CULTURAL
WHAT IS CULTURAL WELL-BEING?

The Wales of vibrant culture and thriving Welsh Language Well-being Goal contained within the Well-being of Future Generations (Wales) Act 2015 describes Wales as:

“A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.”

The More Equal Wales Well-being Goal describes Wales as:

“A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio-economic background and circumstances).”

Cultural well-being contributes to the achievement of these goals as it encompasses values, shared beliefs, customs, behaviours and identity. These sometimes intangible qualities help shape, define and make Neath Port Talbot (NPT) the place it is.
The following section provides an analysis of what we already know about the state of cultural well-being in NPT. The evidence used to inform the assessment includes sources of research, national indicators provided by the Welsh Government, other performance information, evidence collected to inform the Council’s Local Development Plan and other statutory/national/local assessments that have been undertaken. Currently there are limited measures available at a national level to support an assessment of cultural well-being. However, several measures are under development and will become available from the National Survey for Wales.

Cultural well-being can be broken down into 6 sub-themes:

- Arts & Heritage
- Welsh language
- Sports and physical activity
- Volunteering
- Community
- Religion

The term “cultural well-being” has a variety of meanings amongst people living in NPT. When we asked what cultural well-being means—these are the words that were mostly said (125 respondents to our online survey).

**HEADLINES**

- 35 people were most likely to think of arts, theatre, literature, museums, cinema, film, poetry & history.
- 29 people said heritage, language, traditions and beliefs, customs, Wales/Welsh.
- 17 people said sports and leisure.
- 12 people said education and learning.

When we asked what two things could improve levels of cultural well-being – these are the things that were mostly said (121 respondents to our online survey).

**HEADLINES**

- 24 out of 121 respondents mentioned experiencing more Welsh culture and the Welsh language and 20 out of 121 respondents mentioned taking part in cultural activities.
When we asked what cultural well-being meant to people living in NPT, 35 out of 125 respondents to our online survey thought of the arts (theatre, literature, museum, cinema, film, poetry and history were cited).

According to the National Survey for Wales 2014-2015, during 2014/2015, 59% of people living in NPT had attended an arts event (2), slightly higher than the national figure of 58%. The most common reason people gave for not visiting an arts event was that they were ‘not interested in the event’ (34%) followed by ‘it’s difficult to find the time’ (27%).

To compare this regionally, in 2015, the third “Arts in Wales” (3) survey was commissioned by the Arts Council of Wales to investigate public engagement with and attitudes towards the arts in Wales. The findings for the South West Region found those living in South West Wales are more likely to agree that arts and cultural activity enrich the quality of their life and are inspired by artistic activity and enjoy getting involved and more than eight in ten agreed that arts and culture makes Wales a more interesting and vibrant place to live in, and that people would lose something of value if arts and cultural activities were lost in their area. Other research by the Arts Council has demonstrated the value of participating in the arts on well-being.

In Neath Port Talbot there are a number of groups and venues that promote and delivers arts related activities including the three centres– Pontardawe Arts Centre, the Princess Royal Theatre and the Gwyn Hall.
Pontardawe Arts Centre was originally built in 1908 as a Public Hall and Institute. The Centre aims to improve the cultural offer in Neath Port Talbot by the delivery of a balanced artistic programme by working in partnership with the Arts Council of Wales and Ffilm Agency Wales. In 2014, Lles Cymru Well-being Wales undertook a Wellbeing Assessment to consider the role Arts Council of Wales venues and exhibition spaces played in promoting individual and community well-being. One interviewee in the above Assessment commented “This building (Pontardawe Arts Centre) is very much part of the community. One meshes with the other”. Another user of the Arts Centre felt that “the costs of tickets were very reasonable for the area. They’re a lot cheaper than other activities (around here)”. During the Assessment, participants were very keen to express the positive impact that visits to the arts centres and venues had on their “health” in the widest sense.

Local partnership working is also key to delivering arts related activities at Pontardawe e.g. working in partnership with Arts in the Tawe Valley (a collective of over 50 professional artists) to display work in the gallery, and with the Pontardawe Chamber of Trade and Town Council to deliver the summer festival and the Christmas entertainment each year.

Over the last few years, due to reducing budgets, the local authority has reduced funding for the arts which led to the loss of the Community Arts Team and the Special Events Team. There are examples where some of the activities previously organised by these teams have been able to continue with local support and involvement e.g. the Father Christmas parades in Neath and Pontardawe. In addition, where other local authority services have been affected by reductions in budget, e.g. the closure of local day centres for adults with learning difficulties, the Arts Centre devised bespoke sessions to enable the groups to continue to meet on a regular basis.

It is interesting to note, the Arts Council in Wales has fewer applications from individuals and groups in Neath Port Talbot for funding to enable activities to take place than any other area in Wales.

The Princess Royal Theatre

The Princess Royal Theatre is located in the centre of Port Talbot and was opened in 1996. The Theatre provides quality affordable theatre experiences for the people of Neath Port Talbot. It also brings revenue into the area by attracting visitors from outside of the County Borough.

There are three distinct strands to the activity:

- Theatre Programme – professional shows commissioned by the Theatre.
- Private Hire Events/Shows – facilities which are available to community groups and local businesses and organisations alike to run amateur productions to conferences and seminars.
- Internal Hire – for conferences and seminars.
The Gwyn Hall is located in the heart of Neath Town Centre and has been an integral part of Neath’s history since it was built in 1887 and re-opened in March 2012 after an extensive refurbishment.

Open seven days a week, the venue has a 393-seat theatre which offers a varied programme including music to suit all tastes, theatre, children’s shows, aerial theatre and dance. It is also in regular use as a first release cinema showing the latest films on its main screen as well as the hugely popular National Theatre Live and Bolshoi Ballet screenings. The Pod offers a designated cinema screen seating 73 in luxurious and intimate surroundings. A wide variety of dance and drama classes are held in the light and spacious designated dance studio.

Although we do not have figures for the number of people engaged/visiting the Arts in Neath Port Talbot the following provides a summary of the attendance at the above 3 key venues that promote arts in Neath Port Talbot which shows a gradual increase in the numbers attending those venues over the financial years – 2013/2014, 2014/2015, and 2015/2016.
COMMUNITY FESTIVALS AND EVENTS

In addition to the three main centres that deliver arts related activities in NPT, the number of community festivals and events held has grown over the last few years. Examples include the Neath Food and Drink Festival which started in 2009 and has since established itself as one of the premiere events in the town’s calendar. Over the past few years, the festival has highlighted the variety of high quality Welsh produce that is available locally and focused on the range of products available from award winning suppliers in the Town’s Victorian market and surrounding area. The festival is a true celebration of local produce and Neath’s historic market town atmosphere.

Another example is Neath September Fair – an annual historic open air event, in the centre of Neath. It attracts crowds from far afield and is recognised as the fourth largest chartered street trading fair in the UK. This annual event has been held in Neath for many hundreds of years and is a huge favourite across the locality. The fair we know today with its stalls set up through the streets and its vibrant fairground rides are very different to the original fairs of 700 years ago. Traders from the UK, and more recently Europe, attend this four day event.

MUSIC

There are a number of choirs in Neath Port Talbot which range from traditional Male Voice Choirs to Ladies, Welsh and mixed choirs. There are also a number of gigging bands.

DANCE AND DRAMA

There are a number of dance groups in the area and a number of amateur dramatics and operatic societies across the County Borough including the West Glamorgan Youth Theatre Company which is a youth theatre providing performance experiences for young people aged 13-21 in the West Glamorgan area. The aim of the work is to broaden students knowledge of dramatic text by focusing on less traditional, ‘popular’ youth productions. The Theatre prides itself in creating work for a variety of venues across the counties, ranging from Arts Centres to schools and outdoor spaces.
NPT has a wealth of historical, archaeological and architectural assets, in particular relating to the area’s industrial history in coal, iron, steel and copper. It also has many older archaeological remains dating back to pre-Roman times. All of these are important characteristics of the area that provide local distinctiveness. The Local Development Plan 2011-2026 contains a number of objectives which includes protecting and enhancing the County Borough’s historical heritage and built environment in order to respect the local distinctiveness of the area.

The town of Neath retains the character of a traditional market town, while the character of most of the County Borough’s other towns and villages derives from the area’s industrial heritage, from the mining and metal working of the early industrial revolution through to the large scale steel and petro-chemical industries of the 20th century. The historic heritage of the area is recognised through a range of designations, mostly protected by national policies. Within the County Borough, there are:

- 2 designated Landscapes of Historic Interest
- 6 Historic Parks and Gardens
- 6 Conservation Areas
- 92 Ancient Monuments
- 394 Listed Buildings

Across the County Borough there are also many examples of buildings that play an important part in defining the character of places, but do not merit inclusion in the statutory list of buildings of architectural or historic importance.

The Council has made a commitment in its Corporate Plan “Rising to the Challenge” 2016-2019 to access funding to refurbish, repair and maintain locally important buildings and structures to enable important, historic or listed buildings and ancient monuments to be removed from the buildings at risk register.

Heritage was mentioned by 23% of people who participated in the engagement exercise as the meaning of cultural well-being and this is reflected in the following data provided by the National Survey for Wales 2014-2015:

- 58% of people living in NPT had visited historic places in Wales in the 12 months before 2014-2015, just below the welsh average of 59%
NPT has traditionally been associated with heavy industry and mining communities; however there is an incredible variety and quality of biodiversity that exists here. The underlying geology, the geography and hydrology of the County Borough allow many important ecosystem services to work and improve our lives. Some examples:

- Peatland and bogs – peat soils capture and store atmospheric carbon dioxide which can be held in the soil permanently when the soil is in good condition.
- Saltmarsh on the coast – helps dissipate wave action and high tides to prevent flooding and erosion.
- Floodplains in the valleys – help dissipate water at high rainfall preventing flooding downriver.
- Species rich grasslands – provide essential habitat and connectivity for pollinators and food for livestock.
- Woodlands – help clean the air of pollutants, flood alleviation, reducing the heat island effect in urban environments, provide oxygen and timber products.

The varied habitats also bring job opportunities, particularly in the tourism sector where NPT is well known for its waterfalls, country parks, seafront and recreational activities such as glamping and mountain biking. The accessibility of these resources throughout the County Borough provides opportunities to improve health and wellbeing, for example through walking and other outdoor activities.

There are a number of sites within Neath Port Talbot that have been designated for nature conservation including local, national and international designations:

- 3 Special Areas of Conservation
- 1 Ramsar Site (wetland of international importance)
- 20 Sites of Special Scientific Interest
- 1 National Nature Reserves
- 5 Local Nature Reserves
- Plus, numerous local Sites of Importance for Nature Conservation
These special habitats support some unique wildlife assemblages and nationally important species such as honey buzzards, great crested newt and the fen raft spider. Even our brownfield sites support nationally important numbers of breeding lapwing.

The Local Biodiversity Action Plan (LBAP) sets out the priorities for wildlife conservation in NPT with a guiding commitment to enhancing all biodiversity in NPT. The NPT LBAP pledges to protect and enhance, through partnership work and the planning process, any species or habitat found in NPT that has European or UK legal protection, is listed on the Welsh Government list of habitats and species of principal importance in Wales, known as the Section 7 list, or is of particular local importance and specifically chosen by the NPT Biodiversity Forum. The NPT Biodiversity Forum is a partnership responsible for the delivery of the LBAP and is made up of representatives from a wide range of organisations plus individuals with an interest in local wildlife and land management. In addition, the Council, along with all other public bodies are currently developing forward plans to set out the how they will specifically deliver their duty to maintain and enhance biodiversity. These will set out the future direction and specific action these individual bodies will take towards the conservation of our natural heritage in NPT for the future.
At the beginning of the 20th Century nearly half of the population in Wales spoke Welsh. The percentage of Welsh speakers however, decreased throughout the 20th Century to as little as 18.7% in 1991. While it increased to 20.8% in 2001, principally owing to the growth in the teaching of Welsh as a second language in schools, the latest census figures (2011) suggest that the amount of Welsh speakers has again decreased to 19% from 20.8% in 2001 – a decline of 1.8% (21,976).

This is reflected locally whereby between 2001 and 2011, NPT also experienced a 2.7% decline from 18% (23,404) in 2001 to 15.3% (20,698) in 2011 which equates to a 2,706 decrease in the Welsh speaking population. Although there has been a positive trend in younger people being able to speak Welsh, more children aged 3-4 years in 2011 (550) were able to speak Welsh in NPT than 10 years previously (518) and more younger people aged 16-19 years in 2011 (1,522) were able to speak Welsh in NPT than 10 years previously (1,424). However, other age groups have seen a decline:

<table>
<thead>
<tr>
<th>Age</th>
<th>2001</th>
<th>2011</th>
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<tbody>
<tr>
<td>5 - 15</td>
<td>6,129</td>
<td>5,610</td>
</tr>
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<td>20 - 44</td>
<td>5,048</td>
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<td>45 - 64</td>
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<td>65 - 74</td>
<td>2,353</td>
<td>1,935</td>
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<tr>
<td>75+</td>
<td>3,008</td>
<td>2,149</td>
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</tbody>
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Five of the eight community areas in NPT have a higher percentage of Welsh speakers compared to the County Borough figure of 15.3%.

There are areas within the County Borough where the language is an integral part of the social fabric and which contain very high levels of Welsh speakers. The Amman and Swansea Valley areas are the stronghold of the language, with the Pontardawe area and Dulais Valley also containing communities where more than the Welsh average of residents speak the language. These Valley communities are where Welsh language skills are highest with a high percentage of people who can speak, read and write Welsh. However, these traditional Welsh speaking communities have witnessed a marked reduction in percentage terms and numbers of Welsh speakers between 2001-2011.
As set out in the tables below, some communities such as Godre'r Graig and Gwaun-Car-Gurwen have seen a decline of more than 10% within a decade. It could be argued that the area that stretches from Trebanos to Cwmllynfell and Rhos to Gwaun Cae Gurwen is the one most important in the County Borough in terms of its linguistic significance because they include some of the highest percentages of Welsh speakers.

Although the percentages are a good reflection of Welsh speakers' density information provided by Menter Iaith Castell–nedd Port Talbot states they can be misleading as a measure of the viability of the language. Numbers on the other hand give a more detailed picture in terms of demographic changes. The table below shows a significant decrease has occurred in the numbers of speakers of the language over a period of time in both the Swansea and Amman Valley. While these areas still contain very high levels of Welsh speakers, the erosion of the language in recent years has become a concern within these communities.
Welsh language education has a strong influence on the vibrancy of the language both through Welsh medium schools and via adult learning classes. Welsh-medium education is an integral and essential part of learning in Neath Port Talbot. The Council’s draft Welsh in Education Strategic Plan 2017-2020 (WESP) recognises that language and culture are critical parts of an individual’s identity and details how the Council plans to support and further develop Welsh language education in schools and in the wider communities.

In Neath Port Talbot there are 11 Welsh-medium schools, 10 out of 54 primary schools and one out of eight secondary schools. There is also one 3-16 English medium school and two English-medium Special Schools. Part of the Council’s 21st Century Schools Capital Funding Programme comprises 7 schemes, 2 of these relate to improving Welsh-medium education. The first provides for a new build premises on the YG Ystalyfera site that will transform secondary phase education and establish primary phase education in an ‘all-through’ Welsh medium provision for pupils aged 3-18 years. This scheme secures secondary Welsh-medium education in the north of the County Borough, which will also include provision for our neighbouring authority, Powys. This development is complemented by the second new build that establishes secondary Welsh-medium education (11-18) in the south of the County Borough on the former Sandfields Comprehensive School site.
During the spring and summer of 2015, almost 1000 schools took part in the Sport Wales School Sport Survey, making it the biggest survey of its kind in the UK. The results of the survey showed an increase in young people taking part in sport or physical activity three or more times a week from 40% in 2013 to 48% in 2015.

In addition, the survey revealed:

- 93% of children enjoy physical education.
- Boys (52%) were still more likely than girls (44%) to regularly participate in sport and physical activity, though the figures for both have increased, the gap remains static.
- Although an increase in regular participation had been seen across all ethnic groups, 52% of Black British or mixed race children were hooked on sport (participated in sport or physical activity on average three or more times a week). Compared to 36% of Asian and other ethnic groups.

The survey also highlighted that children and young people are:

- 2 x more likely to be hooked on sport if they are confident.
- 5 x more likely to be hooked on sport if they enjoy extra-curricular sport.
- 9 x more likely to enjoy Physical Education ‘a lot’ if their ideas about school sport are always listened to.

In 2015, the percentage of children and young people (3-11 years) engaging in at least three occasions of activity per week in NPT was 54.7%, higher than the national figure of 48%.

In 2015, Neath Port Talbot had the highest percentage of pupils in Years 3 to 11 ‘hooked on sport,’ the highest percentage of pupils frequently participating in extracurricular sport and the highest sport club membership (63.2%) of the 22 local authorities in Wales.

The information presented in the table below shows that male participation rates are slightly higher than female participation rates in both age categories.
Sport Wales also undertake the Further Education Survey which focuses on the sport participation of students aged 16+ attending further education provision in Wales. In 2015, 44% of students attending Neath Port Talbot Group of colleges participated in activity on at least 3 occasions per week compared to the All Wales figure of 49%.

Participation rates in those aged between 16 and 19 were higher (46%) than in those aged 20+, and overall males tended to have higher participation rates (50%) than females (37%).

Commissioned by Sport Wales the 2014 Active Adults Survey (age 15+) found that age, gender, disability and income level all have an impact on participation rates although where you live is less significant. Across all regions of Wales, more Welsh speakers (45%) are ‘hooked on sport’ than non-Welsh speakers (39%).

The table below indicates more adults (age 15+) do not participate in frequent activity, participate once a week or three times a week or more than the Wales average.
Neath Port Talbot hosts a number of sport and leisure facilities catering for all ages. From world class mountain bike trails in the Afan Valley, the adventure golf, skate park, aqua splash play pool and the adventure playground on Aberavon seafront, horse riding opportunities in the Amman Valley and a range of walking trails through woodlands, parks and alongside canals.

In Neath Port Talbot there are a number of designated play spaces:

- 126 parks (made up of 3 country parks, and 123 urban and ornamental parks and gardens and playgrounds) which contain facilities such as children's play areas, bowling greens, sports pitches, skateboard ramps and areas of open space.

- 23 Multi Use Games Areas (MUGA's) and wheeled sports areas.

In addition there are a number of spaces with potential for play:

- 433 amenity green space (informal spaces, village green).

- 2,026 natural and semi-natural green space (common land, grass/scrub land, woodland).

88% of outdoor play space in Neath Port Talbot is accessible to children of all abilities.

Artificial pitches also make a key contribution to getting people active. In Neath Port Talbot there are two, full size 3G pitches (in 3G the artificial grass ‘blades’ are supported by a thin base layer of sand and an infill of rubber crumb). There are also four sand filled, dressed or water filled artificial pitches and 10 smaller artificial pitches or 5-a-side/carpeted courts.

Celtic Leisure manages a number of leisure centres across the County Borough. They provide a wide variety of services including fitness classes, fitness and health suites, weights rooms, swimming pools, racquet sports and outdoor team sports to suit all ages and abilities.

- Aberavon Leisure and Fitness Centre.

- Neath Leisure Centre.

- Neath Sports Centre.

- Pontardawe Leisure Centre.

- Pontardawe Swimming Pool.

- Vale of Neath Leisure Centre.
In Neath Port Talbot there are 25 youth clubs, 12 after school clubs and 1 open access play club. One third of supervised play settings (including childcare) offer a bilingual provision. O Gam I Gam, Interplay and SNAC provide play opportunities for children with disabilities.

The NPT Play Sufficiency Assessment 2016 identified a number of different barriers to engaging in play:

- Perception by children and families that spaces can’t be used for play.
- 36 of the 42 wards in Neath Port Talbot have an identified a shortfall in children’s play provision.
- Limited provision for older children (aged 10+).
- Traveller children would prefer a safe space to play on site.
- Children with disabilities can feel unsafe or unwelcome in existing play provision.
- Play equipment for children with disabilities is limited to destination playgrounds (large playgrounds designed to serve a large population rather than smaller facilities for local communities).
- 53% of parents and 24% of children said road safety was a barrier to playing more.
VOLUNTEERING

Volunteering was mentioned by a number of people who took part in the engagement exercise as a factor that could improve cultural well-being.

According to the WCVA report on Volunteering in Wales 2015, 70.7% of adults in Wales had volunteered formally (with an organisation) or informally (as an individual) in Wales in the last 12 months prior to the survey. This is equivalent to 1,793,749 volunteers, of who 1,626,599 volunteered informally and 940,533 volunteered formally.

There are currently around 52,000 formal volunteers in NPT with the most common form of volunteering being with an organisation, helping run everything from children’s activities both within and outside school, to sport and exercise, health and social care and community and faith-based groups. The number of informal volunteers in NPT is currently 71,168 and the most common types of informal volunteering are doing errands, caring for children, keeping in touch with a housebound person, providing transport and giving advice. There many other forms of volunteering including virtual volunteering, micro volunteering, employer-supported volunteering, volunteering for accreditation, internships, volunteering as a work-related experience, civic volunteering.

COMMUNITY

In NPT, feeling part of a community, having a sense of belonging was mentioned by many attendees at the engagement workshops as contributing to cultural well-being which is reflected in the figures below:

IN NPT

- 92% of residents feel that they have a feeling of belonging to the local area, the highest of all local authorities in Wales, and higher than the Wales figure of 82%.
- 82% of residents feel that people from different backgrounds get on well together (higher than the Wales figure of 79%), 86% of residents feel that people in the area treat each other with respect and consideration compared to the Wales figure of 79%.

(5) National Survey for Wales 2014-2015
In NPT there was a decrease in the percentage of people identifying themselves as Christian from 72% in 2001 to 58% in 2011. During the same period there was also a noticeable increase in people declaring that they had 'no religion', from 19% in 2001 to 34% in 2011 (6). This is similar to the picture across Wales.

The majority of those living in Wales were born in Wales; this number is decreasing slowly over time but this is likely to have an impact on culture locally. In NPT, there was a decrease in the percentage of people born in Wales from 90% in 2001 to 87% in 2011(6).

As part of this assessment we asked different groups of people whether or not cultural well-being was different for them living in NPT. For cultural well-being we had feedback from three groups.

When we spoke to children and young people, they found the idea of cultural well-being particularly hard to define. At one primary school, pupils described interactions with the elderly, singing at a local old people's home and at the local hospital as things which appeared to increase well-being for both the children and elderly residents.

People who may need for or provide care and support referenced access to general services in the community such as leisure and education.

Older people told us the extent to which they feel they have control over day to day life is central to cultural well-being including their ability to take part in activities they enjoy and are interested in. History, heritage and sense of place were also referred to by older people as contributing to cultural well-being as well as the use of local services and facilities such as libraries, swimming pools, theatre and classes which they made use of. Accessing these services promoted a sense of community involvement and personal development for older people. Volunteering was also highlighted by older people as contributing to cultural well-being as it provided chances for social contact. However, concerns were raised by older people on the cuts to libraries and leisure activities, with some under threat of closure.

(6) ONS Census 2011
HOW WILL CULTURAL WELL-BEING BE AFFECTED BY FUTURE TRENDS?

ARTS & HERITAGE

Over the past few years, there has been a reduction in the amount of public funding for arts & cultural services across NPT and the expectation is that funding will continue to reduce or at the very least stand still over the medium term.

WELSH LANGUAGE

Planning Policy Wales states that the future well-being of the language will depend on a variety of factors including demographic change and the negative impact inward and outward migration can have on the Welsh language, for example, the ONS Census 2011 reports between 2001 and 2011, the numbers able to speak Welsh over the age of 75 fell from 3,008 (25.4%) to 2,149 (17.6%). Coupled with the fact that the younger generation migrating out of the County Borough are more likely to be Welsh speakers than those migrating in, these could be indicators as to why the percentage of Welsh speakers in NPT has dropped between 2001 and 2011 and is likely to continue to drop in the future due to other factors including: lack of language transfer in the home; lack of confidence in users; mixed – language marriages; and more deaths than births among Welsh families.

VOLUNTEERING

There are a number of future challenges for volunteering in NPT, including funding for and of volunteer-involving organisations (including provision of volunteer expenses), availability of suitable volunteering opportunities and placements, greater demand from large corporate bodies to involve their own staff in volunteering, availability of the right skills mix, and ability of volunteer-involving organisations to provide required training for volunteers.