Our Culture, Our Future: Action Plan

Summary

Code	Principle	Description	Actions linked	Main fit
P1	Proud of Our Identity, Heritage and the Welsh Language	Culture celebrates and promotes Gwynedd's unique identity, heritage, creativity, and the Welsh language, sharing them confidently with Wales and the wider world.	8	5
P2	Culture at the Heart of Life	Culture is an essential part of the health, wellbeing, education and happiness of the people of Gwynedd, enriching everyday life and creating opportunities to have fun, learn and socialise.	10	3
P3	Community-Led, Inclusive, Kind and Connected	Culture belongs to everyone. It is welcoming and accessible, fostering strong networks, confidence, respect and a sense of belonging.	13	7
P4	Ambitious, Challenging and Bold	Culture inspires new ideas, embraces or challenges change, sets high standards and makes the most of opportunities and investment to realise and measure the impact of ambitions.	11	8
P5	Enriching People and Places	Culture enhances wellbeing, develops skills and talent, and contributes to a strong local economy by creating opportunities for people to live, work, create and succeed in Gwynedd.	14	8
P6	Sustainable and Responsible for Future Generations	Culture protects and enriches resources, the environment, and the special qualities of Gwynedd, ensuring long-term benefits for future generations.	5	3

Actions linked = actions that list the principle anywhere. Main fit = actions that list it first.

Ref	Action / Initiative	Principle (s)	Geography	Artforms / Subsectors	Scale	Lead / Partners	Timescale	Status	Resources / Cost	Metric – quantitative	Metric – qualitative
A01	Coordinated, well-organised collaboration across artforms, culminating in public exhibitions and events	P3, P2	County-wide	Visual arts, craft, multi-artform	Small	Gwynedd Culture Network; freelance artists	2026–27	Proposed	Coordination time; small project funds	Collaborations formed; exhibitions/events held; artists taking part	Quality of collaboration; artist feedback
A02	Community-created public art that brings different groups together (e.g. older people and primary schoolchildren)	P3, P2	County-wide (community-based)	Public art, mosaics, installation; could extend to pop-up music / readings; archives, museums and heritage	Small	Freelance artists, schools; care/day settings; Cyngor Gwynedd	2026–28	Proposed	Project funds; materials	Installations created; participants across generations	Intergenerational connection; community pride
A03	Fund seasonal community events that celebrate Welsh folk and village culture	P1, P2	Villages county-wide	Folk, music, performance, seasonal customs	Small	Community organisations; freelancers, Cyngor Gwynedd	Ongoing / annual	Proposed	Seasonal event grants; Council's events pot	Events held; attendance; volunteers	Community cohesion; celebration of local culture
A04	Sustain grassroots, low-cost rural participation (ages 5–adult) with volunteering and progression pathways	P3, P5, P2	Rural Gwynedd	All culture forms — circus skills, music, drama, dance, participatory arts	Small	Community partners, freelancers, Cyngor Gwynedd	Ongoing	Underway	Core/volunteer support; worker training & safeguarding	Weekly participants; volunteers; progression to training/careers	Access on the doorstep; young people's pathways

A05	Inclusive outreach through non-digital channels to reach older and rural audiences (not online-only)	P3, P2	County-wide; rural	Cross-artform	Small	libraries; community workers and arts organisations; Cyngor Gwynedd	Ongoing	Proposed	Print, postage and distribution funding (cost & environmental trade-off noted)	Reach across geographies; non-digital contacts	Audiences reached who are not online
A06	A coordinated cultural programme working with and towards the two Eisteddfods: National (Aug 2027) and Urdd (May 2028)	P1, P4	County-wide	Multi-artform	Big	Cyngor Gwynedd; Eisteddfod Genedlaethol; Urdd Gobaith Cymru	2026–28	Proposed	TBC — seek external funding	Events delivered; audiences reached	Community pride; legacy
A07	Commission a flagship, transformational creative event in the spirit of the 2017 Hedd Wyn centenary	P4, P1	County-wide	Performance, music, multi-artform	Big	TBC; Eisteddfod partners	2027–28	Idea	High — needs funding	Attendance; media reach	Sense of transformation for the area
A08	Explore a UK City of Culture 2033 bid for Bangor, capturing the ambition, milestones and challenges	P4, P5	Bangor (the bid city); county-wide impact if successful	All	Big	Cyngor Gwynedd; Board	2026–33	Idea	TBC	Bid milestones met	Long-term ambition articulated
A09	A small fund for 'off the wall' / experimental commissions: bold ideas, not necessarily costly	P4	County-wide	All / experimental	Small	Gwynedd Culture Network	2026 onwards	Idea	Small pots; not necessarily costly. Workshop: pool a shared pot — consider the ACW fund at A24	Commissions funded	Distinctiveness; inspiration

A10	Connect the plan to the Slate Landscape World Heritage Site and Amgueddfa Cymru's National Slate Museum refurbishment	P1, P6	Slate valleys; Llanberis	Multi-artform — heritage, interpretation	Mixed	Amgueddfa Cymru (National Slate Museum); Cyngor Gwynedd	2026–27	Idea	TBC	Linked activities delivered	Heritage relevance to communities
A11	A 'Slate Art' strand: new creative work rooted in slate heritage and landscape	P1, P4	Slate areas; county-wide	Visual arts, craft, sculpture; widen to literature, music and other forms	Small	Freelance artists; heritage partners	2026–28	Idea	Project funds	Artworks / commissions; artists involved	Heritage expressed through new work
A12	Put the Welsh language at the heart of cultural branding, interpretation and communications across venues and events	P1	County-wide	All	Small	Cyngor Gwynedd; venues and partners	2026–27	Proposed	Existing resources / staff time	Venues adopting bilingual best practice	Welsh-language visibility and confidence
A13	Support capital works (and ongoing maintenance) that safeguard special cultural buildings and improve access and sustainability	P6, P1, P3	County-wide	All forms of culture; multi-use venues	Big	Various organisations	2026–29	Proposed	Capital and maintenance — external grants (e.g. NLHF). Workshop: Welsh Government support seen as essential	Capital projects supported; access improvements	Special places safeguarded; welcoming spaces

A14	Develop the cultural relationship with Betsi Cadwaladr University Health Board — including social prescribing — with specific projects sitting under it (e.g. Theatr Cynefin's "Dod nôl i'n Coed")	P2, P5	County-wide; BCUHB	All artforms; nature-based creative practice	Mixed	Cyngor Gwynedd; Betsi Cadwaladr University Health Board; Theatr Cynefin; Gwynedd Culture Network	2026–28	Proposed	Staff time to build the relationship; project funding to follow (health + arts)	Relationship established; joint priorities agreed; social prescribing routes opened; projects delivered	Culture recognised as part of health provision
A15	Grow creative-health, reminiscence and dementia work with health & social care partners	P2, P3	Libraries county-wide (e.g. Tywyn, Porthmadog, Caernarfon, Cricieth)	Music, reminiscence, craft	Small	Llyfrgelloedd Gwynedd (Eifion Parry); Dementia Actif Gwynedd; freelancers	Ongoing	Underway	Small grants (e.g. Darllen yn Well / Reading Well)	Sessions; attendees; venues	Reminiscence and wellbeing; participant feedback
A16	Support artists and practitioners across all artforms working in health and wellbeing	P2, P5	County-wide; health settings	All artforms	Small	Literature Wales; Arts Council of Wales; Betsi Cadwaladr UHB; health partners	2026–28 establish need; 2027–28 embed	Underway	Project funding	Practitioners trained; projects delivered	Health/wellbeing impact; lived-experience voice
A17	Review and relaunch Creative Gwynedd as an independent Gwynedd Culture Network (committee, officers, website, membership), and	P3, P5	County-wide	All	Small	Creative Gwynedd; Cyngor Gwynedd (Community Arts Service)	2026 (pilot year; secretariat funding sought)	Underway	Council staff coordination; membership model to sustain; funding sought in 2026 for a secretariat role (currently c.5 paid hours a week)	Members; meetings; training sessions; secretariat funding secured	Quality of collaboration; sector ownership

	seek funding in 2026 for it to act as secretariat for the Action Plan										
A18	Guarantee freelancer voice and representation, and fair pay — agree and publish a county-wide baseline day rate for artists' time, and encourage longer, more continuous contracts so freelancers can plan ahead	P5, P3	County-wide	All	Small	Gwynedd Culture Network	2026 onwards	Agreed	Policy/commitment; capacity to agree and publish rates; fees budgeted into projects. Workshop: Real Living Wage as a floor	Freelancer representation; artists paid	Freelancer confidence; fair treatment
A19	A training and professional-development offer (safeguarding, H&S, tax/accounts, DBS, fundraising, project management)	P5	County-wide	All	Small	Gwynedd Culture Network; partners (e.g. Literature Wales)	2026 onwards	Proposed	Training budget; partner delivery	Training sessions; participants	Skills and confidence gained
A20	Develop the offer of stable, affordable creative spaces — first understanding why current provision is not fully taken up, then working	P5, P3	County-wide	All	Mixed	Cyngor Gwynedd; sector partners	2026 (understand take-up); 2027–28 (develop the offer)	Proposed	Scoping capacity in 2026; then space costs: Cyngor Gwynedd, Tai Gwynedd, empty shops, existing hubs	Take-up of existing space understood; spaces available and occupied; young people accessing space	Spaces that match what people actually need; stepping-stone routes for young people

	towards an offer that matches need, including stepping-stone and shared professional-level space for young people										
A21	A talent pipeline for young creatives (young writers/artists 16–25, laureate and schools work)	P5, P2	County-wide; schools	Writing; broader creative	Small	Literature Wales (National Writing Squad); Criw Celf; schools; Network	2026–28	Underway	Programme funding	Young people supported; mentors	Craft development; creative community
A22	Targeted support for visual artists — studio space, exhibition and commission opportunities	P5	County-wide	Visual arts, printmaking, applied arts	Small	Gwynedd Culture Network; Cyngor Gwynedd	2026–28	Proposed	Studio/exhibition support; commissions	Artists supported; exhibitions/commissions	Sustained visual-arts practice
A23	Streamline and standardise cultural data collection — agree 2–3 shared metrics	P4	County-wide	All	Small	Cyngor Gwynedd; sector partners	2026	Proposed	Staff time	Common figures (tickets sold, attendance)	In-the-moment quotes and feelings
A24	Submit a ~£20k Arts Council of Wales application to fund data capacity across the county	P4	County-wide	All	Small	Cyngor Gwynedd; Arts Council of Wales	2026	Idea	~£20k sought	Funding secured; days/posts supported	Capacity gap addressed
A25	Develop mechanisms that make environmental sustainability and	P6	County-wide	All	Mixed	All partners; Cyngor Gwynedd	2026 (develop criteria); ongoing	Proposed	Staff time to develop and agree criteria; existing resources; some capital for venues	Criteria agreed and adopted; proposals assessed against them	Sustainability treated as a condition of support, not an add-on

	Welsh Language key criteria in assessing and supporting creative and cultural proposals across the county						thereafter				
A26	Align the plan with the National Park LDP (under review), the Well-being of Future Generations Act and other local and national policy (e.g. the Gwynedd Plan, culture priorities)	P6	County-wide; National Park	All	Small	Cyngor Gwynedd; Eryri National Park Authority	2026 (LDP under review)	Proposed	Counterculture	Alignment points mapped	Coherence with wider plans
A27	Coordinate a funding strategy to deliver the plan — a pipeline of bids	P4	County-wide	Targeted — archives, heritage, visual arts, literature, language	Small	Cyngor Gwynedd; Gwynedd Culture Network	2026 onwards	Proposed	Staff time; bid-writing	Bids submitted; funding secured	Plan resourced and delivered
A28	Agree governance and an annual review cycle, reporting progress against the six principles	P4	County-wide	All	Small	Cyngor Gwynedd; Gwynedd Culture Network	Annual from 2026	Proposed	Staff time	Actions progressed; annual review held	Accountability against the principles
A29	Meanwhile use of empty commercial spaces: work with property owners to open empty units across the	P5, P6	County-wide; town centres	All	Mixed	Cyngor Gwynedd; Gwynedd Culture Network; Tai Gwynedd;	2027–28 (after A20 has worked out why existing	Idea	Brokering time; meanwhile-lease templates; insurance; light fit-out	Units opened; occupancy; artforms using the space	Whether users find the space fits their needs; whether they move on to

	county as short-term, affordable creative space across all artforms					commercial landlords	space isn't being taken up)				longer-term space
A30	Career development: make the most of Arts Council of Wales training and professional development funding both by signposting and supporting applications, including evidence of local demand. Develop a county-wide training bid to the ACW organisational strand (could help deliver A19).	P5, P4	County-wide	All	Small	Gwynedd Culture Network; Arts Council of Wales; Cyngor Gwynedd; Literature Wales; Criw Celf	Signposting and application support from 2026; county-wide training bid 2026–27 (via A27)	Proposed	Network time; help with bid-writing; a small local pot, if needed, sought through A27; fees at the A18 rate	Gwynedd applications to and awards from ACW (individual and organisational); value of training brought into the county; local awards and paid placements, if the fund goes ahead	Whether careers moved on and what the opportunity led to next
A31	Lobby and advocate on the issues culture can't fix alone: Possible issues include (1) fair pay, with the Real Living Wage as a floor; (2) duration: longer contracts/continuity so freelancers can plan ahead; (3) transport: cost and	P5, P3	County-wide	All	Small	Culture Board; Gwynedd Culture Network; Cyngor Gwynedd (incl. transport and economic development teams); Welsh Government; Arts Council of Wales	Agree the agenda in 2026; review each year through A28	Proposed	Board and Network time	Issues raised; meetings held and submissions made	Whether partners change policy or practice as a result

	availability of travel.										
A32	An advocacy register: the Network keeps a shared register of evidence from members (case studies, film, publications, quotes and the issues they're facing). Gives advocacy (A31) something to draw on and used to build new partnerships outside the sector	P4, P3	County-wide	All	Small	Gwynedd Culture Network; Cyngor Gwynedd; members	2026 onwards	Proposed	Network time; a simple shared format; some film or documentation budget	Entries logged; case studies and films published	Whether the evidence gets used in bids, advocacy or partner conversations
A33	Regular in-person sector gathering: well-publicised event for the whole sector every 1-2 years. Open to everyone, including people who don't usually come to Network meetings.	P3, P2	County-wide; venue changing each time	All	Small	Gwynedd Culture Network; Cyngor Gwynedd; host venue changing each time	First gathering 2027; then annually or every two years	Proposed	Venue, speakers, access and travel support	Attendance, including first-time attendees	How inspiring and useful people found it; what connections it led to

A34	As Creative Gwynedd develops distinguish public-facing and network-facing roles: (1) a public-facing bilingual directory of Gwynedd's artists and organisations, based on the Wales Writers directory model; (2) a network-facing single place for opportunities, funding, tenders, collaborations and space	P3, P5, P1	County-wide; North Wales for opportunities	All	Small	Creative Gwynedd / Gwynedd Culture Network; Cyngor Gwynedd	2026–27, as part of the A17 relaunch	Proposed	Web development; ongoing time to keep it up to date (secretariat role under A17)	Directory listings; opportunities posted; users	Whether people still feel they "miss things"