly in economic and environmental terms, but more recently more emphasis has been placed on the social and community aspects of regeneration. It goes on to say that increasingly regeneration is linked with social inclusion, seeking to reintegrate groups of people that have become excluded from employment, education and sporting opportunities.

Sport England's Planning Policies for Sport provides the following objective in relation to sport and regeneration: 'Planning Policy Objective 12: To promote sport in its contribution to urban regeneration and to support regeneration proposals that incorporate sport as part of the comprehensive planning of an area'.

Sport England is seeking the inclusion of policies in development plans that:

- acknowledge the role that sport can play in regeneration schemes in terms of economic, social and environmental benefits
- encourage the provision of new sports facilities to sustain the vitality of towns and cities and rural communities
- encourage the use of redundant land and water for sport
- encourage any major development to consider the potential for sports elements
- recognise that sport itself has to be regenerated by improved and new facilities at schools, clubs, public and commercial operations.'

⁴ Sport England, Planning Bulletin Issue Ten September 2001 – Sport and Regeneration
http://www.sportengland.org/downloads/planning_10.pdf



Barnardo's

Barnardo's, the UK's largest children's charity, evaluated the impact of a creative arts programme aimed at socially excluded youth, developed in partnership by the Royal National Theatre and the London boroughs of Lewisham and Greenwich. Targeting young people aged seven to 26 from areas of high deprivation, its objectives were to improve employment and educational prospects, promote sustainable regeneration and reduce social exclusion. As part of this process of evaluation, a literature review was undertaken to explore the extent to which community based arts projects have achieved identifiable social gains.

The review report, *Do community-based arts projects result in social gains*,⁵ was written in 2001. The report abstract states:

"Arts projects have become an important part of community development strategies. In addition to any creative achievements, projects are expected to have positive and measurable impacts on local social capital. Evidence for this is routinely demanded by funding organisations, and formal evaluations of projects have become a condition of investment. However, quantifying the impact of the arts in terms of social gain presents considerable difficulties, arguably greater than in any other field of evaluation. These problems are not just methodological. They also raise the question of the extent to which creative processes can - or should - be managed and controlled."

⁵ Do community-based arts projects result in social gains – Barnardo's
<http://www.barnardos.org.uk/resources/researchpublications/documents/COMMARTS.PDF>

TERMS OF REFERENCE

The Terms of Reference for this review were to review and consider:

- the links between arts policy, sport policy, and community regeneration policy
- how local arts and sports projects can contribute to community regeneration
- support mechanisms for community regeneration-related arts and sport projects and
- best practice in community regeneration-related arts and sport projects

The Review began with a written consultation in October 2003 with views sought by December 2003. Additional material was submitted during the summer of 2004.

In all some 49 responses were received (see Annex 4). Some 13 organisations and individuals gave oral evidence to the Committee on 11 February, 10 and 31 March 2004 although others coming before the Committee to talk more widely about their work such as the British Council (12 May) and the Big Lottery Fund (29 September) were also asked about the Review (Annex 3).


The evidence received, both oral and written was considered by the Committee during its deliberations on the draft report in October to December 2004.

In addition, the Committee both collectively and individually visited a number of developments throughout Wales and Ireland:-

CARAD (Community Arts Rhayader and District) (Lisa Francis AM - 2004)

VALLEYS KIDS (Rosemary Butler AM, Leighton Andrews AM -2004)

THE PHEONIX CENTRE (Townhill, Swansea) (Rosemary Butler AM, Eleanor Burnham AM, Owen John Thomas AM - 2003)



BALLYMUN - (Rosemary Butler AM, Lorraine Barrett AM, Owen John Thomas AM, Eleanor Burnham AM, Denise Idris Jones AM - 2004)

(Summarised in Section 2 on Practices)

ORAL PRESENTATIONS TO COMMITTEE

Oral presentations can be found in the minutes of each meeting under 'Agendas and Papers' at the following link:

<http://www.wales.gov.uk/keypubassemcultwelsport/index.htm>

11 February 2004

Huw Lewis, AM, Deputy Minister for Social Justice and Regeneration

Huw Jones, Chief Executive, Sports Council for Wales (SCW)

Howard Tolley, Social Inclusion Co-ordinator, Sports Council for Wales (SCW)

Professor Dai Smith, Pro Vice Chancellor, Research and Regeneration, University of Glamorgan

Professor Hamish Fyfe, Chair, "Arts in the Community", University of Glamorgan

10 March 2004

Alice Greenlees, Policy Officer, Wales Council for Voluntary Action

Bethan Lewis, Policy Officer, Wales Council for Voluntary Action

Lydia Bassett, Wales Co-ordinator, Voluntary Arts Wales (VAW)

Aled Rhys Jones, Director, Drama Association of Wales

Steve Garrett, Chair, Wales Association Community Artists (WACA)

Gillian Dale, Director, Community Dance Wales

Susan Price, Executive Director, Groundwork Wales

Megan Wilde, Communication and Policy Officer, Groundwork Wales

Ruth Till, Director, Rubicon Dance



31 March 2004

Craig Jones, Sport Development Manager, Monmouthshire County Council

Phil Cooke, Director of Life Long Learning and Leisure, Monmouthshire County Council

Kevin Smith, Libraries and Culture Manager, Monmouthshire County Council

Paul Frost, Head of Leisure and Community Service, Conwy County Borough Council

Steve Thomas, Director Designate, Welsh Local Government Association

Seimon Williams, Policy Officer, Education, Training and Cultural Affairs, Welsh Local Government Association

Peter Gomer, Chief Leisure Officer, Caerphilly County Borough Council

Angela Rogers, Development Co-ordinator, engage Cymru

Geraint Talfan Davies, Chairman, Arts Council of Wales

Peter Tyndall, Chief Executive, Arts Council of Wales

Richard Turner, Senior Strategic Development Officer, Arts Council of Wales

WRITTEN RESPONSES TO COMMITTEE

Respondents to the Policy Review of the Contribution of Arts and Sport to Community Regeneration

Responses for the Consultation can be found at the following link:

<http://www.wales.gov.uk/keypubassemcultwelsport/content/cas-cr-rspndnts-e.htm>

Arts Council of Wales

Arts Disability Wales

Arts for us

Audit Commission in Wales

Blaenau Gwent County Borough Council

Bridgend County Borough Council

Caerphilly County Borough Council

CBAT The Arts and Regeneration Agency

Ceredigion County Council

Chapter Arts Centre

City and County of Swansea

Columbia Publishing Wales Ltd

Community Dance Wales

Conwy County Borough Council

Cynefin

Denbighshire County Council

Drama Association of Wales

engage Cymru

Flintshire County Council

Groundwork Wales

Herian Heritage in Action

Institute of Leisure and Amenity Management Cymru Executive

Isle of Anglesey County Council

Maindee Festival Association



Monmouthshire County Council
New Opportunities Fund
Newport City Council
NoFit State Circus
Rhondda Cynon Taff Community Arts
Rhondda Cynon Taff County Borough Council
RNIB Cymru
Rubicon Dance
S4C
Small World Theatre
South Wales Intercultural Arts (SWICA)
Spectacle Theatre
Sports Council for Wales
Tawe Afan Nedd Dance
The Pioneers
The Welsh Academi
Theatr Fforwm Cymru
Torfaen County Borough Council
University of Glamorgan
Urdd Gobaith Cymru
Valley and Vale Community Arts
Voluntary Arts Wales
Wales Assembly of Women, Cardiff and Vale of Glamorgan
Wales Association for the Performing Arts
Wales Association of Community Artists
Wales Council for Voluntary Action
Welsh Local Government Association
Welsh National Opera
Women In Tune
Wrexham County Borough Council