

Public Value Partnership Extension Agreement between Arts Council of Wales and BBC Wales

April 2016 to March 2019



1 April 2016

Front cover:
HMS Morris, Sŵn Festival, Horizons 2015
(image: Simon Ayre)

1 Introduction

Arts Council of Wales and BBC Wales share the vision of Wales as a creative nation. We both have a strong commitment to deepening and widening audiences for the arts and we're both engaged in national advocacy on behalf of arts and culture in support of the ethos of publicly funded arts and broadcasting.

These organisations have strategic reasons to work collaboratively.

Arts Council of Wales:

Our *Inspire* strategy outlines three areas of focus. Make - supporting the creation of great art, Reach – reaching new audiences in new ways and Sustain – ensuring resilience of and through the arts. Working with BBC Wales we can better support creation of work and the creators, use their platforms to connect with the people of Wales, and co-invest to make best use of public money with bigger impact.

BBC Wales:

As the National Broadcaster, BBC Wales has the mission to Educate, Entertain and Inform the people of Wales. It is our duty to reflect the nation as it really is - not only through news and events but also by showing who we are and how the nation is changing. Partnering with Arts Council of Wales and the broader arts community supports this work and allows us both to create a better understanding of each other and our audiences as well as create greater impact for our activities.

Together we share a commitment to public engagement in the arts. We're also passionate about developing and supporting the best

creative talent. Through our joint endeavours and best use of public funding we want to help ensure the future of a vibrant, inclusive and economically dynamic creative Wales.

Arts Council of Wales and BBC Wales are not new to working together. Our joint funding of the **BBC National Orchestra of Wales** – a unique partnership across the UK – exemplifies how our organisations have brought cultural excellence to the many across the years. Under our Public Value Partnership Agreement we have worked collaboratively on projects as diverse as Dylan Thomas 100, the world music showcase WOMEX 13 and our signature music talent programme Horizons. By forging closer links and clearer channels of communication we have a better understanding of each other and what we can offer for the greater benefit of the arts sector and audience.

This document extends our original Public Value Partnership entered into on 2 May 2013 and renews our joint practical commitment to arts and culture in Wales.

This Public Value Partnership Extension Agreement does not constitute a legal agreement by either the Arts Council of Wales or BBC Wales and is not intended to be legally binding. However, we continue to commit to joint co-operation, fairness and transparency.

Together, the Public Value Partnership Agreement and this Public Value Partnership Extension Agreement shall be referred to as the **"Partnership Agreement"**. If there is any conflict between these two agreements, the Public Value Partnership Extension Agreement shall prevail.

2 Aims and objectives

This Partnership Agreement provides a framework to facilitate deeper and more meaningful collaboration between BBC Wales, Arts Council of Wales and the wider arts sector.

We have three main aims:

- 1) Talent: Support creative and artistic talent in Wales, the skills they have and the work they make.
- 2) Audience: Find ways that the arts can reach more people in Wales - live and broadcast.
- 3) Sustainability: Working efficiently together now to ensure a strong future for the arts and creative sector in Wales.

We will deliver these ambitions through a number of specific projects and areas of collaboration which correspond with one or more of our three aims. We'll also be committed to adopting ways of working that help support the ethos and aims of the partnership and encourage new opportunities. Those identified already, as of March 2016, are outlined below. The shape and specific detail of future collaborations, including decisions about evaluating, renewing or amending existing projects, will be outlined in an annual plan, agreed by both partners.

Specific Projects:

a) Get Creative Weekend

1-3 April 2016. This will be celebration of Wales as a creative nation across BBC Wales' broadcast channels. The first time that we have worked together in this way, we hope to profile the everyday creativity in Wales as well

as signpost to opportunities and experiences for first-timers.

The details of this new venture shall be set out in a separate Memorandum of Understanding between the Arts Council of Wales and BBC Wales.

Partnership Aims: Audience, Sustainability

b) Horizons / Gorwelion

In 2014, the Arts Council of Wales and BBC Wales launched a new scheme to promote contemporary Welsh music talent to wider audiences in Wales and beyond; develop contemporary Welsh music talent (in both languages) and support emerging talent by enabling opportunities and removing barriers. A third year of this successful emerging music talent scheme in 2016 will follow substantially the same format as previous years; selecting 12 acts, creating new opportunities for both talent and audience and, through Launchpad, investing more widely in new music. The scheme will be evaluated at the end of 2016. A decision about whether to extend the project in 2017, and the nature of any future funding arrangements, will be made outside of this Partnership Agreement. The details of the "Horizons/Gorwelion scheme for 2016" are set out in a separate Memorandum of Understanding between the Arts Council of Wales and BBC Wales dated 21st December 2015.

Partnership Aims: Talent, Audience, Sustainability

c) The new BBC Wales headquarters

The new BBC Wales broadcast centre in Central Square, Cardiff is being designed to maximise opportunities for partnership and collaboration across the Creative sector. It will be a hub for promoting creativity of all kinds, including the arts, and a strategic centre for realising Wales' potential to be a creative nation in the digital age.

Partnership Aims: Talent, Audience, Sustainability

d) BBC National Orchestra of Wales

The longest standing exemplar of collaboration between the two partners, we'll continue to work collaboratively through Wales' national orchestra for the benefit of audiences in Wales. Following the recent investment review, Arts Council of Wales has identified BBC NOW as one of the portfolio of arts organisations it wishes to support through revenue funding. The level of this funding has been confirmed for 2016/17 but is subject to budget settlements beyond this term and outside of this Partnership Agreement.

Partnership Aims: Talent, Audience, Sustainability

e) Supporting arts organisations to present ideas for broadcast

As well as Arts Council of Wales sharing newsworthy activities with BBC Wales, arts organisations themselves need to improve their ability to identify broadcast potential in what they do and how to develop. To support

this, we'll create a learning event explaining how broadcasters work and how programmes are commissioned. We will commit to sharing information about future BBC Wales commissioning rounds to encourage arts organisations to pitch their best ideas.

This, along with our Connected Studio, The Space and potentially iWonder, will form our work to find new ways and formats to place arts content.

Partnership Aims: Audience, Sustainability

f) Knowledge Exchange events

We'll create opportunities for BBC Wales staff to find out more about the work of Arts Council of Wales and the wider sector, through events like Learning Lunches. We'll also explore how BBC Wales can assist Arts Council of Wales staff to develop new skills.

Partnership Aims: Audience, Sustainability

g) Connected Studio: Artists

Both partners are committed to developing digital capacity. We want to experiment using the BBC's Connected Studio format as a way to engage and support individual artists to use digital technology in their practice. As well as those that progress through to build stage, we'll be offering opportunities for the wider sector to benefit from the expertise of the BBC and collaborators.

We'll work with Nesta on evaluation and other partners on workshops and potential commissioning of resulting work.

Partnership Aims: Talent (this stage), Audience (potentially), Sustainability

h) Working with BBC Wales on The Space in Wales

The Space is a CIC founded by BBC and Arts Council England which commissions digital artistic work for BBC platforms and others. Following a strategic review, we'll ensure that The Space's activity in Wales links in with and is enhanced by our partnership and existing digital work.

Partnership Aims: Talent, Audience, Sustainability

Ways of working:

i) Communication

The Partnership Agreement sets out regular meetings but we must work to find best method to get the right information to the right people at the right time. We also aim to promote a more permeable culture between the two organisations. We will hold some policy, genre and subject specific meetings during the year so our teams can focus on shared subjects of interest and make joint planning activity part of core business.

Partnership Aims: Audience, Sustainability

j) Identifying 'big moments' for culture in Wales

We need to bring arts organisations and broadcasters together earlier and more frequently. Our experiences on projects like

WOMEX show that we need to be talking about opportunities sooner and more collaboratively. We need to find more ways of bringing arts organisations and programme makers together for their mutual benefit. We need greater alignment of planning and programming: from big ticket themes to serendipitous opportunities.

Partnership Aims: Talent, Audience, Sustainability

k) A place for the arts sector in Wales within the wider BBC

When relevant, BBC Wales will promote the inclusion of Wales in UK-wide projects, initiatives and platforms such as BBC Arts, BBC Arts Online, BBC Music and iPlayer now it is opening itself to third party content. A good example of this way of working is BBC NOW and Ten Pieces.

Partnership Aims: Talent, Audience, Sustainability

3 Duration and scope of partnership

This Public Value Partnership Extension Agreement extends the duration of this partnership which commenced in May 2013. The extended duration of this partnership is **April 2016 to March 2019**.

The partnership refers to joint-development activities undertaken by BBC Wales and Arts Council of Wales. Arts Council of Wales, where appropriate and agreed with BBC Wales, will broker partnerships between BBC Wales, funded organisations and the wider arts sector. BBC Wales will also, where agreed and appropriate, broker partnerships between the Arts Council of Wales and the wider BBC.

The Director of BBC Wales and the Chief Executive of Arts Council of Wales are responsible for the Partnership Agreement and will meet twice annually to review progress and oversee future direction of the partnership, including identifying areas of mutual strategic importance that could be addressed through this agreement.

- For Arts Council of Wales:
Nick Capaldi
- For BBC Wales:
Rhodri Talfan Davies

A representative from both BBC Wales and Arts Council of Wales will be responsible for the day-to-day management of the partnership. They will meet at least quarterly and oversee delivery of projects, identify new opportunities and ensure communication to wider organisations they represent.

- For Arts Council of Wales:
Lisa Matthews
- For BBC Wales:
Ashleigh Crowter

Either partner may terminate the Partnership Agreement for any reason; in this event the terminating partner will endeavour to give the other partner not less than six months' notice of termination.

4 Principles and Confidentiality

Both Arts Council of Wales and BBC Wales shall do their utmost to comply with the spirit of this Partnership Agreement, subject to relevant regulatory constraints and the obtaining of any necessary approvals.

Nothing in the Partnership Agreement creates, implies or evidences any legal partnership or joint venture between the partners, or the relationship between them of principal and agent. Neither partner has the authority to make any representation or commitment, or to incur any liability, on behalf of the other.

For the avoidance of doubt, such regulatory constraints include State Aid Considerations and the BBC's relevant guidelines (including the Producer's Guidelines and Fair Trading Guidelines).

Arts Council of Wales and BBC Wales shall keep any confidential information relating to the business affairs of the other partner secure and protected against theft, damage, loss or unauthorised access.

Neither partner will disclose any such information to any third party other than employees, agents or professional advisers of the disclosing partner who need to know such

information for the purposes of working on the development of the partnership proposals and who are made aware of and have agreed to comply with this confidentiality requirement.

This Public Value Partnership Extension shall come into effect on 1 April 2016 or upon signature by both partners on the date set out below.

Signed by:



Nick Capaldi
Chief Executive, Arts Council of Wales

Date: 1 April 2016



Rhodri Talfan Davies
Director, BBC Wales

Date: 1 April 2016