

The Arts and Culture Policy

This document is the National Arts and Cultural Heritage Policy of the Republic of The Gambia for the period 2018 - 2027. It is the definitive document on matters of policy orientation and operationalization on the management and use of Arts and Culture in The Gambia.

In this Policy, Culture is defined as “**set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs**”. (Source: UNESCO Universal Declaration on Cultural Diversity adopted in 2001)

The Policy is the guiding document on matters pertaining to Arts and Culture and has been developed through rigorous public participation to ensure sustainable management and use of the Arts and Culture of The Gambia for the benefit of her people. It has been developed through intensive and inclusive stakeholder participation, updating the first National Cultural Policy developed in 1988, and the use of a UNESCO funded international Consultant.

The process was spearheaded by the National Centre for Arts and Culture (NCAC), under the aegis of the Ministry of Tourism and Culture, as the Government Coordinating Agency for the Management, Promotion and Development of the Arts and Culture Sector. The process involved many stakeholders through consultative meetings, site visits, workshops and the development of needs assessments based on SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis. There were subsequent stakeholders’ consultative meetings culminating in a two-day national stakeholders’ validation forum that adopted the draft text of this policy. A select team of stakeholders was set up by the forum to further vet the first draft in line with the decisions adopted.

The Policy is formulated to address the management and use of Cultural Heritage resources for the benefit of the country and its people. The Policy is consistent with the Constitution of The Gambia, and other related national legislations dealing with Management and use of Arts and Culture Heritage resources.

The process was supported by the Government, UNESCO and other national partners.

Finally, as part of the realization of the Policy commitments made herein, the Government of The Gambia through the Ministry responsible for Arts and Culture and the National Centre for Arts and Culture immediately upon approval of this document shall develop a Strategic Plan and Business Plan as may be applicable to start the process of implementation.

1.0 HISTORY AND CULTURE OF THE GAMBIA

1. 1The Gambia

The Gambia is located in West Africa and is surrounded by Senegal on all sides except on the Atlantic Ocean side. The River Gambia divides the country into nearly two equal parts. The Gambia was a British Colony and got its independence in 1965.

The Gambia is a country of contrasts, rich and diversified heritage with its territory including parts of the former River States of Niimi, Jokadu, Baddibu, Saloum, Niani, Sandu and Wuli on the North Bank, and Kombo, Foni, Kiang, Jarra, Wuropana, Jimara, Tumana, Fuladu and Kantora on the South Bank. Since its Independence in 1965, there has been peace between the multitude of ethnic groups whose ancestors inhabited the North and South Banks of the River and the other areas of Senegambia.

In spite of the fact that over 90% of the population are Muslims there is harmony between the various religious groups, the dominant two being Islam and Christianity. Traditional practices are still strong and the country is a signatory to three UNESCO Conventions: The 1972 World Heritage Convention, the 2003 Convention for the Safeguarding of Intangible Cultural Heritage; and the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. The country has Heritage listed under the first two conventions. The Gambia also subscribes to The Organization of African Unity (OAU) Cultural Charter for Africa 1976, African Union (AU) Charter for African Cultural Renaissance 2006, the AU Agenda 2063, and the UN Sustainable Development Goals (SDGs) 2030.

1.2. People of The Gambia

The Gambia has over 10 ethnic groups, including Mandinka, Fula, Wollof, Jola, Serahuleh, Serer, Aku, Manjago, Bainunka, and Karoninka. These groups live side by side in the village and urban communities. There is intermarriage and other forms of social intermingling among the groups. Each of these groups has unique cultural values and traditions which have given them singular identities. The traditions range from food, housing, ceremonies, festivals, folklore to music, and dance, which have helped to bring about an enviable cultural mosaic. Despite their unique group identities, Gambians continue to live in unity generally.

The Mandinka hailed from the mighty Mali Empire that stretched from the South-Western part of Republic of Mali to North-Eastern Guinea, which flourished between the 10th and 13th Century. After the fall of Mali, Kaabu extended its territory over the present day states of Guinea Bissau, Senegal and Guinea Conakry and was a flourishing example of a multi-ethnic polity led by Mandinka rulers.

The Wollof settled in the traditional Wollof States of Jollof, Kayor, Baol and Walo. They later extended their cultural and political influences to the River Gambia through their rule over Sine

and Saloum. A considerable number of Wolof settled on the North Bank of the River Gambia and in Banjul (then Bathurst) in the 19th Century.

The Fula established the Fulladu Empire which covered parts of the present day Guinea Bissau, Senegal and The Gambia. Their growth greatly influenced the course of Senegambian history during the 19th Century, resulting in the decline of Kaabu Empire and associated States, and the foundation of Fulladu. The latter included the former River States of Wuropana, Jimara and Tumana.

The Serahuleh originated from the population of the Ghana Empire. They mainly settled in the Upper River Region during the second half of the 19th Century. Their contribution to trade and the spread of Islam in The Gambia is profound.

The Serer settled in Sine and Saloum. The Guelewar, the ruling class of the Serer Kingdom of Sine, originated from Kaabu. During the 19th Century, there was a significant movement of Serer into present day Gambia because of the Soninke-Marabout Wars and the expansion of the French controlled colonial territories.

The ancestors of the Aku population of The Gambia were Liberated Africans who came to The Gambia after the abolition of the Slave Trade (1807). They were the first people in the Gambia to imbibe western education, and therefore formed the educated elite which ran civil administration in the later years of colonial rule and shortly thereafter. Most of them have European surnames and are Christians.

Our ancestral ethnic groups were closely related to the people of the ancient Ghana and Mali Empires, the Kaabu States, the Wolof States and the political units of Sine, Saloum and the Casamance. Gambian history includes the migration of different ethnic groups and their mutual relations, the emergence of religious and philosophical ideas, the adaptation of economic techniques and skills, the formation of social classes based upon professions, and the foundation of the traditional River States as mentioned above. It also includes the spread of Islam and Christianity, the expansion of West African Trade relations, pre-colonial Western contacts, the establishment of British colonial rule, and the developments since Independence.

2.0 CULTURAL HERITAGE TODAY

2.1 Rationale

This Policy seeks to harmonize the operations of Heritage management and use, maximize its potential, and promote its sustainable use for The Gambia. Further, it seeks to domesticate the various international Conventions, Charters, Agreements and Agendas including recognition and alignment with the various UN and UNESCO Conventions, Decisions on Sustainable Development Goals and the African Union Agenda 2063 on the role of Heritage in development and human well-being.

The Policy is in line with the 1997 Constitution of The Gambia and recognizes Arts and Culture as the foundation of the nation. It seeks to preserve Heritage as a source of national pride and identity, as well as a source of tourist attraction, education and enjoyment for Gambians and for all and sundry; as well as for socio economic growth and development of this nation

The Policy integrates the communities in the management and use of Heritage, and sets out guidelines for capacity building for the sustainable management and use of Heritage.

2.2 Situational Analysis

The Cultural Heritage of The Gambia is diverse and was accumulated over centuries through interaction between the different ethnic groups that constitute the Gambian nation. This encompasses the tangible and non-tangible Heritages which serve as the basis for developing Cultural Industries for sustainable development.

The Tangible Heritage includes the artifacts, historical relics, monuments and sites. The most significant Heritage sites have been inscribed in the UNESCO World Heritage List while others have been declared National Monuments. However, there are a large number of historical and cultural sites, heirlooms and documents that are in family or community hands and need to be inventoried, classified and made available for general use.

The National Museum of The Gambia is currently housed in an old building that was not built for the purpose. There are also no regional museums to portray the ethnography and history of the regions. The provision of a purpose built National Museum as well as regional museums will enhance tourism and sustainable cultural development in general

The Intangible Cultural Heritage of The Gambia is manifested in the following notable areas.

- Oral Traditions and Expressions, including language as a vehicle of the intangible cultural Heritage
- Performing arts
- Social practices, rituals and festive events
- Knowledge and practices concerning nature and the universe
- Traditional craftsmanship.

The above have been influenced by the indigenous African Heritage, the Euro-Christian and the Arab-Islamic Heritages.

The Performing Arts (music, song, dance, drama) are areas that attract the participation of the youth which should be harnessed for the development of the cultural industries thereby generating employment and contributing to sustainable cultural and economic development.

To harness the rich tangible and intangible Cultural Heritage of the country as a basis for developing viable cultural industries for sustainable development, the following opportunities present themselves:

- Culture, law and security
- Nurturing excellence and cultural expressions
- Culture, education and training
- Cultural industries and entrepreneurship
- Culture and trade
- Culture, technology and media
- Sustainable urban/community design
- Culture and finance.
- Research: History, Heritage conservation, interpretation and development.

2.3 Vision

To be a holistic framework through which Arts and Cultural Heritage can play a fundamental role in the lives of the Gambia and her people through the promotion of participatory, effective and efficient management systems for contribution to sustainable development goals and profitable use of Arts and Culture resources.

2.4 Mission

Arts and Cultural Heritage repositioned as a veritable tool for promoting the socio-economic development of The Gambia, and contributing to the Sustainable Development Goals (SDGs).

2.5 Goals

The Policy aims to achieve:

- a) A sustainable management system, including wider stakeholders' participation in the management and use of Arts and Cultural Heritage of The Gambia.
- b) Empower institutions and communities responsible for Heritage management through, organisational, infrastructural, human and financial capacity building for efficiency and sustainability.
- c) Increase benefit for Arts and Cultural Heritage service providers such as Gambian Heritage practitioners, artists, bearers, custodians and creators through the support and opportunities provided to them.
- d) The required protection, conservation, presentation and promotion of Gambian Heritage resources.
- e) Enhanced use of Gambian Heritage for peace building, national cohesion and positive change.
- f) Promotion of research and documentation of The Gambian Arts and Cultural Heritage for social and spiritual enrichment, and increased educational benefits.

2.6 Objectives

The Objectives of the Policy are to:

1. Involve communities in the management and sustainable use of The Gambia's Heritage resources in line with the laid down guidelines;
2. Define roles and responsibilities of various actors with clear mandates for Government, local communities, Private Sector and Civil Societies;
3. Build capacity of all actors in the Arts and Heritage sector, including creators, users and managers for sustainable development;
4. Enhance the protection, conservation, management and use of The Gambia's Arts and Heritage as follows:
 - a) Identify, document, conserve and promote The Gambia's Cultural Heritage;
 - b) Research and develop conservation programs for sustainable development of Heritage resources in The Gambia;
 - c) Market, publicize, disseminate and promote the values related to Heritage at local, national and international forums;
 - d) Integrate and mainstream Arts and Heritage resources into local development programmes;
 - e) Preserve and disseminate knowledge of The Gambia's Arts and Cultural Heritage in all its facets, fostering pride in Heritage that enriches peoples' lives through systematic and concerted action;
 - f) Ensure education content embodies Gambian values and life-long education through the use of national and other languages;
 - g) Promote The Gambia's development agenda through sustainable utilization of its Arts and Culture resources;
 - h) Use Arts and Culture resources to develop knowledge, skills and positive attitude;
 - i) Promote and support creativity in both the plastic and performing Arts, and in the development of new technology;
 - j) Use Heritage to promote common understanding, mutual respect, co-operation, coexistence, and collaboration; respecting Cultural diversities in communities.

3.0 SCOPE

The Policy is to ensure effective and sustainable management and use of Arts and Cultural Heritage of The Gambia. The Policy is the governing document in addition to the relevant Acts, for the protection, management, promotion and use of The Gambia's Heritage.

For the purpose of sustainable management, promotion and use, Arts and Cultural Heritage will be considered as the tangible and intangible, movable and immovable Heritage of the country; and inclusive of creative, performing, visual, and plastic Arts.

4.0 GUIDING PRINCIPLES OF THE POLICY

The Policy is in line with the current traditions and practices, which subscribe to certain guiding principles. :

4.1 Community Engagement and Participation

The Policy adheres to the principles of effective and equitable involvement and participation of communities, in decision-making concerning their Heritage. It shall respect local peoples' rights to participate in the management, promotion, and use of Heritage resources including benefit sharing.

4.2 Respect for Protection and Promotion of Human Rights

In line with the Gambian Constitution, the UN Human Rights Charter and other relevant agreements, the Policy shall commit to uphold, respect and contribute to the implementation of the full range of human rights standards as a pre-requisite for achieving effective sustainable development in the Arts and Culture industries

4.3 Gender Equity, Youth Involvement and Persons with Disabilities

The Policy shall promote gender equity, empowerment of youth and people with disabilities in accordance with The Gambian Constitution and other UN decisions for sustainable development. The Policy establishes that when or where, legally acceptable gender-rooted traditional practices in relation to access and / or use are discriminatory there shall be transparent consultation processes that respect gender equity, youth involvement and persons with disabilities. The Policy upholds the principle of social and economic opportunities for all.

4.4 Inclusive Economic Development

Arts and Cultural Heritage have great potential for poverty alleviation and can enhance sustainable livelihoods of local communities as well as local artists. Arts and Cultural Heritage can be used as a source of sustainable, inclusive and equitable economic development, including but not limited to employment opportunities, Arts and Culture industries, and sustainable tourism development.

4.5 Promotion of Peace and Security

The Policy shall acknowledge and respect cultural diversity, promote cultural pluralism and address any forms of discrimination. It shall therefore promote effective systems of justice delivery, conflict prevention and resolution, including traditional mechanisms.

4.6 Management

The Policy shall apply best practice in management of Arts and Cultural Heritage.

5.0 MANAGEMENT OF ARTS AND CULTURAL HERITAGE

The Policy shall ensure the participation of the widest variety of stakeholders in the management, practice, promotion, marketing, sustainable and profitable use of the Heritage of The Gambia.

5.1 The Role of Government:

Government shall establish and empower a governing Board for the National Centre for Arts and Culture (NCAC) in accordance with the provisions of the NCAC Act.

a. Composition of the NCAC Board

The Board for the National Centre for Arts and Culture (NCAC) under the aegis of the Ministry in – charge of Arts and Culture shall comprise:

- The Chair Person
- Permanent Secretary, Ministry in- charge of Culture
- Permanent Secretary, Ministry in- charge of Local Government
- Permanent Secretary, Ministry in- charge of Basic Education
- Director General, Gambia Radio and Television Services (GRTS)
- Gambia Chamber of Commerce and Industry (GCCCI)
- Three (3) renowned academics or professionals representing Literary, Performing and Fine Arts
- Director General, NCAC

b. The Functions of the NCAC Board

The functions of the Board are as follows:

- a) The overall Coordination of the management of the Arts and Cultural Heritage in The Gambia;
- b) Initiate enabling legislation in conserving, protecting, promoting, valorising and marketing Arts and Cultural Heritage;
- c) Facilitate the provision of funding for conservation, management, promotion, documentation, and protecting, of the Arts and Cultural Heritage;
- d) Recommend the undertaking of research and provide guidelines for Heritage interpretation, presentation, promotion and marketing;
- e) Engender appreciation and understanding for responsible and sustainable use of The Gambia’s Heritage by the public;
- f) Encourage inclusive participation in all areas of Heritage production, management and use, especially by institutionalizing the roles of stakeholders and communities and ensuring gainful benefits;
- g) Build a strong cooperation mechanism between the Board, NCAC administration and all stakeholders.

5.2 Role of Regional / Provincial Administration

The Administrative Regions of The Gambia have an important and critical role to play in Heritage management, promotion and use as the regions are where Heritage is lived and practiced at grassroots level. In the spirit of decentralizing Heritage management, the Regional Administration will be strengthened to work in tandem with the NCAC and the other stakeholders including the communities, to ensure sustainable management and use of Heritage at regional level.

The Regional Authorities shall:

- a) Implement this Policy and other national government policies related to Arts and Heritage management and use;
- b) Work closely with the NCAC and her regional representative(s) to ensure effective management of Heritage in the regions, as well as community and stakeholders' involvement and benefit;
- c) Ensure the promotion and marketing of the regional Heritage for the benefit of the region and its communities.

5.3 Role of Civil Society Organizations

Civil Society is part of the Gambian community with an interest in ensuring a healthy, secure and peaceful Gambia. The Organizations have a role to play in the management and sustainable use of Gambia's Heritage resources.

Civil Society shall:

- a) Promote, through advocacy, respect and protection of Gambia's Arts and Cultural Heritage;
- b) Support Government, through community sensitization and capacity building, in Heritage protection, conservation, promotion and use, for the benefit of The Gambia.

5.4 Role of the Private Sector

The Private Sector shall include all those in the private sphere (non-governmental) with interest in Arts and Cultural Heritage conservation and their sustainable use.

The Private Sector shall:

- a) Support the efforts of Government and government institutions such as NCAC in the management, and sustainable use of the Arts and Cultural Heritage of The Gambia;
- b) Support financially or otherwise the work of Government in partnership with the NCAC through Corporate Social Responsibility (CSR) or direct support for the management, conservation, promotion, marketing and sustainable use of The Gambia's Arts and Cultural Heritage;

- c) Support and promote research and other scientific ventures that may result in the protection, promotion and sustainable use of the Heritage;
- d) Support and collaborate with the NCAC and its stakeholders in the production, promotion and marketing of the Gambian Arts and Cultural Heritage for the benefit of The Gambia and her people.

6.0 IMPLEMENTATION STRATEGIES

The day to day management and coordination of Arts and Culture shall be provided by a revamped and well-resourced NCAC working closely with all stakeholders under the supervision of the Ministry that is responsible for Arts and Culture in The Gambia. The Policy therefore recognizes the NCAC as the Government Coordinating Agency for the Promotion and Development of the Arts and Culture Sector. The NCAC is at liberty to consult with all stakeholders. These shall include the Private Sector, Civil Society, local communities, government agencies, national and international partners and institutions on matters beneficial to the Arts and Cultural Heritage of The Gambia.

The NCAC shall initiate the development of infrastructural facilities required for Heritage practice, education, valorisation and promotion.

The NCAC under the aegis of the Ministry in charge of Arts and Culture in The Gambia shall be the Government Managing and Coordinating Agency for the Protection, Management, Promotion and Development of the Arts and Culture Sector in The Gambia in line with the Gambian Constitution and laws on Arts and Cultural Heritage management and use. The NCAC where appropriate and applicable shall carry out its functions and mandate in partnership with all stakeholders.

6.1 National Centre for Arts and Culture

In order to enhance the benefits of its heritage to the people of The Gambia, there must be an efficient, effective, proactive, well-resourced and adequately structured NCAC to coordinate the development of the various facets of the rich cultural Heritage.

The Government shall revamp and strengthen the NCAC through legislation and other appropriate means. It shall also enhance NCAC's financial base in order to enable it to effectively execute its mandate in preservation, development and promotion of The Gambia's Artistic and Cultural Heritage.

6.2 Legal Framework

The NCAC Act 2003 shall be reviewed and amended to improve the legal environment in which Arts and Culture operates. This includes developing legislation that cater for all aspects of Arts and Culture, such as the Performing Arts, language, literature, research, education, documentation, conservation and sustainable use. The new Act should further domesticate relevant international instruments such as the UN and UNESCO Conventions, the Organisation

of African Union (OAU) Cultural Charter for Africa 1976, The AU Charter for African Cultural Renaissance - 2006, the AU Agenda 2063 and the UN Agenda for Sustainable Development.

The Copyright Act 2004 shall also be reviewed and updated in line with national demands and international conventions.

Government shall review and update the NCAC Act 2003, the Copyright Act 2004 and domesticate the relevant conventions that create improved environment for Cultural Heritage management and use.

6.3 Partnerships

Government alone cannot address The Gambia's Heritage challenges. Heritage management is a collective enterprise, requiring the harmonization of efforts from all tiers and branches of the nation in order to provide opportunities for its sustainable development and use. In this regard, Government, the Private Sector, Civil Society and the general public shall all join hands in facilitating matters relating to Cultural Heritage development.

Government through the Arts and Culture parent Ministry and the NCAC shall build strategies of partnership and linkages. This shall be through identification and development of partnerships with all relevant stakeholders, including producers, financiers, consumers, Government institutions as well as international organizations.

6.4 Infrastructural development

Today's globalized world provides opportunities in terms of high technological innovations, efficient and quick communication and challenging but plentiful opportunities that require adaptive and evolving strategies that create opportunities and provide answers to challenges. This Policy shall be conscious of matters of the environment, sustainable development, the power of information technology and the central role of communities in the development of a country and its various resources. However, it also recognizes the lack of relevant infrastructure in the country as a hindrance to the development of The Gambia's Heritage industry.

Government shall provide relevant and adequate infrastructure for the promotion, performance, creation and enjoyment of The Gambia's rich and diverse Arts and Culture Heritage resources. These shall include the construction of a National Arts Complex for multi-purpose Arts and Cultural manifestations; a new National Museum complex for better multi-disciplinary representation of the country's rich Heritage.

6.5 Community Participation

The Policy recognizes the importance of NCAC fully engaging local communities for their concurrence before any major decisions are taken on their Heritage resources. These should include the communities of artists, bearers and custodians of Arts and Cultural Heritage through consultations. The Policy also recognizes the importance of providing incentives and benefit sharing.

Government through the NCAC and its parent Ministry shall ensure that there are fruitful, transparent and accountable, consultations with communities on matters concerning their Heritage and those that might impact on their interest. It shall further ensure that where applicable and feasible, there is benefit sharing.

6.6 Traditional Management Systems (TMS)

The Policy recognizes the central role that traditional knowledge systems play in the lives of Gambians and their Heritage. These include Traditional Management Systems, arts and crafts. Local communities and other stakeholders need to be consulted where Traditional Management Systems are practised at Heritage sites or for safeguard of intangible Heritage. Where a Heritage is a living one and communities are using the same, they should be allowed to continue its use in a sustainable way.

The NCAC shall ensure that, where applicable, the communities shall continue to use the TMS for sustainable Heritage management, use and development. The Government through NCAC shall strive to encourage and promote valuable and effective use of Traditional Management Systems.

6.7 Supports for Artists, Creators and the Cultural Industries

The Policy recognizes the talent and acumen of the Gambian creators, artists and Cultural Heritage service providers. It also notes the constantly changing scenario in Heritage production and consumption, including the introduction of new technologies and other supporting systems. It recognizes the need to take advantage of available tools and technology to stay ahead in the production, marketing and distribution of Artistic and Heritage resources in a competitive world, which provide support for those engaged in the creation and consumption of the Heritage.

Government through NCAC and its parent Ministry shall put in place mechanisms and resources for supporting Gambian artists, creators and service providers in the production and marketing of their creations as well as through the following actions:

- **Create an enabling environment to allow the Private Sector to invest in recording studios and related facilities either singly or in partnerships;**
- **Hold through the NCAC and other partners' regular exhibitions to popularize the Arts;**
- **In partnership with the Private Sector ensure the participation and exposure of Gambian artists at international events and festivals on a regular basis;**
- **Through the amended NCAC Act and Copyright Act ensure that artists' interests including royalties and anti-piracy mechanisms are put in place to protect their work;**
- **Create an enabling environment for artists to set up organizations that will provide them with a voice and cater for their interests. These organizations shall also provide platform for mentorship of young artists by well-established ones;**

- **With support from Government and the Private Sector, create an Annual Award Scheme for artists as an incentive for excellence;**
- **Establish a Revolving Fund to support deserving artistes' projects;**
- **Through the Ministry of Finance, enforce exempt duty (waivers) for the importation of materials and equipment used by artists;**
- **Through the Ministry of Finance put levy (fees) for commercial exploitation of cultural goods coming or leaving the country.**

6.8: Heritage Impact Assessment

The Policy recognizes the importance of carrying out impact assessments especially in and around Heritage sites, before any development especially infrastructural ones take place. NCAC in collaboration with relevant authorities will ensure that Heritage impact assessments are carried out before any development in or adjacent to sites is undertaken.

Government and the regional administrations under the guidance of NCAC shall adopt measures to address any negative effects prompted by planned developments near or within sites. Furthermore, the NCAC shall ensure that Heritage and other relevant impact assessments are carried out before any development takes place within or adjacent to Heritage Sites.

6.9 Capacity Building

The Policy recognizes the importance of a qualified, well-trained and motivated human capacity for the success of any Arts and Cultural Heritage activity and responsibility. There is need to provide training opportunities for Heritage professionals, and other stakeholders including bearers, custodians and artists who are engaged in Heritage management and use. There is need to build their capacity skills.

Government shall put in place capacity building programmes that shall take into consideration the needs of the NCAC, the local communities and other stakeholders. These shall be designed to take into account gender equity, youth and persons with disabilities

6.10. Access to Benefit Sharing

In accordance with the UN Human Rights Charter and other associated Charters and Conventions including the Indigenous Rights Charter and the UNESCO Policy document for sustainable development, communities must benefit from resources within their territory.

The Government through the NCAC shall put in place a negotiated benefit sharing strategy between parties in charge of Heritage management and use with the local communities concerned to avoid any exploitation and misunderstanding.

6.11 Decentralization, Support and Awards to Artists

The Policy recognizes that in order to effectively and efficiently manage and use arts and cultural Heritage in a sustainable manner, for the benefit of stakeholders, there is need for decentralization of services including management, promotion, protection, marketing and use.

Government through the Ministry in charge of Arts and Culture and the NCAC shall formulate guidelines to ensure the creation of national and regional Arts and Cultural gatherings and develop or revive the diverse local competitive Arts and Cultural manifestations and games. It shall contract works to local artists and promote their participation at local and international cultural events. It shall also support Arts and Cultural development in the regions by encouraging, assisting and supporting existing local initiatives aimed at developing arts and cultural assets and centres. In view of this and to be able to realize the same, the Government shall spend 1% of investment in the development of all building infrastructure by Government on artistic expression by local artists.

6.12 National Ensemble

The Policy recognizes the role of an efficient and effective Gambia National Cultural Ensemble to bring pride and publicity to The Gambia and Gambian people by promoting the country's image within and abroad. It is therefore imperative that such an Ensemble be revived and reformed to form the pillar of The Gambia's cultural image within and outside. This will further create avenue for talent building, and employment generation.

Government shall revive the Gambia National Cultural Ensemble providing financial support for a period of five years with a view to making it self-sustaining. The Government will extend some financial support to other groups and support annual competitions to identify new talents to feed into the National Cultural Ensemble.

6.13 Inter-Sectorial Partnership

The Policy takes cognizance of the fact that Government institutions are interrelated in their work and a need to cooperate through inter-sector partnerships. These should therefore have a common vision of ensuring the realization of Government's development agenda, and policies for the implementation of actions that will lead to improvement of Heritage management and enrich The Gambian social, cultural, education and political fabric. The Policy also recognizes the role of education in promoting Arts and Culture as well as the role of Arts and Culture in promoting an all rounded and sound education.

In order to ensure inter-sector partnerships for the promotion of Arts and Culture as a whole, the NCAC shall:

a. Partner with The Education Sector to

- a) Develop and implement the teaching of Arts and Handicrafts in schools, developing strategies and supporting the establishment of schools / institutes specializing in various forms of Arts;**
- b) Develop and introduce Music and Drama in the education system, especially traditional music and instruments;**
- c) Develop curricular activities on traditional skills and knowledge with a view to moulding the attitudes and behavioural patterns of The Gambian youths;**
- d) Encourage the development of traditional educational institutions;**
- e) Encourage school visits to museums and Heritage sites;**
- f) Establish a specialized program at University of the Gambia (UTG).**

b. Partner with the Tourism Sector to

- a) Develop strategies and partnerships for increasing active and sustainable arts and cultural tourism beneficial to all Gambians;**
- b) Collaborate with the Gambia Tourism Board (GTBoard) in marketing and promoting Cultural Heritage resources.**

c. Partner with Ministry of Foreign Affairs (MOFA) to

- a) Review and update Arts and or Culture agreements with bilateral and multilateral partners;**
- b) Support the exhibition of Gambian works of Art and Culture abroad;**
- c) Spearhead the ratification of relevant international Heritage Conventions including those of UN, UNESCO and African Union.**

6.14 Media

The Policy recognizes the vital role of the Media in the sensitization, valorisation, marketing and promotion as well as in the positive critique of Heritage products and production that lead to improvement in Heritage quality and benefit for all the stakeholders.

Government shall encourage the active participation of the Media in the promotion and advocacy of The Gambia's Arts and Heritage as part of a critical ingredient in Arts and Cultural communication at the local, regional and national levels. Government shall work closely with the Media, (television, online and radio) to revitalize and enhance the visibility of Gambian Artists and the sustainable production and use of their products.

6.15 Financial Resources

The Policy recognizes that to be able to implement all the necessary actions, an increased funding of the Arts and Culture sector will be required through various means and sources.

To support the implementation of this Policy, the Government shall in collaboration with partners develop funding mechanisms that shall mobilize resources from:

- a) Government**
- b) Private Sector**
- c) International and Local Non-Governmental Organizations**
- d) Multilateral and Bilateral Partners**
- e) Other legal sources.**

Government shall also through the Ministry of Finance and other relevant financial institutions provide incentives for philanthropic giving to Arts and Culture.

7.0 SITES AND MONUMENTS

The Gambia is endowed with sites and monuments that contribute to the country's accumulative Heritage resources. These act as tourist attractions and bring prestige to the country with some being recognized as World Heritage for their outstanding universal value. These are treasures of the country that need to be protected, promoted and sustainably used for the benefit of the country and her people for generations to come.

Government through the NCAC and in collaboration with stakeholders including private partners shall improve sites and monuments conservation and presentation through research, documentation, preservation, interpretation, marketing, custodianship, and capacity building.

8.0 MONITORING AND EVALUATION

To ensure success of the Policy in achieving its aims and objectives, there shall be continuous monitoring and evaluation exercises. The Government through the Ministry responsible of Arts and Culture shall, continuously monitor the implementation of the Policy, and the evaluation will take place after every 5 years.

Government in consultation with all stakeholders shall put in place a monitoring and evaluation mechanism relating to this National Arts and Cultural Policy that will be reported and discussed at Cabinet level for further improvement and support as and when necessary.

9.0 REVIEW

The Policy shall be in place for ten years and shall be subjected to a midterm review after five years from the time of its launch for possible update and harmonization with the then current situation of Arts and Cultural Heritage matters, nationally and internationally. It is expected that all the identified areas of intervention stated should be implemented within the said period.