

# Agenda – Culture, Communications, Welsh Language, Sport, and International Relations Committee

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Meeting Venue:

Committee Room 3, Senedd

Meeting date: 8 May 2025

Meeting time: 09.15

For further information contact:

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## Hybrid

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### Pre-meeting registration

09:15 – 09:30

### 1 Introductions, apologies, substitutions, and declarations of interest

(09:30)

### 2 Welsh Government's International Strategy – Oral evidence – Panel

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(09:30 – 10:30)

(Pages 1 – 79)

Ruth Cocks – British Council

Dr Elin Royles – Aberystwyth University

Walter May – Global Welsh

Attached Documents:

Research brief

Summary of international strategy consultation responses

Full list of actions contained in the International Strategy and action plans

### Break

10:30 – 10:40



### **3 Welsh Government's International Strategy – Oral evidence – Panel 2**

10:40 – 11:40

Susana Galván Hernández – Taith

Mali Thomas – Urdd Gobaith Cymru

Lowri Williams – Welsh Language Commissioner's Office

### **4 Papers to note**

11:40

#### **4.1 International agreements in relation to diplomacy**

(Pages 80 – 83)

Attached Documents:

Letter to the Secretary of State for Foreign, Commonwealth and Development Affairs requesting information on UK–Africa relations – 4 March 2025

Letter from the Minister for Africa providing information on UK–Africa relations – 11 April 2025

#### **4.2 International agreements**

(Page 84)

Attached Documents:

Letter from the Cabinet Secretary for Economy, Energy and Planning providing an update on a potential agreement between the UK and EU on Sanitary and Phytosanitary (SPS) Measures – 24 April 2025

#### **4.3 The video games industry**

(Pages 85 – 90)

Attached Documents:

Letter to the Minister for Culture, Skills and Social Partnership reporting the findings of the Committee's inquiry: The video games industry – 4 March 2025

Letter from the Minister for Culture, Skills and Social Partnership responding

to the findings of the Committee's inquiry: The video games industry – 28  
March 2025

#### **4.4 Welsh Government Draft Budget 2025–26**

(Pages 91 – 92)

Attached Documents:

Letter from the Chair of the Finance Committee seeking the Committee's  
views on the draft budget documentation provided by the Welsh Government  
– 1 April 2025

#### **4.5 The Ivory Prohibitions (Exemptions) (Process and Procedure) (Amendment) Regulations 2025**

(Pages 93 – 95)

Attached Documents:

Letter from the Deputy First Minister and Cabinet Secretary for Climate  
Change and Rural Affairs advising of their intention to give consent to the  
Ivory Prohibitions (Exemptions) (Process and Procedure) (Amendment)  
Regulations 2025 – 2 April 2025

Letter from the Deputy First Minister and Cabinet Secretary for Climate  
Change and Rural Affairs advising that consent has been given to the Ivory  
Prohibitions (Exemptions) (Process and Procedure) (Amendment) Regulations  
2025 – 24 April 2025

#### **4.6 Forward work programme**

(Pages 96 – 101)

Attached Documents:

Letter from the All-Party Parliamentary Group on Modern Languages  
requesting an impact assessment of the proposed closures in languages and  
cultures at Cardiff University – 3 April 2025

Letter from the Chair of the Petitions Committee advising of a petition  
relating to the planned closure of Cardiff University's Music department – 29  
April 2025

Letter from the Advertising Standards Authority requesting a meeting with  
the Committee – 15 April 2025

Letter from the Advertising Standards Authority introducing the Advertising Standards Authority and Committees of Advertising Annual Report 2024 – 29 April 2025

#### **4.7 Inter–Institutional Relations Agreement**

(Pages 102 – 106)

Attached Documents:

Copy letter from the Cabinet Secretary for Economy, Energy and Planning to the Chair of the Legislation, Justice and Constitution Committee notifying the first meeting of the Tourism Inter–Ministerial Group on 7 May 2025 – 9 April 2025

Copy Letter from the Cabinet Secretary for Economy, Energy and Planning to the Chair of the Legislation, Justice and Constitution Committee notifying that the first meeting of the Tourism Inter–Ministerial Group has been postponed – 29 April 2025

Copy letter from the Deputy First Minister and Cabinet Secretary for Climate Change and Rural Affairs to the Chair of the Legislation, Justice and Constitution Committee providing a summary of discussions at the most recent meeting of the Inter–Ministerial Standing Committee – 22 April 2025

Copy letter from the First Minister to the Chair of the Legislation, Justice and Constitution Committee notifying that the Celtic Heritage – Cornwall–Wales Collaboration Agreement: Annual Report 2023 – 2024 has been published – 29 April 2025

#### **4.8 UK–EU implementation review of the Trade and Cooperation Agreement**

(Page 107)

Attached Documents:

Letter from the Minister for the Cabinet Office offering an informal meeting to discuss the findings of the cross–committee inquiry on the UK–EU implementation review of the Trade and Co–operation agreement – 10 April 2025

#### **4.9 Welsh Government international relations**

(Pages 108 – 109)

Attached Documents:

Ministerial International Engagement February 2025 – 13 March 2025

Ministerial International Engagement March 2025 – 11 April 2025

#### **4.10 Charging for exhibitions**

(Pages 110 – 122)

Attached Documents:

Letter to Amgueddfa Cymru requesting information on the charging trial at the Big Pit National Coal Museum – 27 March 2025

Briefing from Amgueddfa Cymru providing information on the charging trial at Big Pit National Coal Museum – 15 April 2025

#### **4.11 Cymraeg for all?**

(Page 123)

Attached Documents:

Letter from the Commission for Welsh Speaking Communities providing information on its work with young people – 16 April 2025

#### **4.12 Public Interest Journalism**

(Pages 124 – 131)

Attached Documents:

Letter to the Minister for Culture, Skills and Social Partnership requesting an update on the work of the Wales Public Interest Journalism Working Group – 11 March 2024

Letter from the Minister for Culture, Skills and Social Partnership providing an update on the work of the Wales Public Interest Journalism Working Group – 24 April 2024

#### **4.13 UK–EU Parliamentary Partnership Assembly**

(Pages 132 – 143)

Attached Documents:

UK–EU Parliamentary Partnership Assembly (PPA) – Fifth meeting summary report – 29 April 2025

- 5 Motion under Standing Order 17.42(vi) and (ix) to resolve to exclude the public from the remainder of the meeting.**

11:40

- 6 Welsh Government's International Strategy – Consideration of evidence**

11:40 – 12:00

- 7 Charging for Exhibitions – Consideration of draft report**

12:00 – 12:30

(Pages 144 – 165)

Attached Documents:

Charging for exhibitions draft report

- 8 UK–EU implementation review of the Trade and Co–operation agreement – Consideration of key issues**

12:30 – 12:45

(Pages 166 – 183)

Attached Documents:

UK–EU implementation review of TCA inquiry – key issues paper

Document is Restricted

Document is Restricted

## International Strategy

1. Increase our presence in EU member states and work to ensure that the European Union remains our strongest partner with whom we share many values and policy ambitions, and with whom we wish to continue to trade as efficiently as possible in the future.
2. Work with Welsh, global diaspora and alumni and significantly increase the number we reach to 500,000 connections, focusing our activity on the key themes in this strategy.
3. Coordinate our international activities and empower key Welsh organisations, including sport and culture, help open doors and enter new, difficult-to access markets to amplify the Welsh voice abroad.
4. Work with the UK Government, particularly with the Foreign and Commonwealth Office, Department for International Trade, the British Council and BBC World Service to increase their profiling of Wales.
5. Build on existing Memoranda of Understanding, by working with governments in our key partner countries and regions to develop relationships whereby Wales can benefit economically, culturally and socially.
6. Growing the contribution that exports make to the Welsh economy by 5%.
7. Ensuring Wales is recognised internationally in specific economic sectors where we are global leaders.



<p>8. Promoting “magnet” projects, which will direct investment to specific parts of Wales.</p>
<p>9. Ensuring Wales is recognised for the impact of its research excellence and for being the best place in the UK for the number of graduate start-ups.</p>
<p>10. Become known internationally as the first country to put the UN sustainability goals into law by promoting the Well-being of Future Generations Act.</p>
<p>11. Offer support to countries that can learn from our experience of increasing the number of people who speak an indigenous language, which was previously under threat.</p>
<p>12. Be known as a world-leading nation for recycling.</p>
<p>13. Establish our reputation for sustainable adventure tourism.</p>
<p>14. Plant a further 15 million trees in the Mbale region of Uganda by 2025 - in addition to the 10 million already planted in the region. We have already helped to protect an area of rainforest twice the size of Wales.</p>
<p>15. Cement our reputation as a Fair Nation - a nation committed to Fair Trade, Fair Work and Fair Play, especially through our work on equality.</p>
<p>16. Establish our reputation as a Nation of Sanctuary committed to human rights and promoting peace.</p>
<p>17. Teach students in Welsh schools to be ethical, informed citizens dedicated to promoting global citizenship, as part of the new national curriculum.</p>

<p>18. Promote Wales as the country that inspired the NHS and holds onto its core values through being the first country in the world to have statutory health impact assessments.</p>
<p>19. Harness digital and social media to create and share stories from Wales with audiences around the world.</p>
<p>20. Enable people, businesses and organisations in Wales to share and use the brand and marketing materials.</p>
<p>21. Encourage UK agencies and international partner brands to work with us to extend the brand's global reach and impact through innovative co-campaigns and partnerships.</p>
<p>22. Continue to deliver brand-defining campaigns, programmes and projects to help Wales stand out on the world stage, in the model of the themed-years to date in tourism.</p>
<p>23. Develop a digital communications plan to support the international strategy.</p>
<p>24. Raise Wales' profile by working with Welsh diaspora, alumni and partner organisations, focusing in the first year on the USA and Japan and identifying influential Welsh people around the world. We will do this by mapping alumni and diaspora, as well as activity related to Wales taking place around the world, to create a comprehensive database of Welsh links with an aim to create 500,000 contacts in five years.</p>
<p>25. Raise Wales' profile by coordinating our international activity with key cultural and sporting organisations to help open doors and enter new, difficult-to-access markets to amplify the Welsh voice abroad.</p>
<p>26. Demonstrate global responsibility by promoting Wales as a welcoming nation, in line with our aspiration to become a Nation of Sanctuary committed to human rights and promoting peace. We</p>

will deliver an annual event recognising the contributions made by our migrant communities who have made Wales their home and to celebrate the links between Wales and their homelands.

27. Demonstrate global responsibility through the study of sustainable development and ethical global citizenship as part of the Welsh Baccalaureate. This will ensure Welsh students are informed citizens.

28. Demonstrate global responsibility by promoting Wales as the country that inspired the NHS and holds onto its core values through being the first country in the world to have statutory health impact assessments.

29. Raise Wales' profile by promoting Wales internationally as a place to train, work and live for healthcare workers.

30. Demonstrate global responsibility by increasing global awareness of Wales as a bilingual nation. We will build on the work undertaken during the UNESCO Year of Indigenous Languages to show how we will increase the numbers and use of Welsh speakers and ensure a legacy develops as a result. We will share our success with other countries in a world where a language dies every other week.

31. Demonstrate global responsibility by building our participation in the Health Behaviour in School-Aged Children study.

32. Demonstrate global responsibility by using Curriculum for Wales 2022 so students can carry on the creative tradition of our nation and are equipped with the skills to compete in the global economy, including modern languages.

33. Grow our economy by working with education institutions to increase the number of international students studying in Wales and we will push for continued participation in Erasmus+ and Horizon 2020 (and any successor programmes).

<p>34. Raise Wales' profile, by exploring the feasibility of teaching Mandarin in secondary schools as part of a long-term vision to establish Wales as a visitor destination for the Chinese market.</p>
<p>35. Demonstrate global responsibility by continuing our work with Vietnam to develop its educational infrastructure through training opportunities, research, collaboration and academic exchanges. We will expand this programme with other partner countries.</p>
<p>36. Raise Wales' profile by increasing our presence in EU member states and work to ensure that the European Union remains our strongest partner</p>
<p>37. Raise Wales' profile by working with the Foreign and Commonwealth Office, the Department of International Trade, other UK Government departments, the British Council and BBC World Service to increase visibility of Wales.</p>
<p>38. Raise Wales' profile by building on existing Memoranda of Understanding, by working with governments in our key partner countries and regions to develop relationships whereby Wales can benefit economically, socially and culturally.</p>
<p>39. Grow our economy by increasing the contribution that exports make to the Welsh economy by 5 per cent.</p>
<p>40. Grow our economy by ensuring Wales is recognised internationally in specific economic sectors where we are global leaders.</p>
<p>41. Grow our economy by promoting 'magnet' projects which will direct investment to specific parts of Wales.</p>
<p>42. Grow our economy by encouraging international collaboration in research globally, where appropriate, and recognising the significant impact that Welsh research is having relative to other nations and</p>

regions and underlining our pride in being the best place in the UK for the number of graduate start-ups

43. Grow our economy by increasing the numbers of Welsh businesses exporting internationally and we will continue to support and attract inward investment to Wales.

44. Grow our economy by increasing exports supported by the Welsh Government. Our most important partner will continue to be the European Union. We will support new and existing exporters as they explore new markets, whether as part of business-as-usual activity or in response to post-Brexit arrangements.

45. Grow our economy by delivering quality foreign direct investment across Wales in line with the principles of the Economic Action Plan and through our regional teams, and other organisations across Wales including promoting our magnet projects, to deliver a clear and compelling proposition to investors.

46. Grow our economy by working with organisations, such as M-SParc, to encourage entrepreneurs, using links with Harvard University.

47. Raise Wales' profile by continuing to prioritise markets in Germany, France, Ireland and North America and develop new opportunities in Asia and the Middle East.

48. Raise Wales' profile by developing an action plan to embed relationships with our priority European partners of Brittany, Flanders and the Basque Country

49. Demonstrate global responsibility by becoming known as the first country to put the UN Sustainable Development Goals (SDGs) into law by promoting the Well-being of Future Generations Act.

50. Demonstrate global responsibility by becoming known as a world-leading nation for recycling.

51. Demonstrate global responsibility by planting a further 15 million trees in the Mbale region of Uganda by 2025, in addition to the 10 million that we have already planted.

52. Demonstrate global responsibility by offering support to countries who want to learn from our experiences of increasing the number of people to speak an indigenous language, which was previously under threat.

53. Demonstrate global responsibility by cementing our reputation as a Fair Nation – committed to Fair Trade, Fair Work, Fair Play, especially with regards to equality

54. Raise Wales’ profile by promoting Wales as a centre for adventure tourism and sustainable tourism and increase visitor numbers.

55. Raise Wales’ profile by respecting the potential of tourism to act as a flag-carrier for Wales on the world stage – acting as a means of introducing new audiences to Wales, of creating a sense of welcome, and of creating lifelong relations with future partners the world over.

56. Raise Wales’ profile by increasing our investment in international-quality products, securing major events and in marketing Wales as a world-class tourism destination. We will do this in collaboration with the sector and using insight to inform decision-making.

57. Raise Wales’ profile by developing the Visit Wales offer to promote the unique Wales Coast Path and use Welsh culture and the Welsh language as a differentiating positive factor to promote sustainable tourism to international audiences.

58. Raise Wales’ profile by promoting Wales’ cultural excellence and sporting reputation around the world using major events such as the Rugby World Cup in Japan as a platform to build a legacy for the future.

59. Demonstrate global responsibility by rebranding and expanding the successful Wales for Africa programme to become the Wales and Africa programme with a focus on sustainability.

60. Demonstrate global responsibility by sharing with others our experiences of addressing climate change, and learning from theirs.

61. Demonstrate global responsibility by building on our reputation as a feminist government and develop mutually-beneficial opportunities for women with our partners in Uganda and Lesotho.

62. Raise Wales' profile by using our experience with the promotion of the Welsh language to work with other countries and become the global leader in this area.

<u>Diaspora engagement</u>
1. Launch initiative around St David's Day 2021.
2. Build on the initial launch to develop more support in 2021 and beyond.
3. Use the Welsh personalities to support activity at key events where Wales is showcased globally
4. In partnership, develop action plans for each envoy by December 2020 to support delivery of the International Strategy.
5. Announce second cohort of envoys by summer 2021.
6. Use the profile and influence of the envoys to support Welsh Government activity at key international events such as Expo 2020, Cyber UK, COP26 and the Olympic Games in Tokyo.
7. Have members of the business diaspora network in place in priority trading markets by September 2021.
8. In partnership with the network, develop a communications plan to promote the 'Welsh offer' within key markets.
9. Appoint external delivery partner by the summer of 2021.
10. Establish KPIs that will measure the economic benefit of engaging with diaspora and ensure that we make the 500,000 diaspora connections by 2025.
11. Provide resources to key diaspora organisations to help us promote the Welsh message in particular around St David's Day

12. Alongside key partners, develop a diaspora communications plan.
13. Establish and maintain consistent dialogue with the other devolved administrations to share best practice and discuss progress.
14. Leverage the opportunities presented by major events, such as the European football championships 2021 and the Rugby World Cup 2023, to engage with diaspora.
15. Deliver events in collaboration with Global Wales, as part of St David's Day activity 2021.
16. Develop an alumni communications plan alongside Global Wales and Welsh universities to ensure longer-term engagement with Welsh alumni by the summer of 2021.
17. Hold a minimum of three meetings per year with the individual diaspora engagement organisations to discuss progress, share best practice and decide upon areas for collaborative working.
18. Ensure that the promotion of these organisations and their work is built into communications plans with diaspora.
19. Work with our overseas network to develop country specific diaspora engagement plans for our priority markets.

<u>Priority regional relationships and networks</u>
1. Deepen partnership with Brittany on cyber security with a focus on developing academic partnerships between Welsh and Breton Higher Education Institutions and organising a visit by a Breton cyber delegation to Wales
2. Continue to develop the agri-food relationship and reprogramme the cluster study visit.
3. Continue working in partnership with Brittany (and other European countries) on current INTERREG projects, including the Atlantic Healthy Food Eco-system project (AHFES) and the ValuSect project.
4. Facilitate an inward visit on marine energy to Wales with a view to consolidating relationship and identifying common strengths.
5. Continue to share intelligence with the Regional Government of Brittany on the impact of COVID-19 with a focus on sharing intelligence on health and the tourism sector.
6. Promote and share learning on our approach to implementing the Sustainable Development Goals through the Well-being of Future Generations Act framework.
7. Share learning on decarbonisation and recycling.
8. Provide a strong Welsh flavour to the UK Government's "Les Voisins on Tour" initiative when it visits the Breton cities of Brest, Rennes and St Malo.
9. Explore the possibility of re-organising the visits from Welsh Further Education colleges to Brittany that were postponed due to COVID-19.

<p>10. Host a conference on cultural rights and cultural democracy for the Breton Vice President for Culture, and a delegation from the museum sector, and progress cultural connections.</p>
<p>11. Continue to build on existing relationships between the Welsh and Breton educational and youth sectors.</p>
<p>12. Develop three sustainable and durable cultural, sporting and/or creative partnerships between Wales and Brittany with at least one to have a focus on the Welsh and Breton languages.</p>
<p>13. Establish three collaborative projects in the priority economic sectors.</p>
<p>14. Organise annual political-level meeting between Wales and Brittany and hold one Wales Week in Brittany and a “focus on Brittany” activity in Wales.</p>
<p>15. Welsh Government Ministerial visit or virtual visit to the Basque Country.</p>
<p>16. Continue to share intelligence on the impact of COVID-19 with a particular focus on economic resilience and mitigating vulnerabilities.</p>
<p>17. Progress co-operation with the Basque Government on language planning with Basque representatives to visit Wales for the General Assembly of the Network to Promote Linguistic Diversity and associated conference on language and culture.</p>
<p>18. Share experience and learning on the development of the Cymru Wales brand at the next Euskadi Basque Country Day in the Basque Country and continue exchanges on approaches to diaspora engagement.</p>

<p>19. Invite a Basque Minister and companies to Innovation conferences during 2021 and organise a visit from the Basque Cyber Cluster.</p>
<p>20. Invite the Basque Life Sciences cluster to Wales and run a medical devices pilot between both countries.</p>
<p>21. Share information on SMART Innovation Productivity operation, the Welsh Knowledge Transfer Partnership and Open Innovation model and the Cardiff Universities data health check.</p>
<p>22. Arrange a “dissemination” event to be held in 2021, as part of the Interreg Cohes3ion project, which will involve the Basque Country</p>
<p>23. Invite the Basque Digital Innovation Hub and the Welsh Advanced Manufacturing Research Centre (AMRC) to collaborate on projects with the aim of developing a future MoU.</p>
<p>24. Continue to work together and collaborate on tax and health policies, where appropriate, to help deliver for our respective communities.</p>
<p>25. Share learning on our approach to implementing the UN Sustainable Development Goals (SDGs) through the Well-being of Future Generations Act, decarbonisation in the period leading to COP26 and recycling.</p>
<p>26. Invite IKERBASQUE to Wales to share best practice on attracting global scientific talent to our respective countries.</p>
<p>27. Issue a dedicated call for projects focusing on Research &amp; Innovation to complement that published in mid-2020 by the Basque Country.</p>
<p>28. Develop and support three sustainable and durable public diplomacy, soft power or policy led collaboration projects.</p>

29. Establish two durable collaborative initiatives in the field of Innovation involving SMEs.
30. Facilitate and support the relations between respective Cyber and Life Sciences clusters with a view to delivering innovation and commercial outcomes.
31. Invite the Basque Country to participate in future Welsh Government Innovation conferences
32. Explore Basque policies and innovation in the energy sector, with a focus on marine energy and local ownership commitments in energy generation.
33. Organise an annual political level meeting.
34. Hold one Wales Week in the Basque Country and one “focus on the Basque Country” activity in Wales.
35. Develop and deliver a Memorandum of Understanding with an initial focus on tech and cyber security.
36. Work with the UK Government to host a mission from Flanders on cyber security to Cyber UK which will take place in Wales in 2021.
37. Explore the legacy of Wales Remembers/Cymru'n Cofio and support the relationship between the Flemish Peace Institute and Wales' new Peace Institute/Yr Academi Heddwch.
38. Continue work to identify potential areas for collaboration in relation to health, linking to the work of the World Health Organisation's European Regions for Health Network (RHN).
39. Develop two collaborative cyber projects between Wales and Flanders.

<p>40. Promote and share learning on our approach to implementing the Sustainable Development Goals through the Well-being of Future Generations Act framework.</p>
<p>41. Explore potential for two further collaborative projects in the other areas identified in the MoU</p>
<p>42. Select successful projects for the first joint Wales-Québec Call for Proposals in autumn 2020 which will focus on sustainability, economic development, and research &amp; innovation, with responding and contributing to the recovery efforts for COVID-19 at the core of each project selected.</p>
<p>43. Facilitate a series of digital events in response to shared learning around COVID-19.</p>
<p>44. Work with the Québec Delegation in London to facilitate collaboration between Québec and Team Wales on the impact of COVID-19 and beyond. Québec has expressed an interest in collaborating with Wales on a COVID Biobank in addition to other key industrial sectors.</p>
<p>45. Continue to plan with Wales Arts International to bring a delegation of Welsh artists to Montréal in May 2021 for the biennial CINARS festival of performing arts, and highlight Wales as part of promotional activity around this.</p>
<p>46. Establish a work stream regarding French immersion education and adult teaching of French in Québec with the policy aim of establishing a policy exchange between the Office Québécois de la langue française and relevant divisions of the Welsh Government and its partner organisations.</p>
<p>47. Re-orient work with Aerospace Wales and Aéro Montréal on joint activity around Farnborough with collaboration on preparing our</p>

<p>respective supply chains for a post-COVID-19 world, and the future of the aerospace industry.</p>
<p>48. Develop the relationship with the Québec Government and commence a programme of Ministerial visits</p>
<p>49. Deepen collaboration between Genome Québec and the Cardiff University Biobank, encouraging further expansion of collaborative projects between Québec, the Digital Health Ecosystem Wales and SAIL Databank.</p>
<p>50. Develop a partnership with a Québec-based party in the field of neurology, building on the strength of CUBRIC in Cardiff, in collaboration with the Chief Scientific Advisor's office.</p>
<p>51. Promote and share learning on our approach to implementing the Sustainable Development Goals through the Well-being of Future Generations Act.</p>
<p>52. Consider the International networks in which the Welsh Government participates in the light of the future UK-EU relationship.</p>
<p>53. Provide support for the engagement of Welsh organisations in international networks when there are clear benefits to Wales and alignment with the Welsh Government priorities.</p>
<p>54. Welsh Government to maintain leadership positions in at least two international networks.</p>
<p>55. Create new international network of regional cultural agencies involving initially all our priority regions.</p>

<p><u>International Relations through Public Diplomacy and Soft Power</u></p>
<p>1. We will agree a shared action plan with the Future Generations Commissioner to align activities internationally, utilising connections at the United Nations and platforms such as the World Expo in Dubai and COP26 to promote and demonstrate how a well-being of future generations approach can help drive positive action on the world's greatest problems.</p>
<p>2. We will build on the success of the "Future is now" event held in Berlin earlier this year as part of Wales in Germany 2021.</p>
<p>3. We will continue our joint work with Ireland and build on the first visit of representatives of the Future Leaders Academy to Dublin and the ongoing relationship with Ireland's UN Youth representatives. We will build on the Future Generations focus at this year's St David's Day activity in Ireland through continued cooperation and shared commitment to Sustainability, which will be reflected in our joint Statement of Intent with Ireland.</p>
<p>4. We will build on the role the Future Generations Leadership Academy can play in promoting the Well-being of Future Generations Act across the world.</p>
<p>5. We will continue to play an active role in the Regions4SD network, sharing and engaging with regional and sub-national governments committed to sustainable development.</p>
<p>6. We will continue to play an active role in the Well-being Economy Government Network, sharing Wales experience with other countries to put well-being at the heart of our economy</p>
<p>7. Our international offices will identify opportunities to promote the Well-being of Future Generations Act in countries annually.</p>

<p>8. We will put the Future Generations focus at the core of our ongoing engagement with the EU, and its Member States and regions, in Brussels.</p>
<p>9. We will continue to be an active member of the Under2Coalition Steering Group for Europe, the global community of state and regional governments committed to ambitious climate action in line with the Paris Agreement.</p>
<p>10. We will continue to engage with our valued stakeholders and citizens as we work to develop and deliver our second Low Carbon Delivery Plan and play a full part in the UN Climate Change Conference,</p>
<p>11. Through action outlined in our Wales and Africa Action Plan we will help to address the devastating impact that climate change is having on parts of the African continent.</p>
<p>12. In response to the climate emergency, we will raise our ambition of our emissions targets, and increase Wales' 2050 emissions reduction target to 95%. We will ask Senedd Cymru to put this into law</p>
<p>13. We will share our experience and learnings through our existing international networks, through our MoUs and our Declaration of Intent with key partners.</p>
<p>14. We will demonstrate to our international partners how we have gone from the worst country in recycling to one of the best in a short amount of time.</p>
<p>15. We will reflect the actions of the Race Equality Action Plan, where relevant, in our work internationally.</p>
<p>16. We will recognise and celebrate our diverse and vibrant communities in Wales through digital campaigns and events,</p>

<p>celebrating days such as Diwali, and underlining our relationships with Bangladesh, Poland and Ireland in particular.</p>
<p>17. We will promote our commitment to diversity through encouraging partnerships such as the Welsh Government – Alabama partnership.</p>
<p>18. We will work with our key partners to promote our shared values and principles, e.g. International Pride Week, International Peace Day, International Women’s Day, Windrush Day and through events in Wales.</p>
<p>19. We will explore supporting the Peace Academy of Wales, including how to facilitate connections with other Peace Institutes globally</p>
<p>20. We will, through our Wales and Africa Action Plan, promote the concept of a Fair Nation, linking Fair Trade, diversity and inclusion and supporting women’s empowerment in Lesotho and Uganda.</p>
<p>21. We will commission an independent rapid review of current international health activity and the existing international health infrastructure in Wales. The review will include mapping the role of the Welsh Government and its interface between key organisations involved in international engagement in Wales with a view to developing recommendations to further support the delivery of the International Strategy</p>
<p>22. We will mark the centenary of the Wales Peace Petition working with partners in Wales and the US in 2023-24.</p>
<p>23. We will continue to develop links with the UN through the UK mission, World Bank and UNESCO to help promote our values internationally</p>
<p>24. We will develop strategic partnerships with Wales Arts International and British Council Wales to ensure better alignment of activities internationally, including ensuring cultural presence at Welsh</p>

Government-led international activations such as Wales in Germany Year 2021 and World Expo in Dubai 2021-22.

25. Where appropriate, we will support partner-led activations, such as Year of Wales at Celtic Connections in 2022, Wales in Venice and Wales in Edinburgh and associated legacy programmes. We will also work with the British Council to ensure that Wales is well represented in its UK in Australia 2021 initiative.

26. We will support the delivery of a national virtual event led by BBC Wales in early 2021

27. We will develop a global virtual St David's Day with a range of partners in 2021 and continue to deliver and support Wales Week activities. We will provide resources to the FCDO, British Council and Embassies to promote our messages.

28. We will ensure Welsh representation at key cultural networking events for global audiences such as ISPA, (International Society for Performing Arts) IETM (International network for contemporary performing arts) and Aerowaves.

29. We will invite international partners and delegations to experience our culture first-hand, including at our Eisteddfodau and Hay Festival, focussing on the links between culture, well-being, youth and community.

30. We will work in partnership with the British Council to encourage Welsh content in British Council Cultural Seasons, particularly when they align with our strategic priorities.

31. We will undertake an activity mapping exercise over the next five years to better align and amplify Wales' presence internationally with our partners.

32. We will provide Wales' arts and sports organisations with resources to amplify our message. We will build better relationships with key

<p>excellent amateur organisations so that they can perform on behalf of our nation when they go abroad.</p>
<p>33. We will support the work of Creative Wales internationally across the priority sub-sectors of film and TV; digital and gaming; music; and publishing with the Books Council of Wales.</p>
<p>34. We will support Creative Wales to promote Wales' diverse, creative and innovative communities to the world during Festival 2022.</p>
<p>35. We will through our Priority Regional Relationships and Networks Action Plan encourage cultural collaborations between Wales and priority regional relationships.</p>
<p>36. We will engage with UNESCO during its preparations for a decade of indigenous languages from 2022.</p>
<p>37. We will disseminate our video introducing the Welsh language to the world to our international offices for their use as part of public diplomacy.</p>
<p>38. We will host the international Network to Promote Linguistic Diversity (NPLD) conference in Wales in the summer of 2021</p>
<p>39. We will play a leading role in championing the interests of minority languages globally, and be an active participant in the UNESCO decade of indigenous languages.</p>
<p>40. We will continue through our bilateral agreements with Ireland, Quebec, Brittany and the Basque Country, to share experiences and learnings on language planning.</p>
<p>41. We will continue to play a leading role in the work of the international Network to Promote Linguistic Diversity</p>

42. We will work on developing a MoU between Wales and Japan to cement the legacy of the 2019 Rugby World Cup, and use the Olympics/ Paralympics as a platform to raise further the profile of Wales in Japan.

43. We will partner with the Football Association Wales (FAW) to make the most of opportunities to showcase Wales in the lead up to and during Euro 2021.

44. We will utilise the Commonwealth Games 2022 and, if Wales qualify, the Qatar FIFA World Cup 2022 to promote Wales, working with relevant partners to deliver this activity.

45. We will look to promote Wales during the Rugby World Cup in 2023 and Olympics /Paralympics 2024, both of which will be held in France.

46. We will work with our Major Events team and sector lead bodies to attract international sporting, as well as business and cultural events to Wales.

47. We will convene stakeholders to promote international sporting events to maximise resources and impact.

48. We will encourage and develop further collaborations between sports and arts at key events.

49. We will support Future Generations Future Leaders network activity internationally at the UN Youth Forum in New York and One Young World Summit in Munich in 2021.

50. We will support Global Wales' (the Welsh Universities global partnership group) post COVID-19 marketing messages utilising our networks internationally, including the fact that there are more business start-ups from universities in Wales compared to other parts of the UK.

<p>51. We will ensure youth play a central part of our major events – e.g. Wales in Germany, World Expo and COP26.</p>
<p>52. We will attend and participate in Atlantic Rim Collaboratory Summit to continue exchanging good practice and learn from other members.</p>
<p>53. Where possible, we will collaborate on joint events and initiatives with Global Wales in priority countries, focusing on North America, India and Vietnam.</p>
<p>54. We will support the Urdd’s work internationally through a strategic partnership.</p>
<p>55. We will encourage Youth Parliament international links and facilitate introductions internationally.</p>
<p>56. We will engage with alumni internationally through a Diaspora Engagement Action Plan in partnership with Welsh universities.</p>
<p>57. We will continue to provide our young people with the opportunities to gain international experience through the Seren network and Global Wales Discover, and provide opportunities for young people from the US, Vietnam, India, and the EU to study in Wales through scholarships such as Gilman, Fulbright, Chevening and the Global Wales Postgraduate Scholarship Programme.</p>
<p>58. We will continue, through our Priority Regional Relationships and Networks Action Plan, to encourage innovation and collaboration, through initiatives such as a joint call for projects with the Government of Québec and through a new Cyber and Tech MoU with the Government of Flanders.</p>
<p>59. We will through the chairing of the 2020 Vanguard Initiative, continue to encourage collaborative projects, promoting take-up of key enabling technologies.</p>

60. We will continue, through our international network and partners, to share learnings on COVID-19 to aid our recovery.
61. We will showcase our Universities world leading research capabilities at World Expo in Dubai 2021-22.
62. Through our joint Statement of Intent with Ireland, we will launch the inaugural St David's Day and St Patrick's Day lectures in Ireland and Wales.
63. We will produce resources to demonstrate the impact of Welsh research, illustrating the success of our universities output.
64. We will continue the Sêr Cymru programme until March 2023 and explore ways to continue the programme beyond 2023 (end of ERDF funding period) with continued international focus in relevant areas.
65. Our international network will continue to support our universities through facilitating international introductions and encourage partnerships globally.
66. We will hold two meetings a year to ensure we are coordinating our activities across Welsh Government and with other organisations working abroad, including education, civil society, sports and cultural organisations.
67. We will convene Stakeholder Working Groups around specific events such as Wales in Germany 2021, World Expo Dubai 2021-22 and COP26.
68. We will continue to encourage cultural, research and educational collaborations and exchange through our existing Memorandum of Understanding and Declaration of Intent. We will publish a new joint statement and action plan with Ireland in autumn 2020.

69. We will, where appropriate, work in partnership with UK Government departments and the British Council to help deliver this action plan and promote Wales' distinct and diverse assets.

70. We will further strengthen our relationships with the diplomatic corps in London, and the Consul Generals and Honorary Consuls in Wales, focusing on our key strategic relationships.

71. We will ensure that our international offices incorporate this plan into their Business Planning, focusing on the areas in this plan where they will add most value in their respective geographies.

72. We will build Return on Influence metrics into our evaluations of key events and activity internationally (e.g. World Expo Dubai 2021-22 and Wales in Germany 2021).

73. We will evaluate the results of the Anholt survey and consider how we can use surveys to track Wales' ranking relative to other countries, over the next five years.

74. We will evaluate our actions against the goals of the Well-being of Future Generations Act, and undertake an integrated impact assessment for all our action plans.

## Wales and Africa

1. Plant and nurture at least 25 million trees in Uganda by 2025 to support alleviation of poverty and tackle climate change.
2. Support the development of a major pan-African Tree Planting project through groups across Wales, and seek the support of the UK government to deliver it.
3. Strengthen our Grants Scheme with a greater emphasis on adding value between partnerships whilst measuring and recognising their contribution.
4. Promote the adoption of fair and ethical trade across Wales and the concept of a Fair Nation, linking Fair Trade, diversity and inclusion.
5. Support the delivery of the commitments of the NHS Wales Charter for International Health Partnerships.
6. Support a pilot Gender Equality Programme in both Lesotho and Uganda.
7. Promote and achieve the highest standards in Safeguarding ensuring that the voice and agency of the poor and excluded groups is always considered in how the programme operates.
8. Use global opportunities such as Wales in Germany 2021, World Expo Dubai 2021-22, the annual World Health Organisation Assembly and COP26 to promote the Welsh Government's approach to international development as a globally responsible nation and to forge new partnerships.
9. We will support the distribution of over 3m trees every year in Uganda - one for every person in Wales with a target of 25m by 2025.

10. We will work closely with partners to continue to professionalise and strengthen key aspects of the project programme and to drive up standards, particularly in governance, gender and safeguarding.

11. We will support an improved data capture system in Uganda to better track the location and survival rates of the trees that are distributed for monitoring and evaluation purposes.

12. We will support the development of a major pan-African Tree Planting project with groups across Wales, and seek the support of the UK government to deliver it. We will also promote the concept to other governments and organisations around the world, including at COP26.

13. The Welsh Government will continue to fund capacity building for civil society with an enhanced focus on Safeguarding quality, anti-racist practices, solidarity amongst marginalised groups and sustainable development that builds resilience to global pandemics and climate change.

14. We will extend the Grants Scheme under its current arrangements for a further year in 2021-22 and conduct a review of how the impact of small grants can best be delivered and captured.

15. We will give consideration to focusing the next round of grants, due to be opened in early 2021, on helping partnerships adapt to the challenges of COVID-19 and the Climate Emergency

16. During the period of ILO programme suspension, we will review our ILO recruitment, safeguarding and reporting procedures. We will also consult with our African ILO partners about ways to further improve the impact of placements and investigate ways of enhancing placements through the use of IT to deliver against the International Strategy.

17. We will relaunch the programme with an emphasis on encouraging members of the African diaspora to volunteer.

18. We will investigate the possibility of opening the programme in Somaliland.

19. We will support partner organisations to deliver on the Welsh Government's commitment to be a Feminist government by funding gender specific partnerships between Wales, Lesotho and Uganda.

20. The Welsh Government will continue to work closely with both projects to ensure that maximum impact and publicity is achieved.

21. We will continue to work cross-departmentally, focussing on procurement, education and business, to deepen understanding and support for Fair Trade.

<p><u>Export Action Plan</u></p>
<p>1. Make our temporarily expanded network of International Trade Advisers (ITA), a permanent feature of our team in Wales. The network is based pan-Wales and will ensure there are experts ‘on the ground’ in all parts of Wales providing advice and support on exports to businesses.</p>
<p>2. Through our overseas based staff, promote their respective markets, the export opportunities available to Welsh businesses and the support they can provide via a new and ongoing programme of one-to-many webinars and one-to-one video conferences with Wales based companies.</p>
<p>3. Ensure the ITA network works alongside our Business Wales service, which provides support to micro business, SMEs and business with high growth potential who have exporting as a business priority.</p>
<p>4. Continue to provide a telephone helpline service and digital platform for all in-bound micro and SME enquiries including exporting, through our Business Wales service.</p>
<p>5. Deliver a renewed export exemplar marketing campaign showcasing our successful exporters to inspire other businesses.</p>
<p>6. Follow up with businesses which have received support from the Welsh Government Economy Futures Fund under the Exports and Trade Call to Action to ensure export support is readily available to them to support achievement of their objectives.</p>
<p>7. Ensure our support for exports (across all export journey steps) will be conditional and we will be clear from the outset our expectation that in return for our support, businesses will need to provide a return on investment as well as supporting our efforts to broaden our reach to other businesses in Wales.</p>

8. Proactively identify businesses with 'untapped export potential' (including through our Business and Regions Teams) to encourage exporting.

9. Pilot an innovative 'new exporter' programme to provide intensive support to a small number of businesses with the ambition and potential to become new exporting businesses from Wales (as a means to grow the number of businesses exporting in Wales on a regular and sustainable basis).

10. Deliver an annual Export Conference to promote the benefits of exporting to businesses across Wales, providing an opportunity for them to find out about market opportunities, export procedures and the support available from Welsh Government and our delivery partners.

11. Increase the number of businesses that we are engaging with on exports.

12. Increase our capacity to support exporters through EU Transition, using in house, outsourced and partner expertise to help resolve both short and longer term issues and challenges.

13. Undertake a proactive and targeted campaign to contact existing Welsh exporters (including our Major Exporters) to ascertain the impact of COVID-19 on their export business and put in place an appropriate package of export programme support.

14. Continue to deliver our International Trade Development (ITD) programme to support market research/qualification, and ensure it is adapted to ascertain the post COVID-19 markets landscape, what it means for businesses, and thereby providing vital intelligence on how to prepare for the future.

15. Develop a new framework for 'Export Clusters' in Wales to systematically build capacity and capability for exporting on a one-to-many basis. This will initially be a pilot programme for one of our

<p>key sectors and will build on the model of the Food and Drink Wales Export Club.</p>
<p>16. Deliver (in conjunction with delivery partners) a structured programme of in-Wales events/seminars (on a virtual basis in the immediate term) to raise awareness of market opportunities and export processes on a one-to-many basis.</p>
<p>17. Bolster our digital support for exports by introducing new online 'bite-size' training modules on export topics within the Business Wales Business Online Support Service (BOSS) for businesses that are new to exporting; and our Export Zone, including our new Export Hub providing in-depth guidance on all aspects of exporting.</p>
<p>18. Deliver dedicated support to exporters through our International Manager for Hire (IM4H) grant programme which will help mitigate the risks of exiting the EU and build resilience capability to help safeguard existing business with the EU and/ or identify further opportunities in non-EU markets</p>
<p>19. Help and encourage companies to develop their export capabilities through an Export Training Grant providing targeted support for staff to undertake accredited export related training.</p>
<p>20. Expand our International Trade Development (ITD) programme to include e-commerce advice for exporters, particularly to support online platforms for selling and marketing.</p>
<p>21. (subject to a successful pilot) Expand our Export Cluster programme to include more key sectors.</p>
<p>22. Encourage SMEs to use Welsh Government's SMARTCymru programme to 'innovate to export' in order to improve market readiness and strengthen intellectual property.</p>

23. Deliver targeted and regular communication/newsletter updates as a means to further 'reach out' to our Welsh businesses, providing regular updates on market trends and emerging opportunities.

24. Continue to deliver our International Trade Opportunities (ITO) programme to support businesses in identifying suitable in-market customers. We will ensure the programme is adapted to support businesses which may have lost significant international sales due to COVID-19, to help them 're-connect' with international customers or find new ones to 'replace' those lost. We will also offer the ITO programme on a fully subsidised basis for a time limited period.

25. Introduce a new 'virtual meeting arranging' service through the ITO programme as a means to further enable businesses to meet with potential customers/partners in overseas markets.

26. Place a greater emphasis on our Welsh Government Overseas Offices identifying potential business opportunities in their respective markets that could be matched with and contested by Wales based businesses.

27. Ensure our London office will facilitate connections with representatives from overseas markets including embassies, high commissions and chambers of commerce to support Welsh exporters.

28. Deliver a new online 'Buy from Wales' directory that will enable overseas buyers to contact Welsh suppliers more easily as a means to facilitate greater trading opportunities.

29. Support major exporters by providing strategic intelligence and insight, introductions and advice to exploit opportunities in new markets.

30. Maximise our cultural and sporting relations, soft power and economic diplomacy to full effect to showcase our major exporters in their strategic markets.

31. Review our overseas trade events programme to focus on the markets and sectors outlined earlier in this plan whilst also embracing those major cultural and sporting events that can provide opportunities for our exporters.

32. Introduce the delivery of new 'virtual market visits' working closely with our Overseas Offices and where necessary with other in-market partners including DIT and Chambers of Commerce. This will further support our broader commitments on sustainability and encouraging less international travel.

33. Continue to offer our Overseas Business Development Visit (OBDV) grant support to assist businesses to travel independently to develop new export business. In the immediate term, we expect a reduction in the demand for this, given travel restrictions, however, where businesses are able to travel, we will expand the eligibility for the grant (for a limited period) to support businesses to recover business in existing markets (as well as for new business opportunities) as a means to further support export recovery.

34. Through our Overseas Offices, deliver in-market events and activities, for example, briefings, making in-market contacts (DIT, chambers, clusters, networks), online pre-mission webinars to support businesses preparation.

35. Through our Overseas Offices, provide 'on the ground' support to Welsh businesses undertaking export focused visits to their region whether as part of a visiting trade delegation or independently.

36. Use any presence at overseas exhibitions as a means to also promote Wales as a premier location for inward investment, particularly where there is alignment between either the sector focus of the

event or the market where the event is held with Wales' core investment propositions.

37. Through our Overseas Offices, identify in market export activities within their regions, to directly inform overall planning for trade events and particularly in conjunction with other in-market partners, such as DIT, chambers, and cluster networks.

38. Through our Overseas Offices, showcase products and services and use office facilities (where possible) to facilitate in-market meetings and events.

39. Commission future research on priority target export markets and sectors to ensure that our activity, including our events programme, is focused on the right markets and opportunities (particularly to better understand the post-COVID-19 landscape). This will also take into account opportunities linked to the UK's developing trade policy and future trade agreements.

40. Engage regularly with DIT in the UK and overseas to share best practice and align delivery of support.

41. As part of our Diaspora Plan, work with the business focussed diaspora in key markets who can support 'opening doors' to export opportunities for Welsh businesses, by identifying potential in-market opportunities and supporting Welsh business interests in overseas markets.

42. Work with partners including Chambers of Commerce; representative bodies such as the Federation of Small Businesses (FSB), Institute of Directors (IOD) and the Confederation of British Industry (CBI), and intermediaries including accountancy and legal firms to deliver events and awareness sessions.

43. Work with UK Export Finance (UKEF), the Development Bank of Wales and others to ensure that exporters in Wales have access to finance for their export contracts.

44. Ensure that Welsh businesses have sight of and access to supply chain opportunities generated by UKEF's support for major overseas projects.

45. Work with sector organisations in Wales and across the UK to deliver our Export Cluster programme.

46. Bring partners together periodically and as part of our Export Conference to share experiences of supporting exporters and to explore opportunities to refine our support to meet current and future needs.

47. Host UK government staff and teams (including DIT) visits to Wales to raise awareness of Welsh export capabilities.

The Rt Hon David Lammy MP  
Secretary of State for Foreign, Commonwealth and  
Development Affairs

04 March 2025

## **UK-Africa relations**

Dear Secretary of State,

As part of the Senedd's scrutiny of international agreements, the Culture, Communications, Welsh Language, Sport and International Relations Committee considered amendments to the Agreement Establishing the African Development Fund at our meeting on 19 February 2025. As the Committee responsible for scrutiny of the Welsh Government's International Strategy and its action plans (including its Wales and Africa action plan), we agreed to write to you to request the following information:

- How the UK Government involves the devolved governments in the development and delivery of its UK-Africa relations priorities.
- To what extent the Welsh and UK governments priorities on Africa relations align.
- In which intergovernmental forum UK-Africa relations are discussed.
- How the governments approach relations with African states whose values may not align with those of the UK.

The requested information will assist the Committee in our upcoming inquiry on the Welsh Government's International Strategy.

We look forward to hearing from you at your earliest convenience.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Delyth Jewell'.

**Delyth Jewell MS**  
**Committee Chair**

Croesewir gohebiaeth yn Gymraeg neu Saesneg.

We welcome correspondence in Welsh or English.



Foreign, Commonwealth  
& Development Office

**Lord Collins of Highbury**

Parliamentary Under Secretary of State  
for Foreign, Commonwealth and  
Development Affairs  
King Charles Street  
London  
SW1A 2AH

**Email:**

**[fcdo.correspondence@fcdo.gov.uk](mailto:fcdo.correspondence@fcdo.gov.uk)**

9 April 2025

Delyth Jewell MS,

Committee Chair  
Culture, Communications, Welsh Language, Sport,  
and International Relations Committee  
Welsh Parliament  
*By email*

Dear Delyth,

Thank you for your letter of 4 March to the Foreign Secretary about the Welsh Parliament's interest in Africa. I am replying as the Minister for Africa.

This is an exciting time for UK and Africa relations. As I am sure you are aware, this Government is committed to transforming its relationships with African countries. We have consulted widely to gather views on how we can achieve a new partnership with Africa; one rooted in respect which will allow us to make real progress on our shared goals and challenges and foster opportunities for mutual long-term benefit. This new approach will be continent-wide and will promote our economic growth ambitions, including trade and investment, address our migration priorities, and draw on our shared cultural and people-to-people links.

The Foreign Secretary launched a five-month consultation on the new approach during his trip to Nigeria and South Africa in the autumn. Over the last five months, our Ambassadors, High Commissioners, ministerial team, diplomats, and officials in London have consulted with a range of stakeholders: African governments, the private sector, civil society groups, African diaspora, businesses and international organisations. The Government has engaged the devolved Administrations, including the Welsh Government, on the new approach and invited them to provide written comments as part of this process. Officials are currently undertaking an analysis of all of the findings of those consultations. We plan to launch the new approach in the second half of 2025.

I see many similarities between the Welsh Government's priorities for Africa, as set out in the 2020-2025 Wales and Africa Action plan, and our emerging thinking on a revitalised UK approach. In particular, we expect the new approach to place an emphasis on growth, the environment, fair and sustainable partnerships and the importance of the UN's Sustainable Development Goals.

Following the decision to reduce ODA from 0.5% to 0.3% of GNI from 2027/28 to boost defence spending, the Government will be taking a rigorous approach to ensuring that every pound of development assistance is spent in the most impactful way, and this will be reflected in the new Approach to Africa. The Government is committed to returning to 0.7% when fiscal circumstances allow.

Promoting and protecting UK interests and values and projecting the UK's voice in Africa – and indeed across the world – will inevitably involve engaging with some countries which do not fully share our values. The Foreign Secretary has recently set out a vision for an international approach rooted in 'progressive realism'. This requires dialogue and engagement with a range of actors, giving us opportunities to deliver tough messages and influence where we can. We are clear that such engagement does not equate to endorsement.

In closing, let me express my thanks to you for the Welsh Parliaments' interest in our approach to Africa and the recent engagement from the Welsh government in the consultations.

Yours ever,

A handwritten signature in black ink, appearing to read 'Ray Collins', written in a cursive style.

**Lord Collins of Highbury**  
**Parliamentary Under Secretary of State for Foreign, Commonwealth and**  
**Development Affairs**

# Agenda Item 4.2

Huw Irranca-Davies AS/MS  
Y Dirprwy Brif Weinidog ac Ysgrifennydd y Cabinet  
dros Newid Hinsawdd a Materion Gwledig  
Deputy First Minister and Cabinet Secretary for  
Climate Change and Rural Affairs



Llywodraeth Cymru  
Welsh Government

Ein cyf/Our ref – PO/HIDCC/0194/25

Delyth Jewell MS  
Chair  
Culture, Communications, Welsh Language,  
Sport and International Relations Committee  
Welsh Parliament  
Cardiff Bay  
Cardiff  
CF99 1SN

24 April 2025

Dear Delyth,

Following the Cabinet Secretary for Economy, Energy and Planning's appearance at the Culture, Communications, Welsh Language, Sport, and International Relations Committee on 2 April 2025, I am writing to provide an update on a potential agreement between the UK and European Union on Sanitary and Phytosanitary (SPS) Measures.

As the Cabinet Secretary stated to the Committee, the remit of negotiating an agreement lies with the UK Government. The Welsh Government remains supportive of a potential SPS agreement, subject to the scope and form of that agreement, and our full and meaningful involvement in its negotiations. My officials are continuing to engage regularly with UK Government officials in Defra regarding the scope of a potential agreement on Sanitary and Phytosanitary measures. Ministerial engagement is also taking place on the potential agreement through the Inter-Ministerial Group for Environment, Fisheries and Rural Affairs. I will provide further details as and when I am able.

I hope the Committee will find this information useful.

Yours sincerely,

**Huw Irranca-Davies AS/MS**

Y Dirprwy Brif Weinidog ac Ysgrifennydd y Cabinet dros Newid Hinsawdd  
a Materion Gwledig  
Deputy First Minister and Cabinet Secretary for Climate Change and Rural Affairs

Canolfan Cyswllt Cyntaf / First Point of Contact Centre:  
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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

Jack Sargeant MS  
Minister for Culture, Skills and Social Partnership  
Welsh Government

04 March 2025

## **The video games industry**

Dear Jack,

As you will be aware, the Committee has undertaken some work examining the health of the video games sector in Wales. This exploratory work has been carried out to assess the current challenges, and opportunities within the industry, and to identify potential areas for policy support and development.

We found that Wales possesses a vibrant video games sector, which we have been excited to see receiving international acclaim. But analysis from the [University of South Wales](#) in June 2024 concluded that "The Welsh video games industry is currently underperforming compared with other regions of the UK".

We were concerned that you [recently told the Committee](#) you do not share the view of the University of South Wales. A lack of understanding of the current state of the industry may result in it not receiving the necessary support from the Welsh Government to thrive.

To unlock the full potential of the Welsh video games industry, we urge the Welsh Government to develop a detailed and coordinated video gaming development plan, working closely with industry stakeholders. In our view, a clear strategic approach is essential to positioning Wales as a competitive and thriving hub for video game development. This should be accompanied by targeted support to help companies grow within Wales.

During the inquiry, the Committee engaged with key stakeholders, including industry professionals, developers and representatives from academic institutions. Below is a summary of the key opportunities and challenges identified:

## Opportunities

1. **Industry Growth Potential** – The video game sector in Wales is growing, with many start-ups and increasing interest in the field.
2. **Attracting Large Companies** – Encouraging major game studios to establish a presence in Wales could create job opportunities and boost the industry.
3. **Education and Talent Development** – Strengthening university-industry links and improving courses to align with industry needs, particularly in programming with business skills.
4. **Investment in Welsh Game Companies** – Expanding financial and mentorship programs like Games Talent Wales to support emerging developers.
5. **Remote and Local Working Benefits** – Flexibility in working models allows talent to stay in Wales while engaging in global projects.
6. **More Government Support** – Welsh Government and Creative Wales initiatives could be refined to provide more targeted funding and business support.
7. **Promoting Welsh Cultural Identity** – Games like *Maid of Sker* demonstrate the potential for Welsh stories and culture to reach a global audience.
8. **Networking and Industry Mapping** – Creating industry hubs to facilitate collaboration and skills-sharing.

## Challenges

1. **Lack of Investment and Infrastructure** – Limited funding makes it difficult for small studios to sustain and scale up.
2. **Skills Shortages** – A gap in programming expertise with business skills among graduates, with a need for curriculum improvements.
3. **Retention of Talent** – Many skilled professionals leave Wales due to better job prospects elsewhere.
4. **Limited Industry Understanding** - Decision-makers responsible for funding models may not fully understand the unique development cycles, financial risks, economic potential and cultural value of gaming, which is often overlooked compared to the film and TV industry.

5. **Funding Gaps in Development Cycle** – A lack of financial support for projects in mid-development stages hinders game development completion.
6. **Diversity Issues** – Women are underrepresented in the industry, and efforts to make the sector more inclusive are needed.
7. **Fragmentation in the Industry** – Geographical fragmentation among Welsh gaming companies limits collaboration and growth.

Our review of the video games industry in Wales highlights both significant opportunities and challenges. We believe that addressing these opportunities and challenges could help establish Wales as an important creative centre for the video games industry.

While the sector has seen positive growth in the number of companies since 2021, [workforce statistics](#) indicate a concerning trend with a shrinking development workforce and a high risk of business closures within the first five years of operation. Additionally, the global games industry is currently in a period of turmoil, with a significant number of layoffs in 2023 and 2024, adding further uncertainty to the sector's stability.

We were encouraged when [you told us recently](#) about your ambition for growth in the sector and recognition of gaming as a powerful sub-sector of Wales's digital economy. The launch by Creative Wales of the [Games Scale Up Fund for Wales](#) in October 2024, is a welcome development addressing a key funding gap in the development cycle identified to us by sector representatives during our inquiry. We look forward to seeing how this initiative helps developers scale their businesses and contribute to the broader creative economy in Wales. We also acknowledge the success stories within Wales, which highlight a strong talent pool and innovative studios making significant contributions, particularly in promoting Welsh culture and language.

However, despite the ambition and recognition of the sector's potential, we are concerned by the lack of a comprehensive plan to drive sustainable growth. Wales still lags behind other UK nations in terms of formal strategic support, as evidenced by the Scottish Government's backing of a [National Games Strategy](#) and the UK Government's [Video Games Research Framework](#) to better understand the industry. Furthermore, we believe that current interventions may not fully address key challenges, particularly in funding accessibility, workforce development, and infrastructure investment.

Additionally, we seek clarification on the following points:

- What assessment has the Welsh Government made of the changing dynamics in the gaming industry following the reported mass job losses in recent years?
- How can Wales benefit from these changes?
- How is Welsh Government support being targeted to achieve this?

We look forward to your response and to continuing discussions on how best to support and grow the video games industry in Wales.

Yours sincerely,



**Delyth Jewell MS**  
**Committee Chair**

Croesewir gohebiaeth yn Gymraeg neu Saesneg.

We welcome correspondence in Welsh or English

Jack Sargeant AS/MS  
Y Gweinidog Diwylliant, Sgiliau a Phartneriaeth Gymdeithasol  
Minister for Culture, Skills and Social Partnership



Llywodraeth Cymru  
Welsh Government

Eich cyf/Your ref  
Ein cyf/Our ref JS PO 133 25

Delyth Jewell MS  
Chair of the Culture, Communications, Welsh Language, Sport, and International Relations  
Committee  
[SeneddCulture@senedd.wales](mailto:SeneddCulture@senedd.wales)

28 March 2025

Dear Delyth,

Thank you for your letter and the ongoing interest of the Committee in the development of the games industry in Wales. As you know, I am excited by the potential of this sector, both in terms of the economic benefits of potential growth and opportunities for people to work in skilled creative technical roles, and the opportunities of representing Welsh culture and language in video games made here.

Thank you for sharing with me a summary of the opportunities and challenges identified at your stakeholder engagement event. Creative Wales officials will review these and take them into account when planning our work for 2025-26 and beyond.

In terms of the ongoing strategy for the development of the games sector, I am sure you will be pleased to have seen the recent appointment of games executives with significant experience of the sector to the Creative Wales Non-Executive Board. These include Tom Daniels, CEO of Rocket Science and Will Humphrey at Sugar Creative, whom I believe took part in your event. Both Tom and Will bring international reach and a depth of knowledge that the community in Wales can tap into. These industry representatives will provide the Board and the wider sector with an insight into the sector, including on how it is changing following recent challenges such as job losses in some parts of the industry. These insights will help in an industry seeing increased automation and still dealing with the shifts and wider dynamics following the post pandemic slowdown as you mention in your letter.

We believe Wales is well placed to respond to these challenges and indeed benefit from these changes. This will be achieved by supporting opportunities to help smaller studios to grow sustainably, drawing on our ability to develop multilingual and culturally based games, and growing our emerging interactive game genre to name a few. We are also well placed to draw more benefits from our established University programmes that support the industry in Wales, and to encourage crossover, both technically and creatively, between our world class screen industry into the world of games development.

Canolfan Cyswllt Cyntaf / First Point of Contact Centre:  
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[Gohebiaeth.Jack.Sargeant@llyw.cymru](mailto:Gohebiaeth.Jack.Sargeant@llyw.cymru)  
[Correspondence.Jack.Sargeant@gov.wales](mailto:Correspondence.Jack.Sargeant@gov.wales)

Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

**Pack Page 89**

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

We are under no illusion that growing and maintaining a healthy games industry is not without challenges, including the global pressures of competition in the sector, coupled with increasing automation and frequent business closures. That is why the funding and support that we give to the sector, via Creative Wales, is targeted at medium to long term sustainable growth. In particular, our development funding provides early-stage finance, as well as our recent scale up funding. We will also continue to explore opportunities for commercial finance, this will include discussions with the Development Bank. We will also be expanding the international reach of our activities in games, as well as our specialist business support for games via accelerator programmes.

There are a range of initiatives planned for 2025-26, including further prototype and scale up support, specialist games business support and of course a continued focus on international markets, including the USA. As you might have heard, I spent last week attending the Games Developer Conference in San Francisco along with 15 companies from the sector. I was really pleased to see the level of exposure to the industry our representatives got, the warm reception that the Welsh stand had at the trade show and to see the Welsh delegation making a great impact across the side events, meetings and seminars. I was particularly pleased to join the British Ambassador to the United States, Lord Peter Mandelson last week and hear him speak so positively about the Welsh games industry. At GDC I met with senior representatives from Playstation, Niantic and Lucasfilm to hear their thoughts on growing the industry in Wales.

Of course, in a business driven by 'hits', we also need to celebrate the successes we do have, and build upon them, which is why we were very pleased with the exposure the industry had in terms of Welsh made games in the Summer of 2024. We hope for many more.

Regarding the development of a formal strategy, at this time our focus is on continuing to take fast actions to grow the sector, developing programmes that can draw on immediate opportunities. We will of course take into account the areas you mention – funding, workforce development and infrastructure in these plans and I look forward to engaging with the Committee on the growth of this sector in the future and would welcome any inquiry the Committee may wish to undertake in its forward work programme.

Yours sincerely,

A handwritten signature in black ink that reads "Jack Sargeant". The signature is written in a cursive style and is underlined with a single horizontal line.

**Jack Sargeant AS/MS**

Minister for Culture, Skills and Social Partnership

Y Gweinidog Diwylliant, Sgiliau a Phartneriaeth Gymdeithasol

Chair, Children, Young People, and Education Committee  
Chair, Climate Change, Environment, and Infrastructure Committee  
Chair, Culture, Communications, Welsh Language, Sport, and International Relations Committee  
Chair, Economy, Trade, and Rural Affairs Committee  
Chair, Equality and Social Justice Committee  
Chair, Health and Social Care Committee  
Chair, Legislation, Justice and Constitution Committee  
Chair, Local Government and Housing Committee  
Chair, Chair's Forum

1 April 2025

Dear Committee Chairs,

### Scrutiny of the Draft Budget 2025-26: Evidence provided by the Welsh Government

In our [report](#) on the scrutiny of the [Welsh Government Draft Budget 2025-26](#), we made several recommendations relating to budget presentation improvements. We also agreed to consult Committees on the documentation provided by the Welsh Government alongside its Draft Budget proposals, concluding that:

*"Conclusion 1. The Committee will consult Senedd committees involved in budget scrutiny ahead of the Welsh Spending Review and the 2026-27 budget round to explore ways to maximise budgetary scrutiny in the Senedd, in order to mitigate the impact of a curtailed scrutiny window."*

As a result, in reflecting on this year's budget scrutiny experience and in seeking improvements to the budget documentation provided by the Welsh Government at the 2026-27 Draft Budget and beyond, I would be grateful for the views of your committee in response to the following questions:

- What improvements would you like to see in the Welsh Government's Draft Budget documentation and subsequent ministerial written evidence? Please make reference to the

timeliness, quality and usefulness of any documentation and/or evidence received in your response.

- Given the UK Spending Review, which is due to be published on 11 June 2025, will provide indicative funding for the Welsh Government future years, do you have any views on information you would require regarding a subsequent Welsh Spending Review, either along with budget documentation or as a separate exercise?

We would appreciate responses by **Friday 23 May 2025**. Your views will then be collated and fed back to the Cabinet Secretary for Finance and Welsh Language, for his consideration in advance of the Budget Priorities 2026-27 Plenary debate that will be led by the Finance Committee and take place before summer recess.

Yours sincerely,



Peredur Owen Griffiths MS  
Chair, Finance Committee

Croesewir gohebiaeth yn Gymraeg neu Saesneg.

We welcome correspondence in Welsh or English.

Huw Irranca-Davies AS/MS  
Y Dirprwy Brif Weinidog ac Ysgrifennydd y Cabinet dros  
Newid Hinsawdd a Materion Gwledig  
Deputy First Minister and Cabinet Secretary for Climate  
Change and Rural Affairs

Ein cyf/Our ref: MA/HIDCC/0183/25

Delyth Jewell MS  
Culture, Communications, Welsh Language, Sport and International Relations Committee  
Senedd Cymru  
Cardiff Bay  
Cardiff  
CF99 1SN  
[SeneddCulture@senedd.wales](mailto:SeneddCulture@senedd.wales)

2 April 2025

Dear Delyth,

### **The Ivory Prohibitions (Exemptions) (Process and Procedure) (Amendment) Regulations 2025**

I wish to inform the Committee of my intention to give consent to the Defra Minister for Animal Welfare and Biosecurity, Baroness Hayman of Ullock to make the 'Ivory Prohibitions (Exemptions) (Process and Procedure) (Amendment) Regulations 2025' ("the 2025 SI"). Please be aware that, at the time of writing, my officials had not received a final version of the instrument.

The 2025 SI is being made to amend Schedule 1 (Prescribed Institutions) to the 'Ivory Prohibitions (Exemptions) (Process and Procedure) Regulations 2022' (S.I. 2022/94) ("the 2022 SI").

The 2025 SI will add three additional names to the list of institutions which possess the necessary knowledge and expertise to provide the Secretary of State with advice on applications for exemption certificates under Section 2 to the Ivory Act 2018 ("the Act"). These are:

- National Museums and Galleries on Merseyside;
- National Museums and Galleries of Northern Ireland; and
- National Museum of Wales.

The overarching purpose of the Act is to prohibit commercial activities concerning ivory in the UK, and the import and re-export of ivory for commercial purposes to and from the UK.

The Act prohibits dealing in items made of, or containing, ivory, with limited exemptions for dealing in ivory items that do not contribute directly or indirectly to the ongoing poaching of ivory species. Section 2 of the Act provides for an exemption for "pre-1918 ivory items of outstandingly high artistic, cultural or historical value".

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[Correspondence.Huw.Irranca-Davies@gov.wales](mailto:Correspondence.Huw.Irranca-Davies@gov.wales)

Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

I am pleased that a Welsh museum is being added to the list of 'Prescribed Institutions'. Wales has a rich cultural heritage and by recognising the expertise within the National Museum of Wales, the SI affords improved access to assessors for the people of Wales.

I would like to reassure this Committee it is normally the policy of the Welsh Government to legislate for Wales in matters of devolved competence. However, in certain circumstances there are benefits in working collaboratively with the UK Government where there is a clear rationale for doing so. The UK has had a uniform approach to this policy for many years and continued alignment will result in a Welsh institution being added to the 'Prescribed Institutions' list. This will ensure owners and traders of ivory items that reside in Wales will be afforded the opportunity to have their items assessed in Wales, and potentially in the Welsh language. It is unclear whether this could happen without Welsh Ministers' consent.

Whilst a Welsh SI could achieve the same outcome, I am strongly of the view that the benefits of consenting to a UK SI significantly outweigh the risks. It is the most pragmatic approach to achieve consistent implementation of the agreed policy with no risk of deviation, both from a policy and timings perspective.

The Regulations will be laid before the UK Parliament on 23 April 2025 using the negative procedure.

I have also written to the Chairs of the Legislation, Justice and Constitution Committee, and the Economy, Trade and Rural Affairs Committee.

Yours sincerely,



**Huw Irranca-Davies AS/MS**

Y Dirprwy Brif Weinidog ac Ysgrifennydd y Cabinet dros Newid Hinsawdd  
a Materion Gwledig

Deputy First Minister and Cabinet Secretary for Climate Change and Rural Affairs

Huw Irranca-Davies AS/MS  
Y Dirprwy Brif Weinidog ac Ysgrifennydd y Cabinet dros  
Newid Hinsawdd a Materion Gwledig  
Deputy First Minister and Cabinet Secretary for Climate  
Change and Rural Affairs



Llywodraeth Cymru  
Welsh Government

Ein cyf/Our ref: MA/HIDCC/0183/25

Delyth Jewell MS  
Culture, Communications, Welsh Language, Sport and International Relations Committee  
Senedd Cymru  
Cardiff Bay  
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CF99 1SN  
[SeneddCulture@senedd.wales](mailto:SeneddCulture@senedd.wales)

24 April 2025

Dear Delyth,

Further to my letter of 2 April, I write to inform you that I have now given consent to the Secretary of State for Environment, Food and Rural Affairs to make the Ivory Prohibitions (Exemptions) (Process and Procedure) (Amendment) Regulations 2025.

The Regulations were laid before the UK Parliament on 23 April 2025 using the 'made negative' procedure. I have laid a Written Statement to update the Senedd which can be accessed here: [WS-LD17131 - Written Statement by the Welsh Government The Ivory Prohibitions \(Exemptions\) \(Process and Procedure\) \(Amendment\) Regulations 2025](#).

I have also written to the Chairs of the Legislation, Justice and Constitution Committee, and the Economy, Trade and Rural Affairs Committee.

Yours sincerely,

**Huw Irranca-Davies AS/MS**  
Y Dirprwy Brif Weinidog ac Ysgrifennydd y Cabinet dros Newid Hinsawdd  
a Materion Gwledig  
Deputy First Minister and Cabinet Secretary for Climate Change and Rural Affairs

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[Correspondence.Huw.Irranca-Davies@gov.wales](mailto:Correspondence.Huw.Irranca-Davies@gov.wales)

Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

# Agenda Item 4.6

## ALL-PARTY PARLIAMENTARY GROUP on MODERN LANGUAGES



Chair: Tonia Antoniazzi MP (Lab); Co-Chair: Baroness Coussins (CB);  
Vice-Chairs: Darren Paffey MP (Lab); Lord Dykes (CB); Lord Sherbourne of Didsbury (Con).

3 April 2025

To:  
Delyth Jewell, Chair, Culture, Communications, Welsh Language, Sport, and International Relations Committee

CC:  
Wendy Lerner, Vice Chancellor, Cardiff University  
Damian Walford-Davies, Deputy Vice Chancellor, Cardiff University  
Pat Younge, Chair of Council, Cardiff University  
Vikki Howells, Minister for Further and Higher Education, Welsh Government  
Baroness Smith of Malvern, Minister of State (Minister for Skills) and Government spokesperson for Equalities, Department for Education  
Heledd Fychan, Chair, Wales International Cross-Party Group  
Alex Barros-Curtis, MP for Cardiff West  
Stephen Doughty, MP for Cardiff South and Penarth  
Anna McMorris, MP for Cardiff North  
Jo Stevens, MP for Cardiff East

Dear Mrs Jewell,

### **Request for impact assessment of proposed closures in languages and cultures at Cardiff University**

**The All-Party Parliamentary Group on Languages is alarmed that Cardiff University is proposing to close degrees in languages and cultures at Cardiff University.**

**We wish to bring your attention to this matter (7 February letter attached).**

**What impact assessment has been made of the effects in Cardiff and across Wales of closing such significant provision of languages study, in terms of international relations?**

In addition to international relations, the provision of languages and the related importance of Cardiff University's international partnerships play an important role in your other areas of responsibility including the Welsh Language, culture; the arts; historic environment; communications, broadcasting; the media, and sport.

For example, Cardiff University is the largest provider of modern languages degrees in Wales, accounting for over 60 per cent of all undergraduate intake. This would make access to languages within Wales difficult for many – forcing linguists to leave Wales for their degree and future careers and reducing the number of graduates in Wales with international experience and skills.

Cardiff University is a regular recipient of funds from the Turing Scheme and the Welsh Government's Taith Scheme<sup>1</sup>, both of which fund international mobilities and (in the case of Taith) reciprocal international exchanges, which brings international students, researchers and other international visitors (short and long term) to Wales, boosting the local economy. How many of these mobilities would be affected by these closures and how will this impact international relations for Wales?

We would be grateful if you could provide reassurance that full impact assessment has been made of the proposals, across a full range of criteria under your areas of responsibility, including those above, and provide details of any such impact assessment.

Best wishes,

Tonia Antoniazzi MP, Chair

Baroness Jean Coussins, Co-Chair

All-Party Parliamentary Group on Modern Languages  
APPG Secretariat: [APPGML@ciol.org.uk](mailto:APPGML@ciol.org.uk)

<sup>1</sup>We note for example that Taith has funded five 'planned projects'<sup>1</sup> at Cardiff University from 2022-2024, funding 1,311 individuals to a total of £2,829,518 <https://www.taith.wales/impact/planned-projects/>

Buffy Williams MS,  
Chair,  
Children, Young People and Education Committee

Delyth Jewell MS,  
Chair,  
Culture, Communications, Welsh Language, Sport and International  
Relations Committee

29 April 2025

Dear Buffy,

### **Petitions on Higher Education funding and sustainability of the sector**

The Petitions Committee met on 28 April and agreed to bring your attention to five petitions demonstrating the strength of public feeling about actions Welsh Universities are taking in response to the financial pressures they face. I hope this is helpful to inform your scrutiny of the work of Medr, and of the Higher Education sector in Wales. I am also copying this letter to the Chair of the Culture, Communications, Welsh Language, Sport and International Relations Committee, as one of the petitions relates to music education which is within that Committee's remit.

#### P-06-1507 We call on UWTSD and the Welsh Government to create a viable, sustainable plan for the long-term future of Lampeter campus

This petition was considered on 10 March and closed - I wrote on 24 March to highlight it with you.

#### P-06-1509 Fund music education for future generations in the "land of song"

This petition relates to the planned closure of Cardiff University's Music department. Submitted by Eluned Parrott, it closed on 31 March having collected 1,290 signatures and was considered by the Petitions Committee on 28 April 2025.

The following three petitions are currently still open, and due for future Committee consideration, having received over 250 signatures:

Reverse the Closure of Post Grad Counselling and Psychotherapy Courses at University of South Wales

Submitted by Kelsey Young, currently 583 signatures and closing on 30 April 2025.

Enable Cardiff University to keep the Nursing degree course

Submitted by Cerys Flavey, currently 7,557 signatures and due to close on 29 July 2025.

Help Cardiff University to keep their Modern Languages degree courses

Submitted by Christine Margrave, currently 2,513 signatures and due to close on 2 August 2025.

I would be grateful if you could send any response by e-mail to the clerking team at [petitions@senedd.wales](mailto:petitions@senedd.wales).

Yours sincerely



Carolyn Thomas MS  
Chair

Croesewir gohebiaeth yn Gymraeg neu Saesneg.

We welcome correspondence in Welsh or English.

**Culture, Communications, Welsh Language, Sport, and  
International Relations Committee**

Welsh Parliament,  
Cardiff Bay,  
Cardiff  
CF99 1SN

15 April  
**By email**

Dear Culture, Communications, Welsh Language, Sport, and International Relations Committee,

The Advertising Standards Authority (ASA) will be in Cardiff on Wednesday 21 and Thursday 22 May. We are keen to meet with you to learn more about your priorities and how and where that overlaps with our work.

The ASA is the UK's independent regulator of advertising by legitimate businesses across all media. We work closely with politicians as well as the ad industry, consumer groups and civil society organisations to make sure that people and businesses are protected from irresponsible advertising.

Last year, the ASA received 1,366 complaints from people in Wales. We are keen to use our visit to understand the key advertising issues people and businesses are facing in Wales. We would also like to brief you on the role and remit of the ASA in relation to the Committee's work and how we can work together to tackle ad related harms in Wales.

We would welcome the opportunity to discuss any issues you might wish to raise around advertising or ad regulation as well as the consumer protection landscape in Wales. My colleague, Grace Curley ([gracec@asa.org.uk](mailto:gracec@asa.org.uk)) can help to arrange a meeting.

Yours sincerely



**Guy Parker**  
Chief Executive, ASA

Legal, decent, honest and truthful

**Chair** The Rt Hon the Baroness Morgan of Cotes **Chief Executive** Guy Parker  
**ASA Council (Broadcast)** Matt Barwell, Murphy Cobbing, Elizabeth Gordon, Alison Hastings, Claire Hilton, Mark Howe, Rotha Johnston, Richard Lloyd, Kirsten Miller, Rebecca Rumbul, Krystle Sargent and Monisha Shah



Advertising Standards Authority  
Castle House, 37-45 Paul Street  
London EC2A 4LS  
Telephone 020 7492 2222  
Email [enquiries@asa.org.uk](mailto:enquiries@asa.org.uk)  
[www.asa.org.uk](http://www.asa.org.uk)

**Ref:** Advertising Standards Authority and Committees of Advertising Annual Report 2024

29 April 2025

**By email**

Dear the Culture, Communications, Welsh Language, Sport and International Relations Committee,

I'm writing to inform you that the Advertising Standards Authority (ASA) and Committees of Advertising Practice (CAP) [Annual Report 2024](#) was published today, 29 April 2025, which highlights how we are transforming the way we **work to help better protect vulnerable people and children** from misleading, irresponsible and harmful ads.

To achieve this, we are delivering world leading regulation using AI-based tools to monitor and tackle ads in high-priority areas. Our Active Ad Monitoring System processed **28m ads in 2024**, ten times the amount in 2023, and 94% of the ads we had amended or withdrawn last year came from our proactive work.

The report outlines how AI based tools are now used in most of our projects, including our work on climate change and the environment, influencer marketing, financial advertising, prescription only medicines, gambling, e-cigarettes and cosmetic surgery clinics based outside the UK. This year, we will increase the number of topics it can monitor and work with industry to fill gaps in visibility.

We have always prioritised the protection of vulnerable groups and last year we took action against a range of issues across sectors that were causing consumer detriment, including:

- Investigating **drug and alcohol rehabilitation clinic referral services** over transparency and clarity in ads that were likely to mislead and could affect particularly vulnerable people and their families.

**Legal, decent, honest and truthful**

**Chair** The Rt Hon the Baroness Morgan of Cotes **Chief Executive** Guy Parker

**ASA Council** Matt Barwell, Murphy Cobbing, Elizabeth Gordon, Alison Hastings, Claire Hilton, Mark Howe, Rotha Johnston, Richard Lloyd, Kirsten Miller, Rebecca Rumbul, Krystle Sargent and Monisha Shah

The Advertising Standards Authority Limited, registered in England No 733214, Castle House, 37-45 Paul Street, London EC2A 4LS

The Advertising Standards Authority (Broadcast) Limited, registered in England No 05130991, Castle House, 37-45 Paul Street, London EC2A 4LS

- Shining a light **on problem health claims** by ruling against a range of supplement ads that claimed to treat menopause, anxiety, ADHD, and autism as well as ads that claimed CBD was suitable for consumption by children.
- Publishing rulings against ads by **credit unions** for irresponsibly **encouraging excessive spending** through the use of credit, and against ads that encouraged consumers to borrow money for Black Friday sales and spend more than they could afford.
- Tackling ads for **electric plug-in mini heaters** that sought to exploit vulnerable people through misleading claims about the money saving potential of the devices compared with traditional heating methods.

We also continued to take a proactive tech-assisted approach to protecting children online. Our latest **Tech4Good project**, which used avatar technology to reflect the online browsing profiles of different age groups, provided a generally positive picture of how the industry is working to limit children's exposure to age-restricted ads, including alcohol and gambling, on websites and YouTube channels disproportionately popular with under-18s

In all of this, we put research at the heart of understanding public behaviours, concerns and attitudes to inform our work and help us to proactively engage with the UK public. Last year, we explored the ad-related concerns people have, to help understand the most important issues for us to tackle. We have engaged 11-17-year-olds on how they discover and engage with personalities of 'strong appeal' and what makes them appealing, to help inform our rules restricting the appeal of gambling ads by understanding their affiliation with different sports and also looked at the public's views on the depiction of older people in ads and to what extent certain portrayals give rise to offence or harm.

If you would like to be updated on our ongoing work, please do not hesitate to get in touch about joining our **Parliamentary Network**.

Yours sincerely,

**Grace Curley**  
Public Affairs Adviser

# Agenda Item 4.7

Rebecca Evans AS/MS  
Cabinet Secretary for Economy, Energy and Planning  
Ysgrifennydd y Cabinet dros yr Economi, Ynni a Chynllunio



Llywodraeth Cymru  
Welsh Government

Our ref: RE/PO/160/2025

Mike Hedges MS  
Chair  
Legislation, Justice and Constitution Committee  
Welsh Parliament  
Cardiff Bay  
CF99 1SN  
[SeneddLJC@senedd.wales](mailto:SeneddLJC@senedd.wales)

09 April 2025

Dear Mike,

I am writing in accordance with the inter-institutional relations agreement to notify you that the Tourism Inter-Ministerial Group (IMG) will meet on 7 May 2025.

This will be the first meeting of the IMG since the publication of the Review of Intergovernmental Relations in January 2022 and will be chaired by the UK Government Minister of State for Creative Industries, Arts and Tourism, Chris Bryant MP. I will represent Welsh Government at this virtual meeting.

I anticipate the meeting will provide an opportunity to discuss the UK Government's plan to increase international tourism, and updates from all four governments in relation to activity and issues in their respective areas.

I have copied this letter to the Chairs of the Finance Committee, the Economy, Trade and Rural Affairs Committee, and the Culture, Communications, Welsh Language, Sport, and International Relations Committee.

Yours sincerely,

**Rebecca Evans AS/MS**  
Cabinet Secretary for Economy, Energy and Planning  
Ysgrifennydd y Cabinet dros yr Economi, Ynni a Chynllunio

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Caerdydd • Cardiff  
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[Correspondence.Rebecca.Evans@gov.wales](mailto:Correspondence.Rebecca.Evans@gov.wales)  
[Gohebiaeth.Rebecca.Evans@llyw.cymru](mailto:Gohebiaeth.Rebecca.Evans@llyw.cymru)

Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

Rebecca Evans AS/MS  
Cabinet Secretary for Economy, Energy and Planning  
Ysgrifennydd y Cabinet dros yr Economi, Ynni a Chynllunio



Llywodraeth Cymru  
Welsh Government

Mike Hedges MS  
Chair  
Legislation, Justice and Constitution Committee  
Welsh Parliament  
Cardiff Bay  
CF99 1SN  
[SeneddLJC@senedd.wales](mailto:SeneddLJC@senedd.wales)

29 April 2025

Dear Mike,

Further to my correspondence regarding the Tourism Inter-Ministerial Group (IMG), scheduled for 7 May 2025, I am now writing to notify you that the meeting has been postponed.

I will write again in due course when a new date for the Tourism IMG has been agreed.

I have copied this letter to the Chairs of the Finance Committee, the Economy, Trade and Rural Affairs Committee, and the Culture, Communications, Welsh Language, Sport, and International Relations Committee.

Yours sincerely,

**Rebecca Evans AS/MS**  
Cabinet Secretary for Economy, Energy and Planning  
Ysgrifennydd y Cabinet dros yr Economi, Ynni a Chynllunio

Copy to the Chairs of:

- the Finance Committee;
- the Economy, Trade and Rural Affairs Committee; and
- the Culture, Communications, Welsh Language, Sport, and International Relations Committee.

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CF99 1SN

Canolfan Cyswllt Cyntaf / First Point of Contact Centre:  
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[Correspondence.Rebecca.Evans@gov.wales](mailto:Correspondence.Rebecca.Evans@gov.wales)  
[Gohebiaeth.Rebecca.Evans@llyw.cymru](mailto:Gohebiaeth.Rebecca.Evans@llyw.cymru)

Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

Huw Irranca-Davies AS/MS  
Y Dirprwy Brif Weinidog ac Ysgrifennydd y Cabinet dros  
Newid Hinsawdd a Materion Gwledig  
Deputy First Minister and Cabinet Secretary for Climate  
Change and Rural Affairs



Llywodraeth Cymru  
Welsh Government

Ein cyf/Our ref: PO/HIDCC/0188/25

Mike Hedges MS  
Chair  
Legislation, Justice and Constitution Committee  
Welsh Parliament  
Cardiff Bay  
Cardiff  
CF99 1SN

22 April 2025

Dear Mike,

I am writing in accordance with the inter-institutional relations agreement, and further to my letter of 26 March, to draw to your attention a [Written Ministerial Statement](#) summarising discussions at the most recent meeting of the Inter-Ministerial Standing Committee ('IMSC').

I have copied this letter to the Chairs of the Finance Committee, the Economy, Trade and Rural Affairs Committee, the Culture, Communications, Welsh Language, Sport, and International Relations Committee and the Health and Social Care Committee.

Yours sincerely,

**Huw Irranca-Davies AS/MS**  
Y Dirprwy Brif Weinidog ac Ysgrifennydd y Cabinet dros Newid Hinsawdd  
a Materion Gwledig  
Deputy First Minister and Cabinet Secretary for Climate Change and Rural Affairs

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.



Mike Hedges MS  
Chair  
Legislation, Justice and Constitution Committee  
Senedd Cymru

[SeneddLJC@senedd.wales](mailto:SeneddLJC@senedd.wales)

29 April 2025

Dear Mike,

### **Inter-Institutional Relations Agreement: Celtic Heritage Agreement Annual Report**

In accordance with the inter-institutional relations agreement, I am writing to notify you that the Celtic Heritage – Cornwall-Wales Collaboration Agreement: Annual Report 2023 – 2024 has been published on Cornwall Council's website and is available [here](#).

Cornwall Council and the Welsh Government signed the Celtic Heritage – Cornwall-Wales Collaboration Agreement on 17 July 2023. The Agreement, which runs for an initial five-year period, builds on existing partnership working between Cornwall Council and the Welsh Government by encouraging further cooperation and understanding in areas of mutual interest and for mutual benefit. Four areas were identified as providing significant opportunity to grow the relationship between Cornwall and Wales. These were:

- a) Sustainable housing provision.
- b) Achieving Net Zero.
- c) Thriving rural economies.
- d) Celebrating culture and language.

This first Annual Report, co-produced by the Welsh Government and Cornwall Council, covers a longer than usual timeframe (July 2023-December 2024), to include a six-month initiation period.

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

I have also copied this letter to the chairs of the following Committees: Climate Change, Environment, and Infrastructure Committee; Culture, Communications, Welsh Language, Sport, and International Relations Committee; Local Government and Housing Committee; and Economy, Trade, and Rural Affairs Committee.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'M. E. Morgan'.

**Eluned Morgan**



## Agenda Item 4.8

Rt Hon Nick Thomas-Symonds MP  
Minister for the Cabinet Office  
HM Paymaster General  
Cabinet Office 70 Whitehall London  
SW1A 2AS

Our reference: MC2025/03478

Delyth Jewell MS  
Culture, Communications, Welsh  
Language, Sport and International Relations  
Committee  
Cardiff Bay,  
Cardiff, CF99 1SN

By email: [SeneddCulture@senedd.wales](mailto:SeneddCulture@senedd.wales)

Thursday 10 April 2025

Dear Delyth Jewell MS,

Thank you for your letter of 18 February highlighting the Committee is gathering evidence about how the Trade and Cooperation Agreement (TCA) is working in Wales. As you will know, the Government intends to reset the UK-EU relationship to improve security cooperation and tear down barriers to trade.

As a Welsh MP, I really value the views of Devolved Administrations in this endeavour. Therefore I would like to offer an informal meeting with the Committee and the relevant chairs in the coming months to discuss your findings and our wider progress within the UK-EU relationship. My officials will work with your clerks to find a suitable date.

**Yours sincerely,**

**Rt Hon Nick Thomas-Symonds MP  
MINISTER FOR THE CABINET OFFICE  
HIS MAJESTY'S PAYMASTER GENERAL**  
Pack Page 107

# Agenda Item 4.9

## MINISTERIAL INTERNATIONAL ENGAGEMENT

FEBRUARY 2025

INWARD VISITS	
12 Feb	<p><b>Visit to Wales by Nordic &amp; Benelux countries</b> The Cabinet Secretary for Economy, Energy and Planning met with the Deputy Heads of Mission (DHMs) from the Nordic and Benelux embassies. The purpose of their visit was to gain a better understanding of the political landscape in Wales.</p>
OUTWARD VISITS	
12 Feb	<p><b>First Minister Meeting with 27 member states of the European Union</b> The First Minister travelled to London to meet with the London-based Heads of Mission from the 27 member states of the European Union. Ahead of the meeting the First Minister held bilateral talks with the EU Ambassador to the United Kingdom.</p>
25 Feb	<p><b>The Cabinet Secretary for Health and Social Services visit to India</b> The Cabinet Secretary for Health and Social Services travel to India to close Wales in India 2024 at the Mumbai St David's Day reception, reaffirm an MOU on healthcare recruitment with the Government of Kerala and participate in high level discussions including on healthcare, trade and investment. <a href="#">Health Secretary flying the flag for Wales in India   GOV.WALES</a></p>
25 Feb	<p><b>St David's Day Reception, London</b> The Deputy First Minister co-hosted a St David's Day reception in London with Secretary of State for Wales. This was a network event, providing Welsh Government the opportunity to promote key messages around our national day.</p>
25 Feb	<p><b>St David's Day Reception at Slovak Embassy, London</b> The Deputy First Minister attended a reception at the Slovak Embassy to mark St David's Day.</p>
26 Feb	<p><b>Wales Event at the Swiss Embassy, London</b> The Cabinet Secretary for Economy, Energy and Planning joined a Wales Week reception hosted by the Swiss Ambassador to the UK. Following the reception the Cabinet Secretary attended the 'Investing in Future Wales' and met with the Lord Mayor of London.</p>
27 Feb	<p><b>Reception to celebrate the Japanese Emperor's Birthday</b> The Cabinet Secretary for Economy, Energy and Planning travelled to the Japanese Embassy in London for a reception celebrating the Emperor of Japan's birthday. The event was hosted by the Japanese Ambassador to the UK and gave the opportunity to build on the recent launch of the Wales/Japan year.</p>

## MINISTERIAL INTERNATIONAL ENGAGEMENT

### MARCH 2025

INWARD VISITS	
13 Mar	<b>Visit to Wales by Irish Minister of State at the Department of Health</b> The Cabinet Secretary for Housing and Local Government met with the Irish Minister of State at the Department of Health with responsibility for Older People and the Department of Housing, Local Government and Heritage. The meeting was an informal discussion on housing issues. The evening before the First Minister joined the Irish Minister at the annual St Patrick's Day reception in Cardiff.
27 Mar	<b>World Health Organisation – High Level Policy Dialogue on Well-being Economy and Health in Practice in Cardiff</b> The First Minister and Cabinet Secretary for Health and Social Services attended the event, alongside Health Ministers from Scotland, Iceland and Finland. The purpose of the event was to provide a forum for discussion, collaboration and future action with other members of the Wellbeing Economy Government partnership.
OUTWARD VISITS	
05 Mar	<b>First Minister visit to Brussels</b> The First Minister travelled to Brussels for St David's Day. During the visit the First Minister met with Wind Europe, Horizon Europe and Welsh Universities and the EU Ambassador to the UK. In the evening the First Minister hosted a reception to celebrate St David's Day.
06 Mar	<b>First Minister visit to Paris</b> The First Minister travelled to Paris for St David's Day. During the visit the First Minister addressed a conference marking International Women's Day, met with ENGIE, the UK Ambassador to UNESCO. In the afternoon the First Minister attended an UNESCO networking reception, held an investor round table with the UK Ambassador, met with the CEO of EDF and held a bilateral with representatives from Brittany. In the evening the First Minister hosted a reception to celebrate St David's Day.
07 Mar	<b>Cabinet Secretary for Transport &amp; North Wales visit to Ireland</b> The Cabinet Secretary travelled to Dublin to hold discussions on the resilience of sea connectivity between Wales and Ireland following the temporary closure of Holyhead Port.
18 Mar	<b>Minister for Culture and Social Partnership visit to San Francisco</b> The Minister travelled to San Francisco to support a trade mission to the Game Developers Conference, the world's largest annual gathering of gaming industry professionals. <a href="#">Record Welsh gaming squad storms San Francisco   GOV.WALES</a>

Jane Richardson  
Chief Executive  
Amgueddfa Cymru

27 March 2025

## **Committee visit to Big Pit National Coal Museum**

Dear Jane,

I would like to extend my sincerest thanks for hosting the Committee during our recent visit to the Big Pit National Coal Museum. The time and effort your team dedicated to accommodating us were greatly appreciated, and the discussions we had were immensely insightful. Particularly, we would like to thank our tour guides who were most engaging and generous in sharing their knowledge.

To build on the valuable insights gained during our visit, I am writing to kindly request further information on several key areas that were discussed:

1. **Data on the Previous Charging Trial:** Could you provide an overview of the outcomes from the previous charging trial, including any relevant datasets or reports?
2. **Data for the Upcoming Charging Trial:** It would also be helpful to understand the datasets you plan to collect during the new charging trial to better understand its objectives and methodology.
3. **Impact Assessment on Accessibility:** Could you share details of your proposed approach to assessing how the charging model might impact accessibility for various visitor groups?
4. **Climate Change Risks to Big Pit:** We are keen to understand the risk that gas release caused by climate change poses to Big Pit and what strategies are being considered to address these challenges.

5. **Income from Charging at Big Pit:** Could you share insights into how much revenue income is currently or potentially generated from charging at Big Pit?
6. **Balancing the Cost of Free Entry:** If Amgueddfa Cymru were not to receive the income generated from charging for underground tours, what mitigation would need to be considered for operations to continue on current income levels?

Once again, thank you for your hospitality during our recent visit. I look forward to your response which will be most helpful to our inquiry on charging for exhibitions which we are due to report on in May.

Yours sincerely



**Delyth Jewell MS**  
**Committee Chair**

Croesewir gohebiaeth yn Gymraeg neu Saesneg.

We welcome correspondence in Welsh or English.

Document is Restricted

# Agenda Item 4.11

For the attention of: Delyth Jewell

Dear Chair,

During our participation at the Committee meeting (5 March), Dr Simon Brooks, Chair of the Welsh Communities Commission, agreed to write to you in April. His intention in this letter would have been to indicate how the Commission would select young people for invitation to discuss with the Commission. Simon is away from work at the moment, therefore I am writing to you on his behalf in my capacity as Vice-Chair of the Commission.

Since our discussion with the Committee, the Commission has heard evidence from secondary school pupils in Wales about their experiences and their wishes for the Welsh language in the future. We have also had the opportunity to meet Welsh nursery school children and to have conversations with their carers - many of whom have themselves been in the Welsh education system, and are from non-Welsh speaking backgrounds.

We are currently organising future Commission meetings, and are keen to meet a range of young people from a variety of linguistic backgrounds. We therefore intend to discuss with young adults who are actively learning Welsh, with secondary school pupils who do not speak Welsh, and with selected overarching groups that work with young people. We are also currently discussing the possibility of inviting organisations/networks that work with older young people in the arts sector, and discovering what possibilities could arise for the Welsh language in terms of their work in the future. We are also looking at issues related to sport.

Thank you for the opportunity to present evidence to the Committee in March. We wish you every success with your inquiry on 'Cymraeg for all'. It would be of benefit to the Commission to discuss your findings. To that end, are you in a position to be able to say when you expect to publish your report on the inquiry?

Kind regards,

Elin

—  
**Culture, Communications, Welsh Language,  
Sport, and International Relations  
Committee**

**Senedd Cymru**

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Jack Sargeant MS  
Minister for Culture, Skills and Social Partnership  
Welsh Government

11 March 2025

**Public Interest Journalism Working Group**

Dear Jack,

At our meeting on 5 March 2025 we considered a letter from Huw Marshall about public interest news provision in Wales (which is attached for your information). Having considered that letter, the Committee would be grateful if you could provide an update about the work of the Public Interest Journalism Working Group. As noted in Huw Marshall's letter, details of the Working Group's remit, membership and minutes are not publicly available. It would also be helpful if you could let us know when the Welsh Government intends to respond to the Working Group's report Of and For Wales: Towards a Sustainable Future for Public Interest Journalism published in July 2023.

Yours sincerely,



Delyth Jewell MS  
Committee Chair

Croesewir gohebiaeth yn Gymraeg neu Saesneg.

We welcome correspondence in Welsh or English.



I am writing to the committee chair and its members about the crisis currently facing public interest news provision in Wales.

The letter I've attached sets out what the different legislatures of Wales have undertaken concerning public interest news provision and information about the decline of traditional local news provision. I have also attached the circulation numbers for the Welsh newspapers published by Reach, Newsquest, and Tindle. The collapse in circulations is astonishing. In the South Wales Valleys, circulations have declined over 98% during the past two decades. It's an industry in terminal decline, and a new approach is required.

I would be more than happy to discuss the matter further and give greater context.

Diolch

Huw Marshall

Project Lead – Talking.Wales

## Public Interest News in Wales

The issue of public interest news and the challenges it faces have been relatively hot topics in recent years. In January 2023, parliament published the DCMS committee's findings from its inquiry into the [sustainability of local journalism](#).

In November 2024, following an extensive evidence-collecting process, the House of Lords Communications and Digital Committee published its report on [The Future of News](#).

### EXECUTIVE SUMMARY

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The future of news matters. The media sector has defied the gloomiest predictions of the last 15 years and some audiences are better served than ever before. The UK's press offers a healthy variety of viewpoints, broadcasters play an anchoring role, and online outfits are springing up offering unprecedented choice of formats and perspectives. However, many indicators about the future are not encouraging. Trust has fallen and news avoidance is rising. Key revenue streams are declining and will not return. Efforts to silence investigative reporting continue. AI is starting to reshape the nature of internet search and the concept of authoritative information.

The value of honest, accurate and informative news remains as significant as ever—perhaps increasingly so as domestic challenges multiply and the geopolitical context worsens. But importance does not guarantee survival. The outlook for some areas is particularly poor. Local journalism faces long term decline. Several mass market news outlets are following suit. News deserts have been growing. Some audiences are turning away from mainstream news; a growing number are embracing dubious online sources. Others switch off altogether.

Our inquiry left us with no illusions about the stakes: the period of having informed citizens with a shared understanding of facts is not inevitable and may not endure.

It recognised the challenges facing public interest news provision and made several recommendations. The Government published their [response](#) recently.

In Scotland, The Public Interest Journalism Working Group was established as a short-life working group at the request of the Cabinet Secretary for Economy, Fair Work and Culture. The purpose of the Public Interest Journalism Working Group was to consider the long-term sustainability of public interest journalism in Scotland and recommend ways to ensure its ongoing resilience and relevance. The details of the working group, its remit, membership, minutes and final recommendations were all [published online](#).

As a result of the cooperation agreement between the Labour Government and Plaid Cymru, £100,000 was made available annually to support the sector in Wales. Following Scotland's lead, a Public Interest Journalism Working Group was tasked with preparing a report that would set out recommendations for strategic, systemic interventions to build a sustainable public interest journalism sector in Wales.

Its report [Of and for Wales: towards a sustainable future for public interest journalism was published in July 2023](#). The Welsh Government hasn't published a formal response to the report yet. Unlike its Scottish counterpart, the Welsh Working Group's remit,

membership, and minutes have not been published, and it continues to meet with no clear purpose.

This month, the release of Welsh newspaper circulation numbers for 2024 laid bare the seriousness of the situation in Wales. The annual decline in newspaper sales continued by an average of 17%, which was 18% the previous year.

When we look at historical data, the collapse is plain to see. In 2004, the 33 Welsh newspapers that report annual circulation figures were distributing 647,283 copies daily/weekly; today, that number stands at 54,950, a whopping 91.5% fall in circulation.

The situation in some areas of Wales is even more dire, The Celtic Newspaper Group, which is comprised of six titles covering the South Wales valleys, is now distributing 1,541 copies a week. In 2004 those same titles were popping through almost 100,000 letterboxes.

Celtic Newspapers Group	Western Mail & Echo Ltd	January to June 2005	100,140	<a href="#">View</a>
Celtic Newspapers Group	Western Mail & Echo Ltd	July to December 2004	98,764	<a href="#">View</a>
Celtic Newspapers Group	Western Mail & Echo Ltd	January to June 2004	99,408	<a href="#">View</a>
Celtic Newspapers Group	Western Mail & Echo Ltd	July to December 2003	97,464	<a href="#">View</a>

That's a 98% drop in circulation.

Titles like the Rhondda Leader and Pontypridd & Llantrisant Observer, which once sold 13,000 copies a week, now sell fewer than 200 copies.

It's only a matter of time before many of these titles disappear from our corner shops, joining the 300+ titles that have ceased publication in the UK since 2010.

The shift online hasn't filled the gap, especially in the valleys, where Facebook Pages posting occasional news usually relating to court appearances have taken the place of dedicated websites. People aren't being informed about the things that impact their lives daily.

Despite Cardiff University being home to The Centre For Community Journalism, the hyperlocal and community news landscape of Wales remains largely unchanged. stalwarts such as Wrexham and Deeside dot com, My Welshpool and My Newtown, Cwmbran Life, and the Caerphilly Observer serve their communities with distinction. Community radio in Wales, and particular news provision, is lacking, although stations like Bro Radio in Barry strive to keep their communities informed.

With a Welsh General Election on the horizon in May 2026, every political party in Wales should ensure that Wales has an informed electorate with access to news and information that allows them to make an informed decision at the ballot box.

Global bad actors are at work, seeking to influence and disrupt our political institutions by sharing disinformation online. Unless action is taken today, it will likely be too late.

The culture minister and the Senedd's Culture Committee need to respond to the Lords report and take action to support and invest in public interest news in Wales.

Huw Marshall

Founder

Talking.Wales

Title	Publisher	2004	End of 2022	End of 2023	End of 2024	Annual fall	
		circulation					
Western Mail	Reach	43247	6119	5271	4463	15%	
South Wales Echo	Reach	57852	6026	4574	3175	31%	
South Wales Evening Post	Reach	56487	7223	5471	4212	23%	
Daily Post	Reach	40835	10292	8350	6843	18%	
South Wales Argus	Newsquest	30295	4436	3623	3154	13%	
The Leader	Newsquest	26331	3495	3041	2697	11%	
South Wales Guardian	Newsquest	9373	1838	1513	1367		
Western Telegraph	Newsquest	27295	5067	4240	3920		
Powys County Times	Newsquest	18280	6715	6187	5697		
North Wales Pioneer	Newsquest	34676	2714	2442	1943		
Barry and District News	Newsquest	6631	1583	1408	1251		
Penarth Times	Newsquest	5852	1462	1276	1185		
Rhyl, Prestatyn, Abergele Journal	Newsquest	32839	4797	3862	3500 estimate		
Tivyside Advertiser	Newsquest	8562	2625	2037	1894		
Denbighshire Free Press	Newsquest	7328	1595	1329	1077		South Wales Valleys
Free Press Series	Newsquest	13699	1808	1614	1424		
Glamorgan Gazette	Reach	22819	1240	870	627		627
Gwent Gazette	Reach	13008	347	279	152		152
Caernarfon & Denbigh Herald	Reach	14965	429	270	184		
Rhondda Leader	Reach	13339	420	331	188		188
Pontypridd & Llantrisant Observer	Reach	12868	343	262	158		158
Merthyr Express	Reach	18725	534	388	230		230
Llanelli Star	Reach	16807	2630	1923	1331		
Holyhead & Bangor Mail	Reach	12470	347	220	166		
Cynon Valley Leader	Reach	11002	336	260	186		186
Carmarthen Journal	Reach	22447	3250	2451	1762		
North Wales Weekly News	Reach	21191	726	439	308		
Wales on Sunday	Reach	48060	3081	2514	1856	26%	
Abergavenny Chronicle	Tindle		2243	1986		1558	
Brecon & Radnor Express	Tindle		3360	2982		2556	
Cambrian News	Tindle		6877	5685		4845	15%
Monmouthshire Beacon	Tindle		2119	1928		1606	
Tenby Observer	Tindle		2012	1505		1109	
			98089	80531	54950	32% fall in 2 years	91761
		647283			66624	91% fall in 20 years	1541
				18%	17%		98.3% fall in 20 years for Valleys Papers
				161062.18			

Jack Sargeant AS/MS  
Y Gweinidog Diwylliant, Sgiliau a Phartneriaeth Gymdeithasol  
Minister for Culture, Skills and Social Partnership



Llywodraeth Cymru  
Welsh Government

Eich cyf/Your ref  
Ein cyf/Our ref

Delyth Jewell MS  
Chair Culture, Communications, Welsh Language, Sport, and International Relations  
Committee  
Senedd Cymru  
Cardiff Bay  
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[SeneddCulture@senedd.wales](mailto:SeneddCulture@senedd.wales)

24 April 2025

Dear Delyth,

Thank you for your letter of 11 March requesting an update on the work of the Wales Public Interest Journalism Working Group.

The Working Group was established in late 2022 following a recommendation made to the previous Deputy Minister for Arts, Sport and Tourism, Dawn Bowden MS by the National Union of Journalists. Its aim is to facilitate discussion between industry stakeholders and the Welsh Government, and to identify the levers available to both industry and government to support a strong, sustainable journalism sector in Wales. The Working Group has no formal role in Welsh Government policy decision making.

The recommendation report referenced in Mr Marshall's correspondence, *Of and For Wales: Towards a Sustainable Future for Public Interest Journalism*, was published in 2023, and sets out the views of members on the intervention needed for a sustainable industry in Wales. At the time, the report was presented to the then Deputy Minister for Arts, Sport and Tourism, Dawn Bowden MS and Designated Co-operation Agreement Member Cefin Campbell MS, where it was agreed both officials and Working Group members should continue discussions on the steps required to take the report's recommendations forward. Since taking on portfolio responsibility for journalism I have committed to responding to the report and to meet with the Working Group to discuss next steps.

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[Correspondence.Jack.Sargeant@gov.wales](mailto:Correspondence.Jack.Sargeant@gov.wales)

Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

Alongside the Working Group's discussions, the Welsh Government has provided support for journalism projects, with circa £400k awarded through Creative Wales to the Cardiff University's Sector Data Research project, the hyper-local Journalism Fund, the Independent Community News Network led dedicated Senedd reporter post and the Inclusive Journalism Cymru led Inclusive "Media Development Lab" project. All projects have been welcomed by the sector in Wales.

Since the publication of the Working Group's report, members continue to meet to discuss how best to use the levers available to action the report's proposals, and the ways in which industry can play its part in making change. It has recently been agreed with Working Group members that its Terms of Reference should be refreshed, and I would be happy to share the revised document with the Committee when available.

Addressing the specific issues raised by Mr Marshall, the Terms of Reference and minutes of meetings are not routinely published. However, information is made available on demand and Mr Marshall engages regularly with my officials and has received minutes of all Working Group meetings and the details of Working Group members. Membership is open to those individuals currently actively working within the industry. Mr Marshall was a founding member of the Working Group, retaining membership until mid-2023 when he left following his departure from the organisation he was representing.

Yours sincerely,

A handwritten signature in black ink that reads "JACK SARGEANT". The signature is written in a cursive, slightly slanted style. Below the signature is a long, horizontal, slightly wavy line that extends across most of the width of the signature.

**Jack Sargeant AS/MS**

Minister for Culture, Skills and Social Partnership

Y Gweinidog Diwylliant, Sgiliau a Phartneriaeth Gymdeithasol

# UK-EU Parliamentary Partnership Assembly: Fifth meeting summary report

May 2025

The Parliamentary Partnership Assembly (PPA) is a formal body established under the UK-EU Trade and Cooperation Agreement (TCA). It plays an important role in overseeing the implementation of the TCA and all subsequent UK-EU agreements.

The fifth meeting of the PPA took place in Brussels on 17-18 March. This report provides a summary of the issues discussed of importance to Wales.

Delyth Jewell MS, Chair of the Culture, Communications, Welsh Language, Sport and International Relations Committee and Hannah Blythyn MS, a member of the Economy, Trade and Rural Affairs Committee participated in the fifth meeting and the report has therefore been agreed by them in that capacity.



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## 1. Roles and responsibilities

The UK-EU Trade and Cooperation Agreement (TCA) provides for the establishment of a UK-EU Parliamentary Partnership Assembly (PPA) as part of its governance structure, referred to as the ‘institutional framework’. This framework will oversee the TCA and all subsequent UK-EU agreements.

The TCA provides that the PPA should include members of the European Parliament and UK Parliament. The PPA has an important role to play in providing oversight of the implementation of the agreement.

It is the only body that can jointly hold the TCA Partnership Council to account. The Partnership Council is the body with overall responsibility for the TCA. It is made up of European Commission representatives and UK Government Ministers.

The PPA:

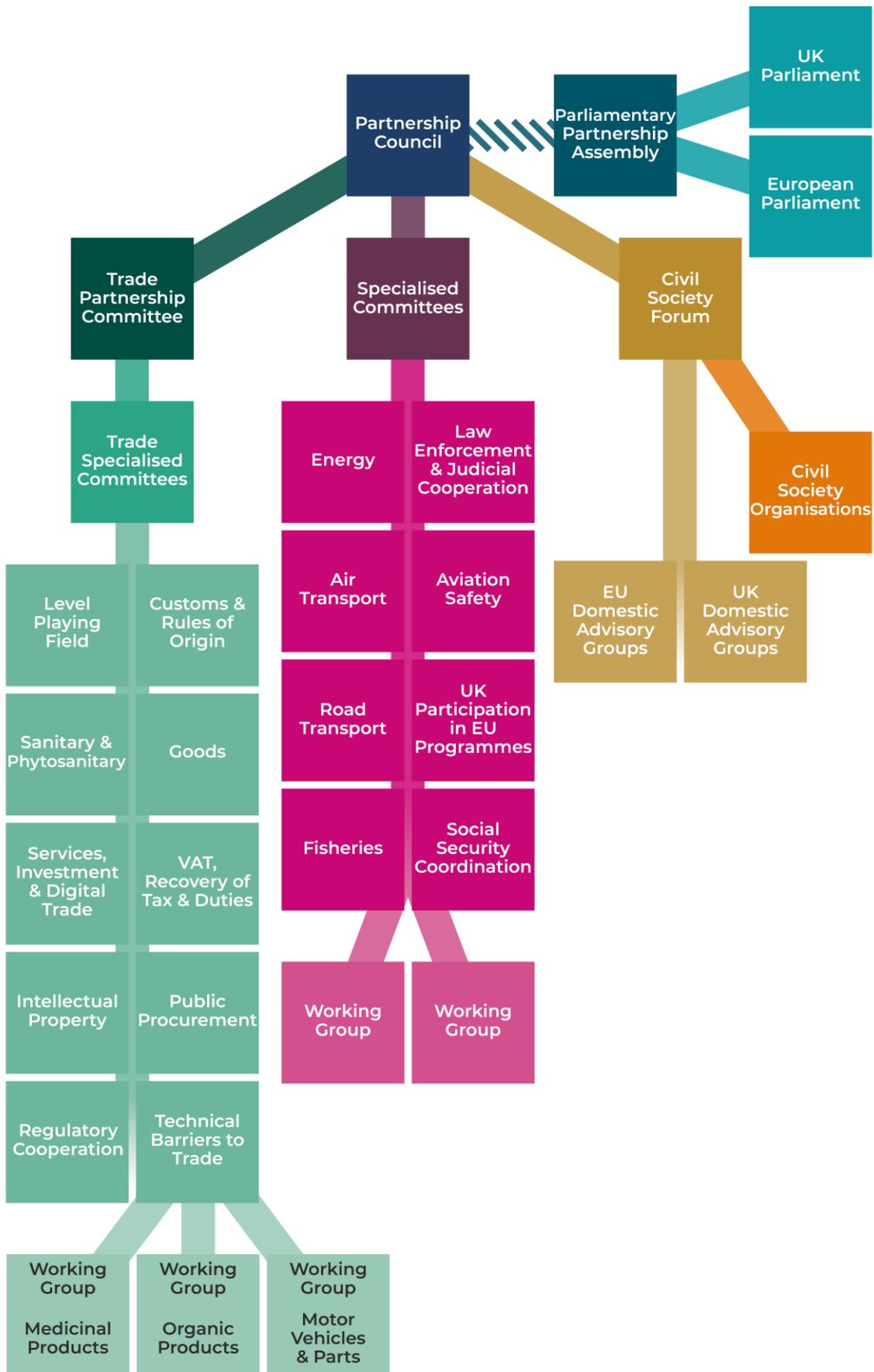
- can request information on the TCA and future UK-EU agreements from the Partnership Council, which must provide the information;
- must be informed of decisions and recommendations of the Partnership Council; and
- may make recommendations to the Partnership Council.

The PPA has also adopted its own rules of procedure since its establishment which set out how it will operate in practice.

The PPA is chaired jointly by a representative of the UK Parliament and of the European Parliament. The current co-Chairs are Marsha de Cordova MP and Sandro Gozi MEP. A full list of [UK](#) and [European](#) parliament delegations can be found on their respective websites.

The infographic below shows where the PPA sits within the TCA’s overarching institutional framework.

## Trade and Cooperation Agreement: Institutional Framework



## The role of the Senedd

The TCA does not provide a formal role for the UK's devolved legislatures, the EU's regions and cities, nor for civil society in the work of the PPA.

However, given that large parts of the TCA fall within areas of devolved competence or have an impact on them, the rules of procedure adopted allow for the devolved legislatures to be invited to attend meetings as observers. Representatives with observer status do not have ordinary speaking rights during Plenary sessions and have no voting rights.

The Senedd was invited to send two Senedd Members to the PPA. The Senedd's Chairs' Forum has decided that, given their respective remits, the Senedd should be represented by the Chair or a Member of the Culture, Communications, Welsh Language, Sport and International Relations Committee and the Chair or a Member of the Economy, Trade and Rural Affairs Committee.

The proceedings are available to view on the [European Parliament website](#).

## Senedd Member contributions

Senedd Members were asked to contribute to one Plenary agenda item of their choice and to participate fully at breakout groups.

### Plenary

---

Delyth Jewells MS contributed to the Plenary agenda item on youth opportunities. She said:

*At the Senedd, we hear time again how youth opportunities open doors to the world.*

*In November, my Committee which leads on culture and international relations, was here in Brussels to publish our report on the effects of Brexit on the culture sector, highlighting particularly for the first time the generational effects on young and emerging artists in Wales.*

*Our sectors are telling us how keenly they feel the loss of Erasmus+ and Creative Europe. They are calling on the UK to rejoin these schemes.*

*Baroness Bull was right when she spoke of “an opportunity hit for young people”. I’d add my voice entirely to her comments made earlier.*

*I’m sure we have all heard similarly heartbreaking stories – where young people are forced not to pursue new ventures, not to make life-changing connections, because those doors are now closed to them.*

*We support fully this Assembly’s predecessor’s recommendation recognising the situation is particularly challenging for young people. I hope we can take that further.*

*We must show them we can find solutions for their futures. If we cannot, we risk further alienating an entire generation. Because so much of what is being lost is not captured in graphs or statistics. Chances not taken, connections never made, lives unchanged for the better.*

*We owe it to young people today and to future generations not to become casualties of our carelessness. We owe it to them to offer hope.*

Baroness Deborah Bull, who gave evidence to the Committee’s inquiry, said:

*One additional mechanism for cultural exchange that’s often overlooked is Creative Europe, the EU’s flagship programme. The UK and its cultural organisations were highly valued partners and it had a major impact on projects in the UK’s nations and regions.*

*So, I echo the Welsh Senedd’s excellent Culture Shock report, as well as colleagues in Creative Scotland, who are calling for consideration of the UK’s reassociation to Creative Europe as these youth opportunities discussions move forward.*



*Hannah Blythyn MS and Delyth Jewell MS during the Plenary session*

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### **Breakout group: Data protection and AI**

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Hannah Blythyn MS participated in the breakout group on data protection and AI.

Delegates acknowledged the UK and EU's different approaches to AI regulation, and debated the threats and opportunities this brings. There was agreement that the current global situation, particularly developments in the US and China, could require the UK and the EU to cooperate and concerns were shared that multiple legal frameworks may offer opportunities for bad actors.

Hannah highlighted the Economy, Trade and Rural Affairs Committee's recent AI inquiry and emphasised that workers' voice and social dialogue are central to AI's impact on democracy and the workplace.

Delegates called for joint investment in research and development, and for urgent action.

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### **Breakout group: Climate and energy cooperation**

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Delyth Jewell MS participated in the breakout group on climate and energy cooperation.

There was widespread acknowledgement that climate change harms the economy. Delegates supported the need for greater climate diplomacy in addition to existing commitments on energy security, decarbonization and

supply, including decoupling from Russian oil and gas. Supply chain due diligence was also highlighted as an important issue, as were the implications arising from the US' withdrawal from the Paris Agreement.

Delyth emphasised the important role played by different communities in responding to adverse weather events, such as flooding and coal tip slides, and the need to support their transition to renewables.

Potential areas for deeper UK-EU cooperation were put forward for emissions trading systems (ETS), carbon border adjustment mechanisms (CBAMs) and reducing the energy transition skills gap.



*Delyth Jewell MS participating at the breakout group on climate and energy cooperation*

## 2. Key issues for Wales and the Senedd

The [Trade and Cooperation Agreement](#) sets the terms for the UK-EU relationship after the Withdrawal Agreement withdrew the UK from the EU. Many of its provisions either fall within devolved competence or affect areas within devolved competence, from fisheries to healthcare cooperation.

More information about what these are, how these affect Wales and the role of the PPA is available in [Senedd Research guides](#) on the agreement.

## State of play

The European Commission's Commissioner for Trade and Economic Security, Maroš Šefčovič, and the UK Government's Minister for EU Relations, Nick Thomas-Symonds, provided an update on the state of play from the Partnership Council. They each took the opportunity to set out their respective priorities for UK-EU relations.

Commissioner Šefčovič outlined several key issues for the EU, including citizens' rights, and three broad priority areas for "enhancing strategic cooperation with the UK". These were security and resilience, "people to people contacts", including youth mobility, and the "protection of the planet and its resources".

UK Minister for EU Relations, Nick Thomas-Symonds MP, highlighted the UK Government's three priorities of security, safety and prosperity. He said the UK Government was ready to negotiate a security and defence partnership and also an SPS agreement. He reiterated the UK Government's red lines not to return to the EU's Single Market, customs union or to freedom of movement.



*Hannah Blythyn MS and Delyth Jewell MS with co-Chairs Marsha de Cordova MP and Sandro Gozi MEP*

## Specific areas of cooperation

Over two days, the PPA debated specific areas of UK-EU cooperation of importance to Wales and the Senedd:

- Delegates emphasised the important role played by the UK and EU in **foreign policy, security and defence**, including through NATO, and in promoting peace and stability. They reaffirmed their support for Ukraine in the face of Russian aggression and for a lasting peace.
- On **trade, customs and sanitary and phytosanitary (SPS)**, delegates welcomed the TCA's provisions on cooperation, level playing field,

procurement, zero-tariff zero-quotas, regulatory cooperation on subsidies and sustainable development. Delegates agreed that the parties' work closely together, including that TCA committee meetings provide useful forums to resolve issues, check shared understanding and to pre-empt issues arising. Successes were outlined alongside recognition that there is room for improvements. UK delegates noted areas for improvements include an SPS agreement, mutual recognition of professional qualifications and for touring artists and there were calls for the UK to reexamine its red lines. The importance of Welsh exports, including lamb exports, was raised by Monmouthshire MP, Catherine Fookes.

- Delegates expressed widespread support for increasing **youth opportunities** and received an update from the European Economic and Social Committee (EESC) on its work. There were calls from both delegations for the UK to rejoin Erasmus, for a reciprocal strong youth mobility partnership and for a cultural exemption and reciprocal visa waiver for creative industries. Delegates from both parties' regretted the conflagration of mobility with freedom of movement. Delegates noted the need for arrangements to be broader in scope than university schemes and to include people from low-income and disadvantages backgrounds. In this regard, the EESC noted there are important lessons to be learned on inclusivity from the Welsh Government's international exchange programme, Taith.

### 3. Recommendations

Devolved legislatures have much to contribute to the PPA and our positive contributions to the breakout groups represent a valuable opportunity to raise issues and good practice from Wales.

To further develop the relationship between the Senedd and the PPA, we recommend:

**Recommendation 1: The Chair and Vice-Chair of the UK delegation should explore hosting a meeting of the PPA in a devolved nation.**

**Recommendation 2: We welcome the opportunity to contribute to breakout groups and to address the Plenary for one agenda item of our choice. However, we continue to press for devolved representatives to participate fully where devolved matters are engaged.**

**Recommendation 3: We reiterate Recommendation 3 from a previous report, that Senedd representatives and relevant Senedd committees work together to develop informal relationships with UK and EU delegation members outside of the formal PPA meetings on areas of common interest.**

**Recommendation 4: As with previous reports, this report will be shared with relevant Senedd committees and the Welsh Government.**



*Delegates of the UK-EU Parliamentary Partnership Assembly*

# Agenda Item 7

By virtue of paragraph(s) vi of Standing Order 17.42

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# Agenda Item 8

By virtue of paragraph(s) vi of Standing Order 17.42

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