



Investment Review 2023

Video/Audio Submission Guidance



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Arts Council of Wales is committed to making information available in large print, braille, audio and British Sign Language and will endeavour to provide information in languages other than Welsh or English on request.

Arts Council of Wales operates an equal opportunities policy.



What should be included within a video/audio submission for my Investment Review application?

Technical details on how to submit a Video/audio submission, including what types of files/links we can accept, and [what you should consider before finalising your application can be found on a separate document here](#).

This document explains more about the specific questions in the Investment Review application form and what you should consider within your submission. It should be read alongside the other guidance documents on our website and the above linked document.

You can submit in English, Welsh, or BSL.

Which questions can I answer by video/audio?

You can answer seven questions by video/audio (one link should point to all seven files – check the link and the files work before submitting your application). These are the questions relating to your ‘**vision, mission, aims**’ and the ‘**6 principles**’ questions (they are listed individually below).

If you choose the video/audio submission route, then you must answer all seven by video/audio rather than some video/audio and some in writing.

What are the questions I can answer by video/audio?

You should include one link that points to a location containing your 7 files (one for each of the Questions Below). A naming convention is also included to make it clear which file represents which question.

Do not go over the stated maximum length or we will be unable to assess your full answer.

Can I reference my supporting information?

Yes but you must be very clear what your are referencing. For examples say “see business plan page 4, paragraph three” or “see weblink three, 3 min – 4mins.”

If you don’t reference clearly and specifically we cannot consider this as part as your answer.

File 1 of 7 – Vision, Mission, Aims

You should name your file: '[your organisation name] – Vision Mission Aims'

Maximum length – 5 minutes

What should it include?

We'll start of by asking you about your vision, mission and aims as an organisation. We want to understand the longer-term change you want to make. It will help us understand why you want to do the things you want to do in the next three years and what they are working towards.

You have 5 minutes but you might just want to clearly reference the relevant section of your business plan.

The Six Principles

The main part of the application is a set of questions around the six principles. Your answers to these should be linked to your longer-term mission, vision and aims.

We want to understand how your plans for the next three years relate to and support our six principles. Therefore, **for each principle, we will ask you to answer two questions.**

When answering, you can refer to your business plan, budgets and supporting **weblinks** for more detail or context.

You'll need to clearly reference when you do this (e.g. p13, Section 12.3, para 4). **Without a clear and specific reference, officers at Arts Council of Wales will not be able to consider it as supporting material.** The business plan or supporting material weblinks are not being assessed or scored separately as part of this process.

File 2 of 7 – Creativity (Principle 1)

You should name your file: '[your organisation name] – Creativity'

Maximum length – 20 minutes (5 minutes for each of the 3 outcomes and a further 5 minutes for your evidence – if you include less than 3 outcomes you should reduce the length of your file accordingly)

What should it include?

Tell us how:

- Your strong artistic vision is created in collaboration with your audiences and communities and can be communicated clearly with the public.
- Your programme of work is ambitious, exciting and inclusive. You can measure success from the response of the communities and audiences you serve, and you are open to new ways of delivering and presenting.
- You actively support artists and freelancers, respecting the contributions they make to your work. You will offer everyone fairness and parity in work and pay terms.
- You're committed to collaborating, learning, sharing best practice and engaging with colleagues across the sector. You have the connections with other organisations and networks – be those locally, nationally or internationally, or inside and outside the arts – to excel in the delivery, growth and evolution of your vision.
- You understand your audience and communities and this is reflected in the demand for your work. You are continually examining and evolving your plans to strengthen existing relationships with those groups, whilst striving to reach and engage with even more people.
- In your work, you consider the Seven Goals of the Well-being of Future Generations Act and the Cultural Contract. You also take into account the opportunity for responding to demands for arts in other settings, such as arts & health (including social prescribing) arts for older people, for younger people (including the new curriculum in Wales) and international opportunities.
- You successfully communicate with people inside and outside your organisation, to ensure they understand you and your work. Your interaction with others should also inspire them to participate and provide avenues and information to help them get involved.

1 a) Your potential

What do you aim to achieve (outcome) and what activity will you be doing in each year to make this happen (outputs)?

1 b) Your evidence

What have you been doing in this area recently to evidence that you are committed to this work and have the potential to deliver your outputs and outcome?

File 3 of 7 – Widening Engagement (Principle 2)

You should name your file: '[your organisation name] – Widening Engagement'

Maximum length – 20 minutes (5 minutes for each of the 3 outcomes and a further 5 minutes for your evidence – if you include less than 3 outcomes you should reduce the length of your file accordingly)

What should it include?

Tell us how:

- You support people from underrepresented groups and communities to actively and creatively engage in deciding what counts as culture, where culture happens, who makes and experiences it and how.
- You are deeply rooted in the communities that you serve with your work, particularly those that are currently underrepresented and those that continue to face barriers to engaging with the arts.
- You are committed to anti-racist and anti-ableist actions and recognise the multiple barriers that come with socio-economic deprivation, and how you consider these when planning your work. What actions are you taking to address any institutional barriers within your organisation.
- You consider the needs and experiences of users, audiences and visitors that are deaf, disabled or neurodiverse. What actions are you taking to be more inclusive in this area?
- You consider the needs of different generations. Tell us how you are involving and reflecting young people, families and the growing, aging population.
- Your organisation ensures that different perspectives and diverse voices are involved in your decision making and work, by incorporating views and perspectives from your staff and board, the artists and communities you work with.

2 a) Your potential

What do you aim to achieve (outcome) and what activity will you be doing in each year to make this happen (outputs)?

2 b) Your evidence

What have you been doing in this area recently to evidence that you are committed to this work and have the potential to deliver your outputs and outcome?

File 4 of 7 – Welsh language (Principle 3)

You should name your file: '[your organisation name] – Welsh Language'

Maximum length – 20 minutes (5 minutes for each of the 3 outcomes and a further 5 minutes for your evidence – if you include less than 3 outcomes you should reduce the length of your file accordingly)

What should it include?

Tell us how:

- Your organisation is proactive and ambitious in their Welsh language plans and policies across all aspects of the organisation and monitors them regularly.
- You are committed to increasing the number of Welsh speakers in the organisation at all levels.
- Your programme of work maximises opportunities to connect with, learn and use the language for all, developing creative strategies to positively promote Welsh as a minority language in a global context.
- You ensure creative ways to share and celebrate the story of Wales and the Welsh language, raising awareness of its evolution within the context of contemporary culture.
- You implement all requirements expected under the Welsh language measure and gain a Cynnig Cymraeg quality mark to improve, expand and evolve your Welsh language services.
- You work collaboratively with other organisations and individuals, ensuring a creative shared ownership which draws on others experience and knowledge to develop the Welsh language within your organisation and communities.
- You ensure a commitment to developing and maintaining Welsh language career paths and Welsh speaking skillsets that facilitate, promote and enhance the foundations of the Welsh language arts sector.
- You are willing to explore opportunities to link the Welsh language to other languages, intersectional practice, and initiatives, e.g. UN's Decade of Indigenous Languages.

3 a) Your potential

What do you aim to achieve (outcome) and what activity will you be doing in each year to make this happen (outputs)?

3 b) Your evidence

What have you been doing in this area recently to evidence that you are committed to this work and have the potential to deliver your outputs and outcome?

File 5 of 7 – Climate Justice (Principle 4)

You should name your file: '[your organisation name] – Climate Justice'

Maximum length – 20 minutes (5 minutes for each of the 3 outcomes and a further 5 minutes for your evidence – if you include less than 3 outcomes you should reduce the length of your file accordingly)

What should it include?

Tell us how:

- You will be engaging with the climate and nature emergencies and understand the importance of a just and fair approach to tackling these emergencies. This could include joining relevant networks to learn how you can progress in this area.
- You will be committed to developing an environmental policy and/or action plan. This will include monitoring and understanding your current carbon consumption and how it might be reduced to reach Carbon Net Zero, or an ambition to do so.
- You will play an active role in managing your resources responsibly. You reuse and recycle materials and avoid harmful and unsustainable materials. You undertake ethical procurement.
- Your plans will evidence a commitment to considering the impact of your choices on our populations and our planet, and to making ethical choices in all your decisions, from operational to creative.
- Where relevant, your artistic programme supports work and artists, or opportunities to create work, that brings an ambition to improve our behaviours related to the climate and environment.
- There is responsibility at both staff and board level for these actions and your environmental impact of your work is discussed at Board level.
- Where you engage in international working, you are committed to embedding an ethical and values-led approach

4 a) Your potential

What do you aim to achieve (outcome) and what activity will you be doing in each year to make this happen (outputs)?

4 b) Your evidence

What have you been doing in this area recently to evidence that you are committed to this work and have the potential to deliver your outputs and outcome?

File 6 of 7 – Nurturing Talent (Principle 5)

You should name your file: '[your organisation name] – Nurturing Talent'

Maximum length – 20 minutes (5 minutes for each of the 3 outcomes and a further 5 minutes for your evidence – if you include less than 3 outcomes you should reduce the length of your file accordingly)

What should it include?

Tell us how:

- You invest in the development of people in your organisation – board, staff and freelance artists. You have a proactive approach to succession planning and inclusive recruitment.
- You are a learning organisation, committed to reflection and evaluation. You build in time and resources to do this.
- You are committed to development of new and existing talent pathways for your artform(s) or creative area(s). In line with the five ways of working of the Well-being of Future Generations Act, you take the long view on your own responsibility for this. From nurturing young people as future leaders, through to later years with life-long learning and development opportunities.
- You operate within an inclusive and welcoming ethos when working with artists and creative practitioners, regardless of age, background, language, place of birth, career stage or status. You actively encourage a diverse and Welsh speaking team.
- You actively consult and network within your sector and across the arts to understand current and future needs, as well as understanding and addressing potential and real barriers to access to creative and professional development.
- You are committed to fair work and the fair pay and well-being of the people who you work with. This includes paying for time spent learning, as well as the people you consult with.

5 a) Your potential

What do you aim to achieve (outcome) and what activity will you be doing in each year to make this happen (outputs)?

5 b) Your evidence

What have you been doing in this area recently to evidence that you are committed to this work and have the potential to deliver your outputs and outcome?

File 7 of 7 – Transformation (Principle 6)

You should name your file: '[your organisation name] – Transformation'

Maximum length – 20 minutes (5 minutes for each of the 3 outcomes and a further 5 minutes for your evidence – if you include less than 3 outcomes you should reduce the length of your file accordingly)

What should it include?

Tell us how:

- You have good governance. An active and engaged board (or equivalent) of appropriate size and skills, recruited in alignment with organisation needs. Good leadership is diverse leadership and should reflect the communities you want to connect with your work.
- You are committed to a healthy way of working and a positive culture which considers the well-being of your people.
- Your approach is relevant and responsive, clearly demonstrating an open and inclusive approach to your decision making, what voices are heard and the power they have at the table.
- In your role as sector leaders, you act as collaborators and connectors, supporting and partnering with individual artists, freelancers, and other organisation, in the arts and beyond, across your communities, locally and where relevant, nationally and internationally.
- You are committed to the highest level of accountability with robust and resilient governance and organisational structures to deliver on their plans, take and manage risks and to identify areas that require assistance and support.
- You are open about your plans and your progress against them, you take and manage informed risks appropriately and responsibly, and you identify and communicate areas that require assistance and support as they arise
- You will embrace innovation, this doesn't necessarily mean growth or new for new's sake, but open to exploring different ways of working to be better.
- You are looking to maximise the value gained from public funding through opportunities to earn income and diversifying and growing income from a range of sources to support your future sustainability.

6 a) Your potential

What do you aim to achieve (outcome) and what activity will you be doing in each year to make this happen (outputs)?

6 b) Your evidence

What have you been doing in this area recently to evidence that you are committed to this work and have the potential to deliver your outputs and outcome?