

Easy Read

International Strategy

Arts and Well-being in Wales and the World



This document was written by **Wales Arts International** and **Arts Council of Wales**. It is an easy read version of 'Arts Council of Wales – Draft International Strategy Framework 2024-2034'.

March 2025

How to use this document



This is an easy read document. You may still need support to read it. Ask someone you know to help you.



Words in **bold blue writing** may be hard to understand. You can check what the words in blue mean on **page 23**.



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

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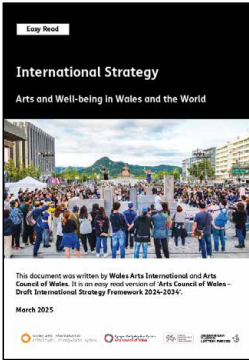
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What this plan is about



This is our **International Strategy**. This is a plan about the work we will be doing.



This plan is for the next 10 years.



It is a guide for the **Arts Council of Wales** work **internationally** - around the world.



It is led by **Wales Arts International (WAI)**.

There are 3 important things the Plan aims to achieve:



- Support developing arts in Wales by working with other countries.



- Growing our relationships with other countries.



- Making sure **diverse** artists can be involved in our work in other countries.

Diverse means people are not all the same. People come from different places, have different beliefs needs and ideas.



Wales Arts International supports the arts.



We provide info, advice and support. Plus attend relevant events.



We also work with other arts organisations in Wales and across the UK.



We like working together with others. We can share what we believe in to achieve more. We call this the Team Cymru approach.



We also want the arts to be a place that is fair and equal.



It is important to us to have respect for all and to be responsible in the work we do.

There are laws we must follow to make sure organisations like us think about things like:



- The environment



- Treating people fairly and equally



- The Welsh language and Welsh culture



- How we spend our funding



- Well-being.



Because of laws like this we have come up with the term **Cultural Well-being**.



This is when people get involved in arts activities that help them feel they belong. And are good for their health and happiness.



This means that the arts is really important to so many areas of life.



We want to make sure people are treated equally and fairly in Wales and around the world. This belief guides our work.



The language and culture of Wales is important to us. We want to help through the arts, so more people can speak Welsh

Our goals

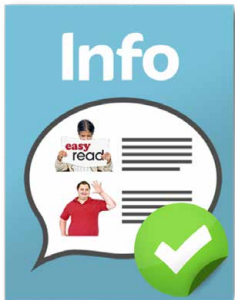


This Plan has 3 main goals. We have listed them below with some of the activities we will do to achieve them:



1. Improve chances for artists living in Wales to work abroad. And to do so fairly.

What we will do:



- Provide information and advice



- Provide funding and grants



- Have events



- Promote working together





2. Support arts and culture in Wales and abroad in a way that is fair to people and the planet.

What we will do:



- Work with other countries well



- Use online services to promote Wales.



- Speak up about what is important to us.



3. Welcome and respect people and cultures from other countries.

What we will do:



- Support for **diverse** artists and communities.



- Support festivals, venues and galleries to give relevant information.



- Work with other organisations such as the **Nation of Sanctuary**.



- Work with people around the world with similar values about culture and language.

Well-being



We have made a guide to help us check the impact our work has. It is made up of **7 well-being goals**.



We want to be thinking about these goals, and achieving them, in all our work.

They are:



1. Big goal – Wales to be full of cultural activities and using the Welsh language



2. A responsible Wales – we look after the environment.



3. Wales succeeds in what it is does



4. Wales is a strong place



5. Wales is a healthier place



6. Wales is a more equal place



7. Communities work together.

Other goals

Creativity



- Art helps us connect and understand each other and the world.



- Our work support artists in Wales, locally and in the world.



- We help artists and companies grow by:
 - Working together
 - and with funding.



- We support other languages and being respectful of other cultures and communities.

Equality and being involved



- The arts in Wales reflect the lives of all people and communities.



- We want our work to inspire more people and communities. We want everyone to be involved and treated fairly.



- We will not tolerate people being treated unfairly.



- Our work supports and respects **diverse** languages and cultures.



- We work with organisations like **Nation of Sanctuary** and **Disability Arts Cymru**.

Welsh language



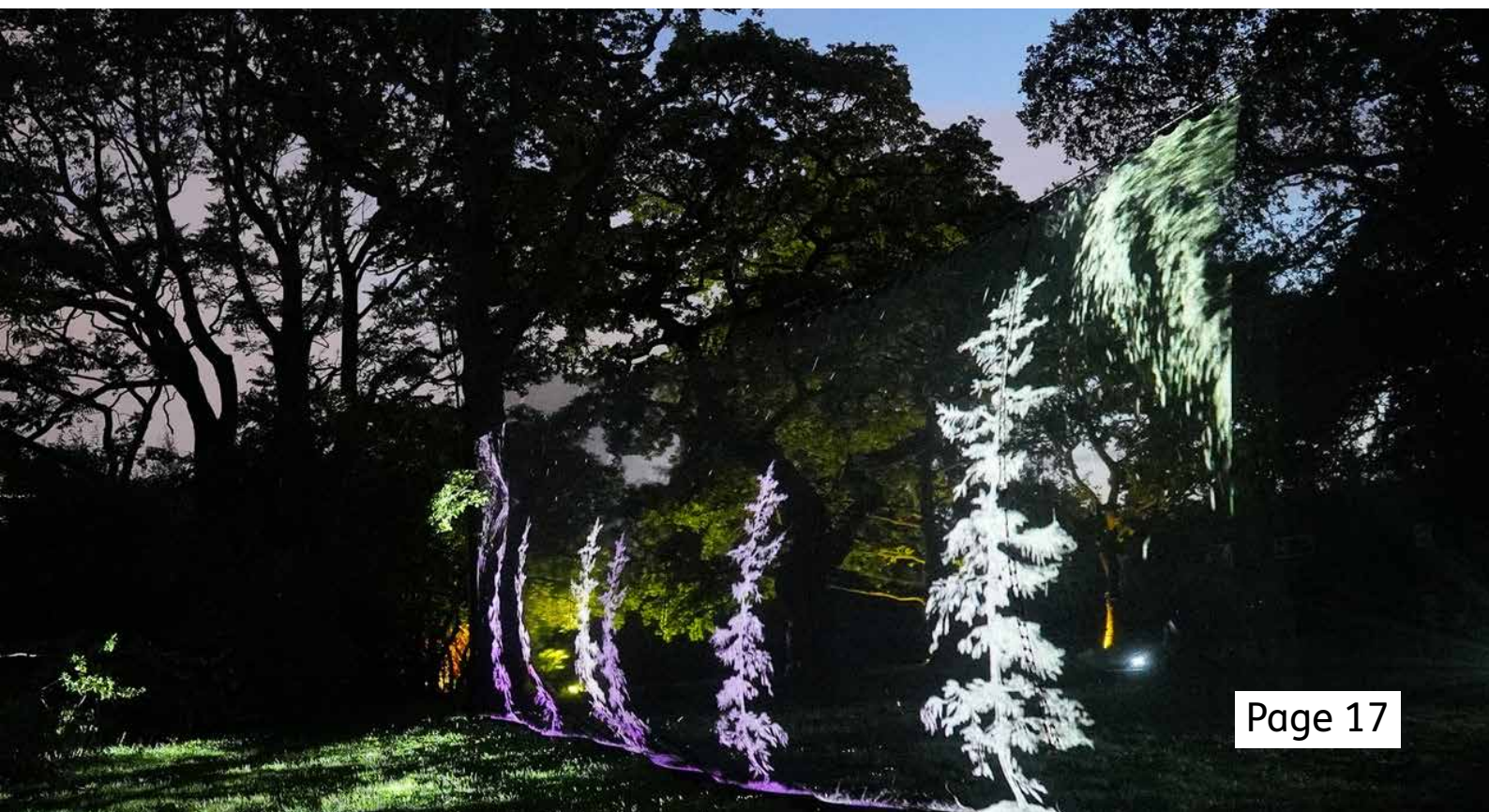
- We will share our knowledge of speaking 2 languages and Welsh culture with other countries.



- Our programme called **Gwranddo** supports artists to listen to and learn from **Indigenous** people around the world. **Indigenous** people are people who were living on their land before settlers came from elsewhere.



- We believe we can all learn from each other.



Climate justice



Climate justice means looking after the planet and environment. But also, in a way that is fair. Some countries have more impact on global warming than others.



Our work needs to show that we believe this and work towards achieving it.



We will support artists and organisations to make good choices and plans that support the environment.

Supporting talent



We support artists to develop their skills and potential.



Artists are paid fairly and treated fairly.

Change



We find opportunities in other countries. We support artists to take part in opportunities in Wales and other countries.



They have the chance to have a say on the arts and how to work well.



The work they do makes a difference to Wales.

Outcomes

We want all these goals to make things better. We call these **outcomes**. These are the outcomes we want to see:



- Audiences experience **diverse** Welsh arts, culture and language.



- The arts sector is fair to people and the planet.



- We create fair work for artists.



- People want to be involved with **climate change** because of our work.



Climate change means the change of the earth's temperature and weather conditions. It is caused by things like oil and gas.



- The arts improve the mental and physical health of people.



- People experience how **diverse** Wales is through the arts.



- The arts brings communities together.

We will be checking how well we are achieving these. For example, through:



- Numbers of artists working in other countries.



- How much money artists earn.



- How many audiences are reached.



- How many visits we get to Wales from artists in other countries.

Hard words

Diverse

This means people are not all the same. People come from different places, have different beliefs needs and ideas.

Climate change

Climate change means the change of the earths temperature and weather conditions. It is caused by things like oil and gas.