

**Cynulliad Cenedlaethol Cymru / National Assembly for Wales  
Pwyllgor Diwylliant, y Gymraeg a Chyfathrebu / Culture, Welsh Language  
and Communications Committee  
Blaenoriaethau ar gyfer y Pwyllgor / Priorities for the Committee  
CWLC(5) PFC12: Ymateb gan Danny KilBride, Director for Trac Wales /  
Evidence from Danny KilBride, Cyfarwyddwr Trac Cymru**

I welcome the progress made in developing this committee and I note that you are still seeking subjects and areas that this committee might want to look at. May I suggest that one area that is largely overlooked and would merit proper scrutiny is how we as a nation support and encourage the unique, indigenous artforms of Wales.

trac - traddodiadau cerdd cymru : music traditions wales ltd - works with our Arts Council, Lottery funders, our national libraries and museums, local government authorities, national societies, Urdd Gobaith Cymru, Eisteddfod Genedlaethol, youth services teams, UKTI, international conferences and showcases, professional and amateur musicians and we do this in both English and Welsh. We run three flagship residential events aimed at young people and intergenerational work and run projects that tackle poverty and address a number of existing government initiatives. Far from seeing a moribund craft practise that is bent on historical reproduction, we see a medium for cultural interchange, regeneration, professional excellence, economic benefits and the capital that much of our tourism industry exploits. Our work bringing musicians to new markets has resulted in tours of the world by welsh folk acts and we are invited to events such as Bogota Music Market in Colombia to share our expertise around the world.

However, Wales as a country has no strategy for this. There is no remit from the Government, its ASPBs and departments to address this nor is this field of activity built into our external relations department as way to develop relationships across the world through culture. Audience research published by the Arts Council of Wales shows that public interest in folk, roots and world music is more than double that of Classical music yet the measurable support that reaches our traditional arts, its promoters, musicians and music businesses barely comes to the equivalent of a fortnight's spending on supporting the Welsh National Opera. Naturally, we would like to see change in this area but we can only achieve this by working across public life to create a new consensus.

The Well Being of Future Generations Act includes clear directions for protecting and sustaining the unique cultural characteristics of Wales which will include our languages, traditional arts and so much more. We feel it is only proper that this committee has a specific remit to look at our country's

common cultural heritage and ways of increasing awareness, participation and professional excellence within that artform. This committee is uniquely placed to offer scrutiny, challenge prejudices and recommend actions. Will you please ask the committee to consider how Wales supports its traditional and unique cultural arts as part of its core remit?