

BUILDING BETTER CULTURE: HAVE YOUR SAY!

Culture can mean lots of things to different people. For some, it means touring galleries and museums, for others it might mean watching a sports match or sharing a meal with friends and family. Most people would agree that culture in all its forms is very important to us as individuals, as communities and as a nation.

In May 2025 the Welsh Government published a document called *Priorities for Culture*, to help provide a framework for cultural services across Wales. Because culture can have such a wide meaning, in this document the culture sector is defined as ‘the arts, museums, libraries, archives and the historic environment.’ The three priorities are:

- Culture brings people together
- Celebrating Wales as a nation of culture
- Culture is resilient and sustainable

In 2026, Carmarthenshire, Ceredigion, Pembrokeshire and Powys formed a new cultural partnership. Together with these Welsh Government priorities, we hope to create a shared regional strategy for our cultural services, along with a cultural priority plan for each local authority.

To do this, we need your help. The insights gathered in this survey will help us form our shared vision, and will ensure that, as our cultural services continue to develop, they remain places of ‘cynefin’ or places which define our communities.

This project is being delivered by *Golwg Creadigol*, who were selected by the regional partners after an open tender process.



SECTION ONE – CULTURE AND MEANING

In this survey, when we refer to ‘culture’ we mean ‘the arts, museums, libraries, archives and the historic environment.’ The arts could mean galleries, performance, theatre, etc, while the historic environment could mean monuments, ruins or historic visitor attractions, etc. You might use one, two or all of these services. Just answer based on your own thoughts and experiences.

1.1 Which aspects of culture do you engage with most?

- Arts (e.g. galleries, theatre, performance)
- Museums
- Libraries
- Archives
- Historic environment (e.g. monuments, heritage sites)
- Multiple of the above
- Other (please specify): _____

1.2 Does culture help you feel connected to your home county?

- Yes, strongly
- Yes, somewhat
- Neutral / unsure
- Not really
- Not at all

If yes, how: _____

1.3 Does culture help you connect with others

- Yes, strongly
- Yes, somewhat
- Neutral / unsure
- Not really
- Not at all

If yes, how: _____

1.4 How can culture help bring communities together

- Shared events and festivals
- Community spaces and venues
- Local storytelling and heritage
- Arts participation (e.g. workshops, performances)
- Education and learning opportunities
- Other (please specify): _____

1.5 In what ways can culture improve the wellbeing of residents in your community?

- Mental wellbeing support
- Social connection
- Physical activity opportunities
- Learning and skills development
- Sense of belonging/identity
- Other (please specify): _____

1.6 In what ways can culture help young people feel connected to their home county?

- Youth-focused events and activities
- Creative education opportunities
- Digital engagement
- Celebrating local identity and history
- Career opportunities in culture
- Other (please specify): _____

1.7 How do you think culture could help promote your home county as a place to live, work or visit?

- Tourism promotion
- Events and festivals
- Heritage and history
- Creative industries and jobs
- Marketing and digital presence
- Other (please specify): _____

1.8 What do you think are the most important cultural places / events in your home county?

- Major festivals
- Museums and galleries
- Libraries
- Heritage sites
- Community events
- Other (please specify): _____

1.9 Do you feel you have opportunities to help influence cultural services in your home county?

- Yes, plenty of opportunities
- Some opportunities
- Very limited opportunities
- No opportunities
- Not sure

If yes, provide an example: _____

1.10 Do you have any other thoughts on culture and meaning in your home county?

SECTION TWO – CURRENT CULTURE

In this section, we're keen to hear how you rate the current provision of cultural services in your home county.

Please rate the following statements, with 1 being the lowest score (strongly disagree) and 5 being the highest score (strongly agree)

- | | | | | | |
|--|---|---|---|---|---|
| 2.1 I know what arts services are available in my home county. | 1 | 2 | 3 | 4 | 5 |
| 2.2 I know what museums are available in my home county. | 1 | 2 | 3 | 4 | 5 |
| 2.3 I know what libraries are available in my home county. | 1 | 2 | 3 | 4 | 5 |
| 2.4 I know what archive services are available in my home county. | 1 | 2 | 3 | 4 | 5 |
| 2.5 I would like to see more online / virtual opportunities to engage with culture. | 1 | 2 | 3 | 4 | 5 |
| 2.6 Cultural services do a good job telling local stories. | 1 | 2 | 3 | 4 | 5 |
| 2.7 Cultural services provide a warm welcome to me whenever I use them. | 1 | 2 | 3 | 4 | 5 |
| 2.8 Cultural services help me develop as an individual. | 1 | 2 | 3 | 4 | 5 |
| 2.9 Cultural services help make my county a dynamic and exciting place to call home. | 1 | 2 | 3 | 4 | 5 |
| 2.10 Cultural services provide essential services to residents in my home county. | 1 | 2 | 3 | 4 | 5 |

SECTION THREE – LOOKING TO THE FUTURE

Carmarthenshire, Ceredigion, Pembrokeshire and Powys have formed a new cultural partnership to develop a shared regional cultural vision. In section three, we're keen to hear how you might like us to develop this vision.

3.1 What do you think is the most important theme which should guide this new project?

- Cynefin, or sense of belonging
- Wellbeing
- Digital access
- Equity and inclusion
- Accessibility
- Economic growth
- Environmental sustainability
- Other (please specify): _____

3.2 Are there any cultural activities which you feel are missing from your county?

- More festivals/events
- More youth activities
- More digital/online culture
- More heritage activities
- More community-led projects
- More Welsh-medium activities and events
- None missing
- Other (please specify): _____

3.3 How important is culture to tourism in your county?

- Extremely important
- Very important
- Moderately important
- Slightly important
- Not important
- Other (please specify): _____

3.4 In what ways do you think communities and residents can help shape cultural services?

- Public consultations
- Community-led projects
- Volunteering
- Feedback surveys
- Partnership working
- Other (please specify): _____

3.5 What might encourage you to engage with culture across the partner region?

- Better transport links
- More promotion/awareness
- Lower costs/free events
- More diverse programming
- Digital access
- Better representation for my culture
- Other (please specify): _____

3.6 What might help more people, especially young people, consider careers in the culture sector?

- Education and training
- Apprenticeships
- Work experience
- Better pay and job security
- Awareness of opportunities
- Other (please specify): _____

3.7 Beth all gwasanaethau diwylliannol ei wneud i helpu mwy o bobl i deimlo'n gysylltiedig â'r sir y maen nhw'n byw ynddi?

- More inclusive programming
- Celebrating local identity
- Community outreach
- Education and engagement
- Accessible venues/services
- Other (please specify): _____

3.8 Are there ways you feel the local authorities could work better together to improve cultural services?

- Shared funding/resources
- Joint events and programming
- Better communication
- Regional marketing
- Shared digital platforms
- Other (please specify): _____

3.9 If you were in charge of writing a shared vision for the area, what would be your most important priority?

- Accessibility for all
- Strong local identity
- Economic growth
- Sustainability
- Community wellbeing
- Other (please specify): _____

3.10 Do you have any other thoughts you'd like to share with us?

SECTION FOUR – LAST, BUT NOT LEAST, ABOUT YOU

This section isn't too intrusive but allows us to make sure we've spoken to a range of people across the region.

4.1 In which county do you live?

- Carmarthenshire
- Ceredigion
- Pembrokeshire
- Powys
- Other (please specify) _____

4.2 Your age range

- 12-18
- 19-30
- 31-50
- 51-65
- Over 65

4.3 How well do you speak Welsh?

- I'm a fluent Welsh speaker
- I'm currently learning Welsh
- I have a basic knowledge of Welsh
- I don't speak any Welsh

THANK YOU!