



**CYNGOR BWRDEISTREF SIROL**  
**RHONDDA CYNON TAF**  
**COUNTY BOROUGH COUNCIL**

**A meeting of the STRATEGIC CULTURE AND ARTS STEERING GROUP will be held at the Park & Dare Theatre, Station Road, Treorchy, CF42 6NL on TUESDAY, 29TH OCTOBER, 2019 at 1.00 PM**

**Contact: Sarah Handy - Council Business Unit, Democratic Services (01443 424099)**

**LIST OF ITEMS FOR CONSIDERATION**

**1. DECLARATION OF INTEREST**

To receive disclosures of personal interest from Members in accordance with the Code of Conduct.

**Note:**

1. Members are requested to identify the item number and subject matter that their interest relates to and signify the nature of the personal interest; and
2. Where Members withdraw from a meeting as a consequence of the disclosure of a prejudicial interest they **must** notify the Chairman when they leave.

**2. MINUTES**

To approve as an accurate record, the minutes of the meeting of the Strategic Culture and Arts Steering Group held on 13<sup>th</sup> June 2019.

**(Pages 5 - 8)**

**3. ARTS COUNCIL WALES DESIGNING PUBLIC VALUE FOR PURPOSE PROGRAMME**

To receive the report of the Director, Public Health, Protection and Community Services, providing the Strategic Culture and Arts Steering Group with an update on the Arts Council Wales Designing Public Value for Purpose Programme.

**(Pages 9 - 16)**

**4. ARTS COUNCIL WALES RESILIENCE PROGRAMME AND THE BLACK BOX DEVELOPMENT**

To receive a verbal update

**5. ARTS COUNCIL WALES INVESTMENT REVIEW**

To receive a verbal update.

**6. ARTS INVESTMENT IN RCT 2018/19 AND 2019/20**

To receive a verbal update.

**7. TO CONSIDER PASSING THE FOLLOWING RESOLUTION:**

“That the press and public be excluded from the meeting under Section 100A(4) of the Local Government Act (as amended) for the following items of business on the grounds that it involves the likely disclosure of the exempt information as defined in paragraph 14 of Part 4 of the Schedule 12A of the Act”.

**8. COMMUNITY ASSET TRANSFER - MUNI ARTS CENTRE**

To receive a verbal update.

**9. URGENT BUSINESS**

To consider any items which the Chairman by reason of special circumstances is of the opinion should be considered at the Meeting as a matter of urgency.



**Service Director of Democratic Services & Communication**

**Circulation:-**

Members of the Committee:

County Borough Councillors Councillor R Lewis (Chair), Councillor A Crimmings (Vice-Chair), Councillor J Brencher, Councillor S. Rees-Owen and Councillor J Rosser

Mr C Coppock – Independent Member

Ms M Dunning – Arts Council Wales

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## **RHONDDA CYNON TAF COUNCIL STRATEGIC CULTURE AND ARTS STEERING GROUP**

Minutes of the meeting of the Strategic Culture and Arts Steering Group meeting held on Thursday, 13 June 2019 at 1.00 pm at the Jacob Rees Meeting Room, Park & Dare Theatre, Station Road, Treorchy, CF42 6NL.

### **County Borough Councillors - Strategic Culture and Arts Steering Group Members in attendance:-**

Councillor A Crimmings    Councillor J Brencher  
Councillor S. Rees-Owen    Councillor J Rosser

### **Others in attendance**

Ms M Dunning – Arts Council Wales  
Mr C Coppock

### **Officers in attendance**

Mr P Mee, Director, Public Health, Protection & Community Services  
Ms C O'Neill, Strategic Arts & Culture Manager  
Mr A Williams, Theatre Operations and Development Manager  
Ms W Edwards, Service Director – Community Services  
Ms D Hanney, Community Asset Development Officer  
Ms A Gould, Theatre Programme and Audience Development Manager

#### **1 Declaration of Interest**

In accordance with the Council's Code of Conduct, County Borough Councillor S. Rees-Owen declared the following personal interest in Item 5 - Community Asset Transfer – Muni Arts Centre, Pontypridd. 'I work for a company that has an SLA agreement with one of the organisations.'

#### **2 Minutes**

It was **RESOLVED** to approve the minutes of the 5<sup>th</sup> February 2019 as an accurate reflection of the meeting.

#### **3 To consider passing the following Resolution:**

It was **RESOLVED** that the press and public be excluded from the meeting under Section 100A(4) of the Local Government Act (as amended) for Item 5 of business on the grounds that it involves the likely disclosure of the exempt information as defined in paragraph 14 of Part 4 of the Schedule 12A of the Act.

#### **4 Community Asset Transfer - Muni Arts Centre, Pontypridd**

The Director, Public Health, Protection and Community Services provided the Strategic Culture and Arts Steering Group with a summary and assessment of the business proposals received for the proposed community asset transfer of the Muni Arts Centre.

Following a lengthy discussion, the Strategic Culture and Arts Steering Group

considered the summary and assessment of the two business plans received and it was **RESOLVED** that the Director, Public Health, Protection and Community Services would provide the observations for Cabinet consideration.

(**Note:** During discussions, County Borough Councillor J. Brencher declared the following personal interest 'I am a Trustee of the YMCA'.

## **5 Capital Investment**

The Theatre Operations and Development Manager provided the Strategic Culture and Arts Steering Group with a verbal update in respect of a successful Arts Council Wales grant, which the Council applied for in January 2019. The grant was for £95,000, with £119,000 matched by the Local Authority to convert the bar area of the Park and Dare into an open performance space. The renovations would include the removal of the false ceiling to create grid space on the real ceiling, decorations, refurbished dressing rooms and the opportunity to remove the wall, which separates the bar from the foyer to create a more visible and open space from the lobby.

The Steering Group were pleased to learn of the successful funding and the exciting plans to develop the theatre and spoke of the plans to improve the toilets at the Coliseum Theatre, Aberdare. It was acknowledged that the plans to create a more intimate space at the Park and Dare theatre, would hopefully reach other areas of the community and in turn, help with artist development and produce more revenue. Advice regarding its bars and catering offer has been requested via the Arts Council of Wales' Resilience programme.

The Chair thanked the officer for the update, commenting that he looked forward to seeing the future renovations.

## **6 ACW Designing Public Value for Purpose programme**

The Strategic Culture and Arts Manager was pleased to inform the Steering Group that RCT had been successful in an expression of interest to undergo a seven month programme commissioned by Arts Council of Wales and delivered by Lisa Baxter of the Experience Business to design and reimagine the arts experience for audiences. The Arts Manager spoke of a key priority of the Arts Council Wales' Corporate Plan, which is 'widening engagement' and advised that the programme was established to support revenue funded venues to engage with communities.

The Steering Group learned that two other venues had been successful and that the focus for RCT was on the Park and Dare due to it being a creative hub, with the inclusion of a black box. The Manager spoke positive of the seven month programme and spoke of the outputs, which included the theory of change, action and prototypes and ideas to share. The new way of thinking allowed officers to ask themselves the questions 'What is our cause?' and 'Why are we doing this?'

Speaking of the current position, the Manager advised that future workshops were in the process of being researched, using the information learned about the local community and stakeholders. Once established, representatives from the community would be invited to attend the workshops, in order to help make the change.

The Steering Group praised the programme, commenting that the new way of thinking is vital in an ever-changing time. When questioned about the roll out of the new way of thinking, the Arts Manager advised that she hoped to share what was learned with the Coliseum Theatre, along with integrating it into the development of the community hubs.

Discussions ensued around the community hubs and the holistic approach taken within each individual area and their specific needs. The Service Director, Community Services spoke of the arts and its key input into the development of the hubs. The Service Director spoke of the 'Lullaby Project', a project, which seeks to engage with babies and people with dementia through lullabies.

The Chair thanked the officer for the exciting news and asked for future updates to be reported back to the Steering Group when necessary.

## **7 Urgent Business**

The Theatre Programme and Audience Development Manager provided the Steering Group with the following list of highlights and upcoming events for RCT Theatres:

- Frank Vickery Tribute – 19<sup>th</sup> June 2019
- Young people from the Dimensions Academy are the only group in Wales chosen to perform as part of National Theatre's Connections in London – 29<sup>th</sup> June 2019
- Italian Café Project – Stories are being collected from the local community regarding the Italian migration to Wales and the result of the first stage R&D to be shared on 24<sup>th</sup> July 2019.
- The Ned and the Whale co-production with Flossy and Boo will be presented at the Edinburgh Fringe Show in August 2019.

The Chair thanked the officer for the update, commenting on the vast range of performances available at the RCT Theatres, allowing a diverse range of people to get involved. The Chair also took the opportunity to speak of the talent and successes achieved and took the opportunity to congratulate those involved, on behalf of the Steering Group.

Before closing the meeting, the Chair reminded the Steering Group of the upcoming annual Rhondda Arts Festival Treorchy, which would take place on 28<sup>th</sup> and 29<sup>th</sup> June 2019; an event, which aims to celebrate and showcase the wide range of artistic creativity and talent throughout the Borough.

**This meeting closed at 2.45 pm**

**COUNCILLOR R LEWIS  
Chairman.**

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**RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL**

**STRATEGIC CULTURE AND ARTS STEERING GROUP**

**29<sup>TH</sup> OCTOBER 2019**

**UPDATE ON RCT THEATRES PROGRESS ON THE ARTS COUNCIL OF WALES DESIGNING PUBLIC VALUE WITH PURPOSE PROGRAMME**

**REPORT OF THE DIRECTOR PUBLIC HEALTH, PROTECTION AND COMMUNITY SERVICES, IN DISCUSSIONS WITH THE CABINET MEMBER FOR STRONGER COMMUNITIES, WELL-BEING AND CULTURAL SERVICES, CLLR. RHYS LEWIS**

**Author(s):** Caroline O'Neill, Strategic Arts & Culture Manager

**1. PURPOSE OF THE REPORT**

- 1.1 The purpose of the report is to update members of the steering group on RCT Theatres engagement with the Arts Council of Wales Designing Public Value with Purpose programme, their findings and next steps.

**2. RECOMMENDATIONS**

It is recommended that the Strategic Culture and Arts Steering Group:

- 2.1 Note the contents of the report regarding the programme and RCT Theatres findings and next steps
- 2.2 Consider whether they would like any further information.

**3. REASONS FOR RECOMMENDATIONS**

- 3.1 That the members are updated on the programme and RCT Theatres next steps.

**4. BACKGROUND**

- 4.1 Designing Public Value with Purpose is a 7 month programme commissioned by Arts Council of Wales and developed and delivered by The Experience Business for three of its Arts Portfolio Wales performing arts venues.
- 4.2 Widening engagement is one of the ACW's three corporate priorities outlined within its new corporate plan, 'For the Benefit of All'.

- 4.3 In the context of venues, engagement is defined as having relevant, meaningful, positively impactful interactions between arts venues and the public that it serves, with an acknowledgment that it may not result in arts attendances.
- 4.4 Venues wanting to establish a more meaningful and valued role in their towns and communities through developing a public value offer, deepening engagement with the publics served and building the case for investment in engagement initiatives were asked to submit an expression of interest in March 2019.
- 4.5 Following submission of an expression of interest, RCT Theatres, Theatr Felinfach in Lampeter and Canolfan Ucheldre in Holyhead were the three venues chosen to participate in the programme.

## **5. RCT THEATRES EXPRESSION OF INTEREST**

- 5.1 RCT Theatres consists of the Coliseum Theatre in Aberdare and the Park & Dare Theatre in Treorchy. The theatres serve their local communities and beyond, reaching audiences and participants from across the County Borough and the South Wales valleys.
- 5.2 Recent MOSAIC and Audience Finder research indicates that the Coliseum Theatre has a more engaged catchment within a 20 minute drive time, with almost a third within the area having a medium to high engagement level with the arts. In contrast, the Park and Dare Theatre's catchment area shows that 85% have a low level of arts engagement. Therefore, a different approach to arts engagement is required at the Park & Dare Theatre, particularly more hand-holding, taking part and targeted involvement early on.
- 5.3 The Park and Dare Theatre is ideally positioned within the town, opposite the library and a stone's throw from the railway station to fully contribute to the wellbeing of its local communities and enhance the resilience of the people living within them.
- 5.4 We are currently working on the development of a new Black Box studio space within the Park & Dare which will enable us to programme small scale work and enable our associate and resident artists to develop their practice and work in collaboration with our communities.
- 5.5 We have undertaken some desktop research into the households around the theatre using MOSAIC and Audience Finder. This has shown us that 80% of these households are categorised by five Mosaic types and that all five types are categorised as having a low engagement with the arts. We know that we will need to adopt a non-

traditional approach to audience engagement to make the new space successful.

- 5.6 With the development of Community Hubs across Rhondda Cynon Taf, RCT Theatres are advocating for the Park & Dare Theatre's location within the town centre and adjacent to Treorchy Library as an opportunity to explore its potential as a Cultural Community Hub. As each Community Hub will support a neighbourhood network with local residents, businesses and services where there is ongoing dialogue between the community and public services, it affords an opportunity for us to enhance community engagement which is central to the Community Hub approach. The approach's expected outcomes are to connect communities, enable people to fulfil their potential; maximise people's physical and mental well-being; provide better, joined-up, cost-effective and accessible public services; promote and protect communities culture and heritage.

## **6. WORKSHOP 1: RE-VISITING PUBLIC VALUE**

- 6.1 During June 2019, stakeholders were invited to participate in a two-day workshop facilitated by The Experience Business. Stakeholders included:

- Service staff;
- Cabinet Member;
- Elected Member;
- Service Director;
- Treorchy Library staff;
- Regeneration Officer;
- Communities 4 Work staff;
- Youth Engagement and Participation Service staff;
- Third sector organisation representatives and artists.

- 6.2 Public value was defined by The Experience Business as: “enriching and contributing to quality of life by addressing the identified needs, concerns, opportunities and aspiration of the people and communities you serve”.

- 6.3 The exercises during the workshop enabled us to explore:

- Trends, strategies and agendas in our operating context and their impact on the people and community of Treorchy;
- Explore public values informed by these;
- Consider the impacts of these values;
- Identify potential partners / stakeholders whose values and goals align with ours.

6.4 Following this, a series of assignments were set for consolidating the outputs from the workshop and to be shared at a Peer Learning day in September 2019.

## 7. **LEARNING TO DATE**

7.1 Through the desktop research undertaken, we have a better understanding of our operating context within Treorchy. This includes demographic, social, economic, cultural and political influences.

7.2 Unexpectedly, research highlighted that Treorchy's population is evenly spread in terms of age group.

7.3 98.3% of people living in Treorchy are White British, with 91% born in Wales, resulting in an area of monoculture.

7.4 MOSAIC data highlighted that of the six main mosaic groups residing in Treorchy, all have low incomes.

7.5 The Community Insights data highlighted that although there is a high satisfaction with the local area as a place to live, there is a low sense of belonging to the local area and a low strength of local social relationships.

7.6 The social and human impact of these many factors is a community that is:

- Entrepreneurial in spirit, with a high-street positioned as one of the top three in Wales, yet a community that is careful and safe in their choices;
- An affordable place to live and attractive to commuters;
- Home to close social groups and strong familial networks, yet limited in their connections to the community as a whole;
- Incomers and young people don't have a connection to Treorchy's history or established community groups;

7.7 In response, our values have been defined as:

- **Creativity** – meaning that we nurture, inspire, discover and challenge each other;
- **Rootedness** – meaning that we celebrate, listen, share and develop with our community;
- **Calon** – meaning we are non-judgemental, accessible, welcoming and hospitable to all;
- **Connectedness** – meaning that we are a Change Maker, a Civic Agent, sharing our networks, involving and connecting with our community;

- **Joy** – meaning that we entertain, offer escapism, joy and celebration.

7.8 We uniquely bring the following to Treorchy:

- Artistic knowledge and expertise;
- Connections and networks;
- Creative spaces in the heart of Treorchy;
- Creative opportunities;
- Joy and entertainment;
- Champions of Treorchy.

## **8. WORKSHOP 2: DESIGNING PUBLIC VALUE WITH PURPOSE**

8.1 In preparation for the next workshop we are developing a Theory of Change, considering the context for change, the desired results of the change, how the change will be effected and what assumptions are made to support the change.

8.2 The workshop will focus on developing new public engagement initiatives based on the Theory of Change and identifying key prototypes to develop into a Theory of Action.

## **9. EQUALITY AND DIVERSITY IMPLICATIONS**

9.1 An Equality Impact Assessment is not needed because the contents of the report are for information purposes only.

## **10. CONSULTATION / INVOLVEMENT**

10.1 No consultation exercise has been required.

## **11. FINANCIAL IMPLICATION(S)**

11.1 There are no financial implications aligned to the recommendations in this report.

## **12. LEGAL IMPLICATIONS OR LEGISLATION CONSIDERED**

12.1 There are no legal implications aligned to the recommendations in this report.

## **13. LINKS TO THE CORPORATE AND NATIONAL PRIORITIES AND THE WELL-BEING OF FUTURE GENERATIONS ACT.**

13.1 Understanding our public value enables us to contribute more effectively to the Council's corporate priorities by acknowledging our

operating context and recognising the identified needs, concerns, opportunities and aspiration of the people and communities we serve.

13.2 The outcomes of the programme will enable us to more effectively contribute to the seven national wellbeing goals, particularly:

- A Wales of vibrant culture and thriving Welsh language;
- A prosperous Wales;
- A healthier Wales;
- A Wales of cohesive communities.

13.3 The programme and our involvement is consistent with the sustainable approach promoted by the Wellbeing of Future Generations (Wales) Act through the five ways of working:

- Long-term – understanding our public value enables us to gain support for a long-term and sustainable arts and creative industries provision within the County Borough;
- Prevention – by understanding our community's needs, concerns, opportunities and aspiration we can provide engagement and participation opportunities that address the early intervention and prevention agenda;
- Integrated – understanding our public value will enable us to contribute more effectively to a range of local, regional and national strategic priorities, in an integrated and coherent way;
- Collaboration – understanding our public value will enable us to identify stakeholders (locally, regionally and nationally), whose values align with ours and with whom we can work in partnership to achieve our goals.
- Involvement – exploring our public value through consultation, feedback, advisory groups and professional networks.

## **14. CONCLUSION**

14.1 This report updates members of the steering group on RCT Theatres engagement with the Arts Council of Wales Designing Public Value with Purpose programme, their findings and next steps.

14.2 Participation in the programme has enabled us to understand our operating context within Treorchy and determine five core values for RCT Theatre's Park & Dare Theatre:

- Creativity;
- Rootedness;
- Calon;
- Connectedness;
- Joy.

14.3 The next steps are to determine the Theory of Change and develop public engagement initiatives into a Theory of Action.

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