

Enterprise and Business Committee

Meeting Venue: **Committee Room 3 – Senedd**

Meeting date: **Wednesday, 2 July 2014**

Meeting time: **09.30 – 11.50**

Cynulliad
Cenedlaethol
Cymru

National
Assembly for
Wales



This meeting can be viewed on Senedd TV at:

http://www.senedd.tv/archiveplayer.jsf?v=en_400000_02_07_2014&t=0&l=en

Concise Minutes:

Assembly Members:

William Graham AM (Chair)
Keith Davies AM
Dafydd Elis-Thomas AM
Rhun ap Iorwerth AM
Julie James AM
Eluned Parrott AM
Joyce Watson AM
Suzy Davies AM

Witnesses:

David Alston, Arts Council of Wales
Rebecca Brough, Wales Environment Link
James Byrne, Wildlife Trusts Wales
John Griffiths AM, Minister for Culture and Sport
Marilyn Lewis, Welsh Government
Linda Tomos, CyMAL Library Development Team
Sian Tomos, Arts Council of Wales

Committee Staff:

Claire Morris (Second Clerk)
Richard Watkins (Deputy Clerk)
Robin Wilkinson (Researcher)

1 Introductions, apologies and substitutions

Apologies were received from Mick Antoniw AM, Byron Davies AM and David Rees AM. Suzy Davies substituted for Byron Davies AM.

2 Inquiry into Tourism (Session 6)

John Griffiths (Minister for Culture and Sport), Marilyn Lewis and Linda Tomos answered questions from members of the committee.

John Griffiths agreed to provide further information to the Committee regarding:

- i) the input his officials have had into the branding exercise with Ashton Brand Consulting Group.
- ii) how his department contributes to tourism by maintaining attractions.
- iii) what targets he has to increase the number of visitors to attractions managed by his department.
- iv) results of the visitor satisfaction surveys his department has conducted recently.
- v) the role of the Welsh Music Foundation in the organisation of WOMEX.

3 Inquiry into Tourism (Session 7)

David Alston and Sian Tomos answered questions from members of the committee.

David Alston agreed to provide additional information to the Committee regarding events that generate media coverage and can be more effective than direct advertising.

4 Inquiry into Tourism (Session 8)

Rebecca Brough and James Byrne answered questions from members of the committee.

5 Papers to note

The Committee noted the following supporting documents:

EBC(4)-18-14 (p. 4) – Letter from Chair to Minister for Economy, Science and Transport

EBC(4)-18-14 (p. 5) – Reply from Minister for Economy, Science and Transport

EBC(4)-18-14 (p. 6) – Further Evidence (1) from VisitBritain

EBC(4)-18-14 (p. 7) – Further Evidence (2) from VisitBritain

EBC(4)-18-14 (p. 8) – Letter from Finance Committee to Chairs (English)

6 Motion under Standing Order 17.42 to Resolve to Exclude the Public from the Meeting for the Following Business

The Committee resolved to exclude the public from the meeting for the following business:

Consideration of draft report (Inquiry into the Welsh Government's approach to promoting trade and inward investment).

7 Consideration of Draft Report

The Committee discussed the draft report.