

Easy Read

# Inspire

Our plan for making Wales a creative place 2019-2024



This is an easy read version of the Arts Council of Wales' plan called **Inspire... Our strategy for Creativity and the Arts in Wales.**

July 2019

# How to use this document

This is an easy read version. The words and their meaning are easy to read and understand. You may need support to read and understand this document. Ask someone you know to help you.

Some words may be hard to understand. They are in **bold blue writing**. They have been explained in a box below the word. If the hard word is used again it is in **normal blue writing**. You can check what they mean in **Hard words** on page 23.

Where the document says **we**, this means **Art Council of Wales**. For more information contact:



**Phone:** 0845 873 4900  
(from 9.00am to 5.00pm Monday to Friday.)



**Textphone or text message:** 07797 800 504  
(You will only have to pay the usual price for a message.)



**Email:** [governance@arts.wales](mailto:governance@arts.wales)



**Website:** [www.arts.wales](http://www.arts.wales)



This document was made into easy read by **Easy Read Wales** using **Photosymbols**.

# Contents

	<b>Page</b>
<b>How to use this document.....</b>	<b>2</b>
<b>Introduction.....</b>	<b>4</b>
<b>What is important to us.....</b>	<b>8</b>
1. More people creating art. And taking part in and enjoying art.....	10
2. Helping artists.....	13
3. Making it happen.....	15
<b>What we will do.....</b>	<b>16</b>
Make.....	16
Reach.....	18
Sustain.....	20
<b>Hard words.....</b>	<b>23</b>

# Introduction

We are the **Arts Council of Wales**. It is our job to support the **arts** in Wales. The **arts** means things like:



- **Theatre**



- **Music**

- **Writing** - like books, stories or poems



- **Crafts** - like sewing or knitting

- **Art** - like painting or making things out of clay



- **Performance** - like dancing or singing.

We want Wales to be a **creative** place. Where the **arts** are an important part of life for everyone.

**Creative** means using our **imagination** and our own ideas to make something.

**Imagination** is when we use our mind to think of new ideas.

We need to make sure the arts help to improve people's **well-being**.  
Now and in the future.

**Well-being** is anything to do with a person's happiness and health.

We need to take care of our **culture** and languages. They make Wales special.

**Culture** is the history, ideas and traditions that we share.

We want to celebrate this. And help people enjoy the arts in the language of their choice.

**Imagination** is important. And we want to encourage new and exciting arts. We are not afraid to take risks to help people be **creative**.

This plan is about the work we will do to make this happen over the next 5 years. We will focus this work on 3 main aims:

### 1. Make

We will help artists and art organisations make great art.

### 2. Reach

We will make sure that more people than ever before can enjoy Welsh art.

### 3. Sustain

**Sustain** means helping something last a long time.

We will support the arts in Wales so they have a safe future. For example, artists have long careers. And art galleries are run properly.



# What is important to us

This plan is about the work we will do to make Wales a **creative** place.

But we must make sure that all our work helps us to achieve our main aims.

We believe everyone in Wales should have the chance to take part in and enjoy the arts. Wherever they live. However old they are. Whatever they do.

This section is about how this plan can help with this.



# 1

## More people creating art. And taking part in and enjoying art.

### Doing things differently

Not enough people take part in and enjoy the arts. We need to find different ways to get people involved.

We need to be careful about how we talk about the arts. Sometimes the language we use can be a **barrier**.

A **Barrier** is something that stops us doing something. **Barriers** can include money or where a person lives.

We need to make sure we give money to different kinds of projects. To make different kinds of art that more people would get involved with.

We want to support art in communities. We want art to be a part of people's everyday lives. We want to include art in our plans to make places better.

## Young people

We want young people to have the best chance they can to be **creative** from a young age.

**Technology** is changing the way we see and learn things. We need to come up with new ways of using **technology** to help young people learn and become confident.

**Technology** is any kind of computer like laptops, mobile phones and tablets.

We want young people to believe in themselves. And to believe they can be the person they want to be. We will keep working on our **Creative Learning through the Arts** plan to support young people.



## Different people

The arts are stronger when lots of different types of people are involved.

In particular we want more disabled people and people from **BAME** backgrounds to be more fully involved.

**BAME** means people who are black, Asian or other ethnic minorities. They may come from a different country or have different colour skin.

We will only give money to organisations that are trying to get different people involved in their management and work.

But the thing we want most is for this to become normal.

## 2

## Helping artists

### Making the arts stronger

We will play a clearer part in supporting talented artists.

We know we are able to provide support at important times. We need to be there at the right times to help artists have good careers.





# 3

## Making it happen

We must give money for arts projects carefully.

We must not spend too much money on our own organisation. We must work in the best ways to make sure money is not wasted.

We must support organisations and artists. We cannot be too strict about what we want. Because that would stop people from being free and **creative**.

But we must always spend public money in a way that is best for the public.

We must work with partners to make the most of our time and money. Working with local councils is important to us. Together we can reach everyone in Wales.

# What we will do

## Make

### How we will help people make great art

- We will make sure our main focus is supporting artists.
- We will do more to help artists and organisations earn money for their art.
- We will support new and different ideas for projects that get people to take part in more types of arts.
- We will keep on supporting the best organisations and events in Wales so they can make exciting new work.
- We will find new ways to support artists to use the Welsh language.
- We will find more chances for disabled people and people from **BAME** backgrounds to **create** art. And show their work.
- We will help artists and organisations to work well together.

- We will work better with colleges and universities to support people to become artists. And to **create** different types of art.
- We will work with partners across the UK and throughout the world to show arts.
- We will work in joined up ways to support artists and organisations.
- We will host events to develop our arts in Wales.



# Reach

## How we will help art reach more people

- We will try to tackle the **barriers** that stop people taking part in the arts. And get as many different types of people as possible taking part.
- We will keep working with Welsh Government on our **Creative Learning through the Arts** plan.
- We will work with partners on projects that give people better chances to succeed in life.
- We will put on a young person's event to show off their **creativity**.
- We will make sure work **created** for young people is the best it can be.
- We will support community organisations with arts projects that help change lives.
- We will help find new ways of using **technology** to show art.

- We will work with organisations to help them get more people involved in their work.
- We will work to join up different art organisations and places to share their work for communities.
- We will do more to get the hardest to reach people involved in the arts.
- We will find projects that can help reach more people in different ways.
- We will make sure we spend our time money, and effort fairly so everyone in Wales can benefit.
- We will help national organisations.
- We will help artists show their work throughout Wales and the world.

# Sustain

## How we will make our work last

- We will support organisations to make plans that can deal well with changes.
- We will support projects and organisations that are **sustainable**.
- We will encourage organisations to be more **sustainable**. And to rely on money from the public less.
- We will clearly explain how our work helps us achieve our aims.
- We will make sure people and organisations in the arts look after the **environment**.

The **environment** is where we live. It includes the land, the sea, the air, and everything that lives in and on it.

- We will make sure the organisations we support are run properly.



- We will make the best use of joined up working and sharing.
- We will promote the use of the Welsh language in the arts.
- We will work with local councils to keep local arts services and buildings going.
- We will support ideas that give artists new ways of earning money from their art.
- We will speak up for the arts to make sure people realise how important they are.
- We will do work on health and [well-being](#) and getting the community involved in new things.

# Hard words

## BAME

BAME means people who are black, Asian or other ethnic minorities. They may come from a different country or have different colour skin.

## Barriers

A barrier is something that stops us doing something. Barriers can include money or where a person lives.

## Creative

Creative means using our imagination and our own ideas to make something.

## Culture

Culture is the history, ideas and traditions that we share.

## Environment

The environment is where we live. It includes the land, the sea, the air, and everything that lives in and on it.

## Imagination

Imagination is when we use our mind to think of new ideas.

## Sustain

Sustain means helping something last a long time.

## Technology

Technology is any kind of computer like laptops, mobile phones and tablets.

## Well-being

Well-being is anything to do with a person's happiness and health.



Cyngor Celfyddydau Cymru  
Arts Council of Wales

[arts.wales](http://arts.wales)