

Alun Ffred Jones AC/AM
Y Gweinidog dros Dreftadaeth
Minister for Heritage



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

Ein cyf/Our ref SF AJ/090/10

Sandy Mewies AM
Chair
Communities and Culture
committee
National Assembly for Wales
CARDIFF BAY
CF99 1NA

6 August 2010

Dear Sandy

Promoting the Arts of Wales on a World Stage

I undertook, during the Committee meeting on 8 July, to provide you with information relating to the following subjects:

1. The Minister to provide a note on discussions with Euro Rileys with regards the advertising strategy and steps that have been taken to communicate the strategy to Welsh newspaper companies.
2. The Minister to provide a list of actions that are being taken to promote Wales.com.
3. The Minister to provide the Committee with a copy of its response to the Culture and Creative Industries Green Paper.

These are dealt with below.

1. Discussions with Euro Rileys

During the Committee meeting I also promised to provide further information in relation to the Welsh Assembly Government's advertising contract:

Initial discussions with Euro-Riley's focussed on developing the Welsh Assembly Government's approach to *recruitment*. The two main aspects covered were; development of the Welsh Assembly Government internet site to improve applicant take-up through use of multi-media applications and examining ways in which Euro-Rileys could engage effectively with Welsh media companies to develop a more efficient and effective approach to *recruitment* advertising. Further work is pending.

The advertising contract for the Welsh Assembly Government was retendered last summer via a Value Wales led procurement process and was again awarded to Euro Rileys, the previous supplier. It was a requirement of the tender process that applicants were able to demonstrate how they would identify the most effective and efficient channel for reaching our target audience in respect of recruitment and other advertisements.

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Wedi'i argraffu ar bapur wedi'i ailgylchu (100%)

English Enquiry Line 0845 010 3300
Llinell Ymholiadau Cymraeg 0845 010 4400
Ffacs * Fax 029 2089 8015
correspondence.alun.ffred.jones@wales.gsi.gov.uk

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The Welsh Assembly Government communication work, including advertising, is carried out in the most effective way ensuring best value for money to reach the relevant audience. Newspaper advertising is chosen based on a paper's distribution figures and the geographical spread of the paper as well as cost. Euro Rileys shares the Welsh Assembly Government approach to buying advertising space with newspaper companies.

2. The following is a list of actions to promote www.wales.com:

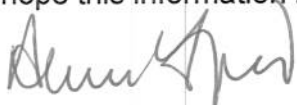
The Welsh Assembly Government undertakes a range of steps to promote Wales.com and encourage others to engage with it. Examples include:

- Use of social marketing sites - Twitter, Facebook and Linked in to share information and ensure that wales.com and its messages are being promoted continually
- Search engine optimisation work to put wales.com **fourth** on google rankings and **1st** on Bing and Yahoo if you search 'Wales'
- Inclusion of web address on promotional material, email signatures and information given to VIP visitors
- Promotion of the site at overseas events e.g Wales at the Smithsonian Folklife Festival; St David's Day activities etc
- Promotion of site through emails and newsletters to universities, arts organisations and tourist destinations
- Inclusion in mailing and press distribution lists from Wales' organisations - eg Universities, National Botanic Garden of Wales, Wales Arts International; Wales International Consortium
- Promotion of wales.com through organisations operating overseas such as British Council and FCO;
- Developing and promoting pages tailored to key events and audiences e.g Ryder Cup; St David's Day; USA, India.
- Specialised sites for Smithsonian organisations and participants, visits such as Fulbright Scholars and USA events
- Cross linking with organisations e.g. BBC

Key to promoting Wales.com and encouraging others to engage with it is to continue to ensure that it is an interesting and useful site which people trust, return to and recommend to others.

3. I wrote to Commissioner Androulla Vassiliou on 29 July. A copy of my letter is attached.

I hope this information is helpful.



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Welsh Assembly Government

Eich cyf/Your ref
Ein cyf/Our ref SF AJ/104/10
Androulla Vassiliou
Commissioner for education,
culture, multilingualism & youth
European Commission
200 rue de la Loi
(BERL 10/110)
B-1049 BRUSSELS
Belgium

29 July 2010

Dear Androulla Vassiliou

I have read with interest the European Commission's Green Paper, **Unlocking the potential of cultural and creative industries** [COM(2010) 183], and I am pleased to submit this response to you, on behalf of the Welsh Assembly Government. My response is joined to this letter as Annex A.

The publication of the Commission's Green Paper is timely. The Welsh Assembly Government has recently been taking stock of its approach to, and support for, the Creative Industries; we have taken independent advice on this issue, as noted in my response. The Arts Council of Wales is currently conducting a root and branch review of its funding and strategic priorities. With a view to deepening the Welsh Assembly Government's engagement with other EU regions and cities on the important subject of culture, its contribution to our daily lives and to our economic development, I was recently pleased to agree that we should become part of the new Regions and Cities for Culture network.

I understand that Wales Arts International, the international arts promotion arm of the Arts Council of Wales, also intends to submit a response.

I hope this response will be a useful contribution to the Commission's work, and I look forward to seeing proposals that will in due course emerge from this consultation.

A handwritten signature in black ink, appearing to read 'Alun Ffred Jones'.

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Response submitted by the Welsh Assembly Government to the European Commission consultation on its Green Paper: Unlocking the Potential of Cultural and Creative Industries

Introduction

The Welsh Assembly Government welcomes the publication of this Green Paper. At a time when the place of the cultural and creative industries is being given deep consideration, reflecting the importance that is attached to the role these industries are expected to play in Wales' economic recovery, it is timely that the European Commission should be considering what actions are needed at the European level to promote and develop these sectors.

Within the Welsh Government, the Deputy First Minister has responsibility for economic development matters, including support for the creative industries (CIs), while the Heritage Minister oversees the arts, heritage, museums, libraries, archives and sport. Many of my Heritage functions are discharged by arms-length "Assembly-Sponsored Public Bodies" (ASBs), including the Arts Council for Wales (ACW), and the National Museum and National Library of Wales (NMW, NLW). Wales is a country which prides itself on its rich, bilingual cultural heritage, encapsulated each year in the profusion of festivals ("Eisteddfodau") that take place here. The Welsh Assembly Government has also welcomed opportunities over recent years to project our culture and heritage onto the world stage via our participation in events such as the Interceltic Festival in Lorient and the Smithsonian Folk Festival in the USA, where in 2009 Wales was featured nation.

We are also anxious to maximise the contribution that our cultural industries make to the tourism potential of Wales. A number of initiatives are being supported where the aim is to "join-up" the nation's key arts, heritage and tourist attractions.

The Arts in Wales

Prime responsibility for funding and developing the arts in Wales lies with ACW, an independent charity set up in 1994. The Welsh Assembly Government is the principal sponsor of ACW, which also acts as a distributor of National Lottery funding in Wales. ACW has recently conducted a root-and-branch review of its support for the arts. It has been based on an aspiration of supporting an arts base in Wales that can "thrive, not just survive", accepting that this is a difficult challenge in the current economic climate.

ACW is wholly mindful of the contribution that the arts make to the economy and to the place of the arts at the heart of community life and regeneration efforts in some of Wales' hardest-hit towns and cities. The ACW review is intended to make a significant impact on public provision for the arts in Wales and to provide a platform that will enable the arts sector to maximize the social and economic contribution it makes in future.

Creative Industries in Wales

The Creative Industries sector is recognised in 'Economic Renewal: a new direction' as one of six priority sectors where Wales can gain competitive advantage and benefit from growing markets. The Welsh Assembly Government recently commissioned an independent report which looked at the coherence of our support to the creative industries sectors in Wales 'The Heart of Digital Wales: A review of the Creative Industries', by Professor Ian Hargreaves.

Key points made in the review included:

1. The need to recognise that the creative industries cannot be properly understood or shaped without close reference to the country's digital communications infrastructure and the broader digital economy.

2. The necessity to use creative industries experts to guide and inform the Welsh Assembly Government on future policy, strategy and delivery.
3. The importance of supporting companies to enable them to exploit their products outside of Wales.
4. The need for a joint approach across Government that recognises and supports both the economic and cultural aspects of the creative industries.

Welsh Ministers have agreed the Review's recommendations including:

- a wider definition of the creative industries which includes 13 sub sectors each of which will now be mapped in detail.
- the establishment of a Creative Industries Board which will coordinate government activity in support of this important sector.
- establishing a new creative industries fund to support developments by June 2010.
- appoint a Head of Creative Industries who will lead government action in this area.
- maximise the economic opportunities associated with the £300m of public funds currently spent on the sector in Wales.
- continue to do all we can to secure a major BBC production centre - the Media Capital project.
- creating a new and more streamlined support mechanism for the development of film.
- assist the music industry to examine the potential for developing more rehearsal rooms and a Wales Collection Society.
- work with community radio organisations and our telecommunications regulatory body OFCOM and consider the optimum way to support the development of radio.
- recognise the significance of digital media and re-examine digital media procurement.
- involve the relevant Sector Skills Councils fully in all the Government's work on creative industries.

The Creative industries sector is well positioned to achieve greater momentum through the implementation of the recommendations from the Hargreaves Review. It will sharpen strategic thinking, clarify accountabilities and improve our channels of communication with creative businesses. Our goal is to ensure that Wales advances its competitive position internationally against strong efforts in this sector from other nations and regions of the UK.

To an extent, Wales has already witnessed the marked achievement of organisations where the arts "proper" and the CIs co-exist. Overall data on the place of the CIs in Wales needs more mapping work but Professor Hargreaves estimates that up to 30,000 jobs exist in the CIs here, helping to contribute between £450m - £500m to our economic output annually.

Turning to some of the specific questions raised in the Green Paper, here are our responses:

Putting in place the right enablers (Section 3)

Section 3.1 New spaces for experimentation, innovation and entrepreneurship in the cultural and creative sector

How to create more spaces and better support for experimentation, innovation and entrepreneurship in the CCIs? More particularly, how to increase access to ICT services in/for cultural and creative activities and improve the use of their cultural content?

We agree that there is a need to support the creation and facilitation of specific space for CCI's to work, create, learn and exhibit. This space needs appropriate technology infrastructure.

However, we believe that government activity in this area needs to be responsive to rapid technological change and that the ICT needs should be defined by creative practitioners rather than organisations or developers. Public support should be structured so as to promote and strengthen rather than displace the many elements of the private sector supply chain that support CCI business.

An important aspect of encouraging the creation of digital content is to ensure that content created reflects the cultural diversity of European member states including the development of content in indigenous and minority languages. The Welsh Assembly Government is actively supporting the development of bilingual digital content in both Welsh and the English languages. If the development of cultural content is left solely to the market it is unlikely that the minority languages of Europe will be truly reflected in new content created. We believe that any European initiatives in this area should make clear that they encompass support for minority language content alongside material in the main languages of member states.

How could ICTs become a driver of new business models for some CCIs?

ICT can become a driver of new business models by enabling more content to be distributed, exploited and marketed through digital mechanisms. This is however a fast moving area and one where government intervention can very easily become outdated and not add value. Government can play a role by strengthening the use of ICT applications within the public sector. This can serve to build both skills and expertise which can provide the basis for company growth either through outsourced contracts or business spin off opportunities. Government should also be alive to the opportunities to build businesses on the back of digitized audio and visual archives.

We agree that the availability of broadband infrastructure in urban and rural areas opens up new opportunities for creators to produce and distribute their works to a wider audience independently of physical and geographical constraints. The need to develop broadband infrastructure was also highlighted in *The Heart of Digital Wales* report. The Welsh Assembly Government recently announced that it intends that every business in Wales should have access to Next Generation broadband by the middle of 2016.

Section 3.2 Better matching the skills needs of CCIs

How to foster art and design schools/business partnerships as a way to promote incubation, start-ups and entrepreneurship, as well as e-skills development?

We agree that incubation and partnerships can contribute to skills development. However, we would suggest that such projects should be led by identifiable needs of the creative practitioners as well as by higher education expertise. There are too many examples of these types of projects falling because the CCIs have not been properly identified before the project has been created. We agree that relevant and ongoing mapping of the skills requirements of the CCIs is crucial.

The Welsh Assembly Government is providing financial support for the development of an arts and innovation centre at the University of Bangor which we believe provides a model for how the sector can be supported through a university lead partnership. As well as establishing a new arts centre for north west Wales the new 'Pontio' centre will seek to introduce a greater element of innovation and creativity into the undergraduate curriculum. There is no way of knowing where the real creative break-throughs will come from but the University intends to promote their development by ensuring that greater numbers of students are provided with the sorts of skills required to think beyond traditional career paths.

Another example of a project that is benefiting from partnership working between the public and private sectors is the People's Collection Wales project. It is being developed by The National Library of Wales, Amgueddfa Cymru - National Museum Wales and The Royal Commission on the Ancient and Historical Monuments of Wales all working in partnership with a commercial company Sequence and Higher Education institutions in Wales. Bringing together the skills and talents of these various institutions along with the commercial sector is leading to a truly innovative project. As well as browsing material it will enable individuals and other cultural organisations to contribute material to the collections utilising web 2.0 technologies. There are a number of innovative elements as part of the project including, the ability to develop heritage trails, fly through of historic landscapes and access to content using various platforms such as mobile phones. The development of a successful and sustainable creative platform will offer a range of opportunities for companies and individuals with the skills required to generate a stream of compelling content.

Section 3.3 Access to funding

How to stimulate private investment and improve CCI's access to finance? Is there added value for financial instruments at the EU level to support and complement efforts made at national and regional levels? If yes, how?

We agree that private investment to improve CCI's access to finance should be supported. Financial instruments at an EU level should be to match fund private equity finance into CCI projects. This funding should be available in micro amounts as well as larger amounts. *Businesses in Wales can access commercial finance from a variety of sources. However, there are gaps in provision. We are seeking expert advice to identify where those gaps currently exist and how best we can leverage private sector investment. We will make funding available to leverage such investment. In addition, we will look at the provision of micro finance and the possibility of securing additional investment through European funds, including in association with the EIB.*

How to improve the investment readiness of CCI companies? Which specific measures could be taken and at which level (regional, national, European)?

CCI's need access to specialist mentoring in order to ensure investment readiness. This has to be done by experts who have already had success in the CCI's, if not then bad practice can quickly be snowballed amongst the CCI's. A possible role for government is to address the market failures that can prevent companies identifying an appropriate source of expertise for mentoring.

At a European level, the State Aid framework relating to R&D should recognise the creation of content and copyrightable innovation as R&D.

Section 4 Local and regional development as a launchpad for global success

4.1 How to strengthen the integration of CCI's into strategic regional/local development? Which tools and which partnerships are needed for an integrated approach?

4.2 To which extent could virtual mobility and online access contribute to these objectives?

The Welsh Assembly Government believes that if they are to be sustainable regional and national partnerships need to be business lead. We believe this needs to be achieved through supporting the online accessibility of creative content. European funding could be a useful source of seed-corn funding aimed at harnessing new media to develop a support infrastructure which the market left to its own devices would be unlikely to invest in.

Section 5: Towards a creative economy: the spillovers of CCI's

How to accelerate the spill-over effects of CCI's on other industries and society at large?

We agree that a better understanding of the role of creativity in other industries is required. This should be done through Europe-wide research into industries and their use of creativity.

We agree that developing "media literacy education is also a very important way to promote citizens' creativity and participation in the cultural life of society". The Welsh Assembly Government is currently out to consultation on a document entitled 'Delivering Digital Inclusion: A strategic Framework for Wales', which highlights the importance of developing digital/media literacy and the Wales Media Literacy Network is also actively trying to address this issue.

Concluding remarks

The Welsh Assembly Government welcomes this recognition of the important role that the creative industries can play as a central element of a comprehensive approach towards economic development. The creative industries already make a crucial contribution in Wales. We are committed to further strengthening the sector in an economic sense whilst also ensuring that we continue to provide opportunities for our own people and for visitors to enjoy access to a diverse

range of bilingual cultural experiences. We welcome the European Commission's consultation on its Green Paper, and look forward to seeing concrete proposals brought forward when the Commission has had the opportunity to read and reflect upon all responses. A priority will be to understand better the contribution to our wealth that the CIs make, at the regional, national and EU levels. We also hope that the Commission can facilitate the provision of a broader legal and standards framework within which companies and individuals can flourish both within member states and across Europe as a whole.

ALUN FRED JONES AM
Heritage Minister
Welsh Assembly Government

July 2010