

# Agenda – Culture, Welsh Language and Communications Committee

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Meeting Venue:	For further information contact:
Committee Room 2 – Senedd	Steve George
Meeting date: 12 October 2017	Committee Clerk
Meeting time: 09.30	0300 200 6565
	<a href="mailto:SeneddCWLC@assembly.wales">SeneddCWLC@assembly.wales</a>

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- 1 Introductions, apologies, substitutions and declarations of interest**
  
- 2 Historic Environment: Evidence Session 1: Cadw**  
(09:30 – 10:30) (Pages 1 – 22)  
Jason Thomas, Director Culture, Sport and Tourism, Welsh Government  
Gwilym Hughes, Assistant Director, Historic Environment  
Tom Cosson, Senior Culture and Poverty Adviser, Museums, Archives and Libraries Division, Welsh Government
  
- 3 Historic Environment: Evidence Session 2**  
(10:30 – 11:30) (Pages 23 – 31)  
Christopher Catling, The Secretary (CEO), Royal Commission on the Ancient and Historical Monuments of Wales  
Dr Eurwyn Wiliam, Chair, Royal Commission on the Ancient and Historical Monuments of Wales
  
- 4 Paper(s) to note**
  - 4.1 The Independent Review of Support for Publishing and Literature in Wales: Additional Evidence**  
(Pages 32 – 45)



- 4.2 News Journalism in Wales: Additional Evidence from Google**  
(Pages 46 – 59)
- 4.3 Letter from Y Llywydd**  
(Pages 60 – 61)
- 5 Motion under Standing Order 17.42 to resolve to exclude the public from the meeting for the following business: Item 6, 7 & 10**
- 6 Private debrief for Items 2 & 3**  
(11:30 – 11:40)
- 7 Historic Environment: Presentation of Survey Results**  
(11:40 – 12:00) (Pages 62 – 69)  
Rhayna Mann, Senior Outreach and Engagement Officer, Assembly  
Commission
- Lunch (12:00 – 12:45)**
- 8 News Journalism in Wales: Evidence from Cabinet Secretary for Economy and Infrastructure**  
(12:45 – 13:45) (Pages 70 – 79)  
Ken Skates AM, Cabinet Secretary for Economy and Infrastructure  
Hywel Owen, Media Policy Team Leader, Welsh Government  
Paul Kindred, Senior Policy Analyst, Welsh Government
- 9 The Independent Review of Support for Publishing and Literature in Wales: Evidence from Cabinet Secretary for Economy and Infrastructure**  
(13:45 – 14:45) (Pages 80 – 83)  
Ken Skates AM, Cabinet Secretary for Economy and Infrastructure  
Hywel Owen, Media Policy Team Leader, Welsh Government  
Paul Kindred, Senior Policy Analyst, Welsh Government  
Peter Owen, Head of Arts Policy Branch, Welsh Government

## **10 Private debrief for Items 8 & 9**

(14:45 – 15:00)

# Agenda Item 2

Document is Restricted

## **Evidence paper for the Culture, Welsh Language & Communications Committee on the Historic Environment**

### **Introduction**

The historic environment of Wales makes a vital contribution to our sense of identity and sense of place – and makes an important contribution to our economy and well being.

Wales's historic assets include:

- 3 World Heritage Sites
- 30,000+ listed buildings
- 500 Conservation areas
- 4,100 scheduled monuments
- 6 designated historic wrecks
- 390 registered historic parks and gardens
- 58 registered historic landscapes

Cadw, the Welsh Government's Historic Environment Service, looks after and opens to the public 129 monuments across Wales. Of these, 29 are staffed sites and the remainder are free open-access sites. Cadw's wider role includes the provision of advice and support for the thousands of people and organisations across Wales who live in or care for historic buildings and monuments – the great majority of which are in private ownership. For example, during 2016/17 Cadw considered 1869 consultations and applications relating to designated historic assets.

Cadw also supports Ministers in determining which historic assets warrant statutory protection, and the development and implementation of strategy and policy for the historic environment.

### **Cadw's future status**

Earlier this year, the Cabinet Secretary accepted the recommendations of a steering group set up to review the future of heritage services in Wales: a new Strategic Partnership and the future of Cadw. This included a recommendation to consider options for the future governance arrangements of Cadw, and to test these against the status quo of retaining Cadw within government. A project board was established with representation across Welsh Government to oversee the delivery of the project and the business case has been developed through a thorough and inclusive process. The advice will be submitted to the Cabinet Secretary shortly before subsequent consideration by Cabinet.

### **Facilitating collaboration within the sector;**

The steering group also recommended greater collaboration between our leading heritage institutions including the establishment of a Strategic Partnership between Cadw, the Royal Commission on the Ancient and Historical Monuments of Wales, the National Library of Wales and Amgueddfa Cymru. This was established in May

2017 and includes participation from TUS colleagues. The partnership provides a real opportunity to bring a sharper focus and clearer identity to the commercial work of our national institutions, especially at a time of pressure on our public finances. It is currently considering development of several initiatives including skills development, commercial, and collaborative delivery of back office functions.

Other collaborations include:

- *Historic environment fora* – Cadw facilitates the Historic Environment Group, the Built Heritage Forum and the Welsh Places of Worship Forum, all of which meet regularly to share information, inform policy and to discuss working together for the future.
- *The Lle Hanes* – in which Cadw and other sector partners collaborate on a shared space at major events such as the National Eisteddfod - working together to co-produce content and a programme of activities/events.
- *Marketing campaigns* – for example the recent collaboration between Cadw and Amgueddfa Cymru – National Museum Wales on a *Dragon vs. Dinosaur* marketing campaign over spring / summer 2016. This included a joint promotional video and social media campaign.

### **Collaboration with heritage assets in the private sector;**

The vast majority of historic assets in Wales are in private ownership. Cadw provides a key role in providing support, advice and mentoring for owners and occupiers – either through direct contact or through the publication of management advice and guidance.

Cadw also works with organisations responsible for privately owned historic assets including the Historic Houses Association and the Country Landowners and Business Association – who are represented on the Historic Environment Group.

An example of the close working between the public and private sector is the Cadw-led Open Doors programme held every September - the largest annual celebration of architecture and heritage to be held in Wales providing free public access to hundreds of historic properties, many of which are in private ownership.

Cadw works closely with Visit Wales to explore new opportunities for promoting the tourism potential of the historic environment. This will also be a key objective of the new historic Wales Strategic Partnership.

### **Maximising the value of heritage tourism and Cadw's work to meet its income generation targets;**

Cadw sites provide income from admissions, retail, membership, corporate hire and other commercial initiatives. 2016/17 saw Cadw's most successful year on record, with 1.4m visitors to staffed sites and £6.6m income received. This is reinvested into the care and protection of the historic environment.

In each of the last three years Cadw income has exceeded ambitious targets (see Annex 1). In exceeding these targets, Cadw has run several successful and award-winning marketing campaigns encouraging visitors to the historic sites in the care of

Welsh Government, and delivers ground-breaking events at its sites to attract new and repeat visitors.

For example, the 2016 *Historic Adventures* campaign began with the introduction of a large dragon sculpture at Caerphilly Castle on St David's Day. The campaign exceeded all expectations and targets, generating unprecedented interest and contributing to Cadw's most successful year on record. From the campaign's launch to its end in September there were 728k paying visitors to all Cadw sites (+3.63% YOY) generating £844k income (+71.47 YOY).

The legacy of the dragons continues, with a female and two baby dragons introduced as part of the spring/summer 2017 *Live the Legends* campaign. Results to date suggest commercial performance and footfall continues to grow, with record numbers attending sites featured on the 'dragons tour'.

### **Implementation of the Historic Environment Act**

The [Historic Environment \(Wales\) Act 2016](#) received Royal Assent on 21 March 2016, giving Wales the most progressive historic environment legislation in the UK. With the greater part of the Act's provisions in force, Wales now has:

- **Statutory historic environment records (HERs) for every local authority area**  
Maintained by the four Welsh archaeological trusts on behalf of the Welsh Ministers, the records are freely available on the [Archwilio website](#). They provide essential evidence for decisions on the sustainable management of the historic environment and help people engage with their local heritage. They are the first statutory historic environment records in the UK.
- **A statutory list of historic place names**  
Another 'first' for Wales. Compiled and maintained on behalf of the Welsh Ministers by the Royal Commission on the Ancient and Historical Monuments of Wales, the list is accessible [online](#) or through the historic environment records. It has been well received and will raise awareness of the importance of our historic place names and encourage their continuing use. Statutory guidance directs certain public bodies to take account of the list if naming or renaming properties in the discharge of their functions.
- **More open and accountable systems for the designation of historic assets**  
New requirements for formal consultation with owners and occupiers and rights of review have put Wales in the lead amongst the UK nations in making the processes for scheduling a monument or listing a building more transparent and accountable. During the consultation period, an asset receives interim protection as if already designated.
- **New and enhanced arrangements for the protection and management of scheduled monuments**  
A greater range of nationally important archaeological sites can now be protected as scheduled monuments. The Act has introduced new measures to halt damage to scheduled monuments and enforce their restoration augmenting existing powers of prosecution. These new measures are supported by the

provision of online access to reliable information on the location and extent of scheduled monuments through [Cof Cymru — National Historic Assets of Wales](#). A simplified scheduled monument consent process for uncontentious works is already saving time for owners and Cadw staff.

- **New and enhanced measures for the protection of listed buildings**  
Local authorities have new powers to put an immediate stop to unauthorised works to a listed building. They can also undertake urgent works to halt the deterioration of any listed building, provided that they do not unreasonably interfere with residential use. In a move to reduce the financial risks associated with urgent works, local authorities can make the costs a local land charge, charge interest on outstanding sums and employ a number of mechanisms for recovery.

Four provisions of the Act remain to be commenced:

- **Heritage partnership agreements** (Sections 11 and 28)  
These voluntary agreements, which support the consistent long-term management of scheduled monuments and listed buildings, will benefit both owners and consenting authorities by embodying the necessary consents for agreed routine works. Since these agreements will last for a number of years, it is important that the regulations and associated guidance are well-founded and practical. Drawing upon the experience of such agreements in England, we are seeking partners for pilot schemes to inform further progress. The aim is to commence the provisions in 2018.
- **Statutory register of historic parks and gardens in Wales** (Section 18)  
The boundaries of 390 parks and gardens on the existing non-statutory register have been reviewed. Before the statutory register is brought into force, all known owners and occupiers of these sites will be notified of the boundaries of the registered areas during the remainder of 2017 and early 2018.
- **Preservation of listed buildings in disrepair** (Section 31)  
This provision provides for new regulations to give local authorities additional powers to secure the proper preservation of listed buildings in disrepair. However, the input of stakeholders across the historic environment sector will be needed to shape effective legislation. While deteriorating listed buildings are a cause for concern, new regulations need to be genuinely useful to local authorities and contribute positively to the resolution of the complex challenges posed by such buildings. Research commissioned to inform proposals for the regulations will be published shortly.
- **Advisory Panel for the Welsh Historic Environment** (Sections 38 and 39)  
It would be premature to consider the detailed arrangements for the Advisory Panel until the Cabinet Secretary and Cabinet has concluded the review on the future governance arrangements for Cadw.

From the outset of the legislative process, we recognised that up-to-date planning policy and advice for the historic environment would be needed to reflect and support the provisions of the 2016 Act. We have now published:



- **November 2016** - a revised historic environment chapter for [Planning Policy Wales](#)
- **May 2017** - the first technical advice note for the Welsh historic environment ([TAN 24](#)), which replaced a number of outdated Welsh Office circulars.
- **May 2017** - nine best practice guidance documents for the management of the historic environment. These are available from the [Cadw website](#) and include the management of World Heritage Sites and historic parks and gardens and advice on the preparation of lists of historic assets of special local interest and tackling listed buildings at risk. Further guidance documents are in preparation.

These publications will help local authorities, the third sector, developers and owners and occupiers to manage the historic environment for the benefit of present and future generations.

### **Protection for listed buildings and scheduled monuments;**

During 2016 and 2017, a series of measures have been, or are being, introduced to support the management and protection of listed buildings and scheduled monuments in Wales.

- **The 2016 Act and the newly published TAN 24** - these will strengthen the legal and planning framework for the protection and management of listed buildings in Wales which is provided by the Planning (Listed Buildings and Conservation Areas) Act 1990.
- [Managing Change to Listed Buildings in Wales](#) – this new guidance will help owners and occupiers of listed buildings and their agents understand the implications of owning a listed building and making changes to it. It sets out the general principles to consider when making changes to listed buildings, and explains the listed building consent process. Local planning authorities have primary responsibility for the administration of the consent process, and the guidance will also inform their decision-making.
- **Heritage Impact Statements** - New regulations came into force on 1 September 2017 to require heritage impact statements for all applications for listed building and conservation area consent. The objective is to protect the heritage values of a historic asset, by requiring a thorough understanding of the impact of a proposed change on its significance. New best-practice guidance has been published, [Heritage Impact Assessment in Wales](#), to help owners, agents and local planning authorities understand why, when and how to undertake a heritage impact assessment and write a heritage impact statement.
- **Historic Assets of special local interest** - While many historic buildings across Wales do not meet the criteria for listing, they still contribute to the identity and distinctiveness of local communities. Cadw has recently published [Managing Lists of Historic Assets of Special Local Interest in Wales](#), which sets out general principles and good practice for preparing and managing lists of local historic assets and provides guidance on their use in the planning system. The guidance aims to encourage local authorities, third sector

organisations and owners to work together to protect and enhance historic assets of special local interest and inspire people to care about their local heritage.

- **The protection of scheduled monuments** – the 2016 Act improves on the legislative framework for the protection of ancient monuments, which is provided by the Ancient Monuments and Archaeological Areas Act 1979. The scheduled monument consent process is administered by Cadw on behalf of Welsh Ministers and controls activities to ensure the long term preservation of these national historic sites for the enjoyment and appreciation of present and future generations. Cadw officials also work with owners and local communities to support conservation projects.
- **Properties in the Care of Cadw** - The Ancient Monuments and Archaeological Areas Act 1979 also provides the legal framework for the 129 properties in the direct care of the Welsh Government, which are managed by Cadw. Of these, 107 are under Guardianship (perpetuity) Agreements. Guardianship places both a statutory duty to maintain the property and powers to do everything necessary for its maintenance, including any archaeological investigation and to remove any part of the property/monument to another place to preserve it. The guardian also has a duty to provide public access and visitor facilities. In compliance with its guardianship duties Cadw has implemented a rolling programme of quinquennial inspections of the historic fabric of all its properties. These have informed prioritised five year programmes of conservation, repair and maintenance work which is being delivered by Cadw's own in-house conservation craft teams or via external contractors.

### **Protection for buildings and monuments at risk;**

**Monuments at Risk Survey:** Since 1985 Cadw field monument wardens have undertaken a systematic programme of monitoring the condition of scheduled monuments, supported by aerial photographic surveys undertaken by the Royal Commission on the Ancient and Historical Monuments of Wales.

The survey involves the collection of robust evidence that is used to identify the nature and extent of threats and risks and to focus positive conservation work and grants to monuments in most need. It also allows the provision of advice and the development of management agreements with owners.

**The condition of listed buildings in Wales:** Surveys of the condition of listed buildings have been carried out in Wales for over 15 years and are currently undertaken over a five-year rolling period, surveying approximately 20% of listed buildings stock in Wales per year using a consistent methodology. The latest available data suggests a modest improvement with the number of buildings either 'at risk' or 'vulnerable' falling to 8.54%. The surveys provide local authorities and Cadw with a sound evidence base for strategies to address buildings at risk, and to target any grant-giving programmes.

Tackling buildings at risk requires a proactive and collaborative approach. For example, Cadw is working with other government departments and local authorities

in a range of urban regeneration initiatives, and is taking the lead in a [strategic action plan for places of worship](#), many of which face an uncertain future. Cadw also supports organisations that are directly involved with the management of buildings at risk, such as the Heritage Trust Network, the Architectural Heritage Fund and the Prince's Regeneration Trust.

Where positive support fails, there is a range of statutory measures available to enable local authorities to take remedial action. These measures are outlined in new guidance, [Managing Listed Buildings at Risk in Wales](#), which also provides guidance on the identification of problems and their causes, and how to manage them through positive action wherever possible.

### **Delivery of Baroness Andrews' Culture and Poverty report:**

The recommendations in Baroness Andrews' Culture and Poverty report have been progressed through our innovative **Fusion: Creating Opportunities through Culture Programme**. The aim is to eliminate barriers to cultural participation and boost skills, engagement, self-esteem and aspiration, particularly in areas experiencing economic disadvantage. Fusion has enabled a wide range of cultural organisations to contribute to a shared anti-poverty agenda by developing new, exciting opportunities for people living in the most deprived communities in Wales. The evaluation of the Programme has demonstrated that cultural bodies are developing more coherent and collaborative approaches to tackling poverty.

**Fusion pilot phase in 2015-17:** saw the establishment of an innovative delivery model – the Pioneer Area approach. Ten coalitions of cultural and community organisations across Wales delivered activities including digital heritage programmes, schemes to encourage young people and their families to visit museums, volunteering and work experience, and projects using heritage to encourage healthier lifestyles. During the pilot phase, over 100 partners collaborated to offer opportunities to over 5,000 participants. This included:

- Over 300 people volunteering
- Over 1,500 young people supported to do better at school
- Over 1,250 people supported to love healthier lives and
- Over 100 people gaining a qualification or accredited learning

**Fusion 2017-18:** Building on the pilot phase, the Programme is now being aligned to wider Welsh Government policy for supporting resilient communities focusing on three themes - employability and skills, supporting the early years, and supporting health and wellbeing. Current initiatives include the Fusion Challenge Grants Programme launched in March 2017 and transformative programme, ***Cultural Ambition***, which will create 33, 12-month training placements in the heritage sector across Wales, targeted at young people who are NEET, particularly from disadvantaged communities.

The Andrew's report has also inspired other initiatives, notably the development of a successful bid to the Heritage Lottery Fund for a major youth-focused community archaeology programme: 'Unloved Heritage'. This will be delivered over the next three years by Cadw in partnership with the Archaeological Trusts and the Royal Commission

## Annex 1

Breakdown of Cadw income over the last three years – on each occasion the actual income generated has exceeded ambitious targets

Income Stream	2016-17 target £	2016-17 actuals £	2016-7 variance %
Admissions	3,647,420	3,712,451	1.78%
Retail	1,696,827	1,916,608	12.95%
Membership	461,000	527,177	14.36%
Commercial Hire	293,000	344,894	17.71%
Estate Income	88,746	86,213	(2.85%)
Other	13,007	16,626	27.83%
<b>TOTAL</b>	<b>6,200,000</b>	<b>6,603,969</b>	<b>6.52%</b>

Income Stream	2015-16 target £	2015-16 actuals £	2015-6 variance %
Total Admissions	3,170,554	3,437,320	8.41%
Total Retail	1,524,589	1,635,852	7.30%
Total Membership	393,627	438,107	11.30%
Commercial Hire	212,790	175,201	(17.66%)
Estate Income	44,816	72,033	60.73%
Other	15,600	22,299	42.94%
<b>TOTAL</b>	<b>5,361,976</b>	<b>5,780,813</b>	<b>7.81%</b>

Income Stream	2014-15 target £	2014-15 actual £	2014-5 variance %
Total Admissions	2,855,335	3,079,760	7.9%
Total Retail	1,557,254	1,524,589	(2.1%)
Total Membership	386,439	393,682	1.9%
Commercial Hire	149,618	223,910	49.7%
Estate Income	18,500	41,946	126.7%
Other	53,500	14,603	(72.7%)
<b>TOTAL</b>	<b>5,020,647</b>	<b>5,278,490</b>	<b>5.1%</b>

**The Royal Commission:** The Royal Commission on the Ancient and Historical Monuments of Wales is the research and development arm for the historic environment in Wales. The fieldwork that we undertake and the records that we curate in the National Monuments Record of Wales together constitute the evidence base for our understanding of the archaeological, built and maritime heritage of Wales, for the policy decisions taken by national and local government, planning authorities, businesses, investors and developers and for the research undertaken by academics, students and members of the public.

The Royal Commission is based in Aberystwyth and is sponsored by the Welsh Government, which contributes some £1.5m a year to our budget. The Chairman and Commissioners are appointed by the Crown to direct the work of the Commission's 30 expert staff, who are engaged in field research, curatorial and public engagement activity.

## 1. Questions about heritage protection in Wales:

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- Implementation of the Historic Environment (Wales) Act 2016;
- Protection for listed buildings and scheduled monuments;
- Protection for buildings and monuments at risk.

**Progressive legislation:** The passage into law of the Wales Historic Environment (Wales) Act 2016 has put Wales in the vanguard of heritage protection. Wales can be proud of having what is arguably the world's most progressive heritage protection legislation. Among provisions specific to Wales are state-funded HERs (Historic Environment Registers) for use by local authorities in exercising their planning and development control responsibilities and measures to protect place-names and historical parks and gardens.

**Practice guidance:** It has inevitably taken time for the Act's legal provisions to be turned into practice guidance. Cadw has faced a substantial task of drafting numerous documents, consulting the sector, taking in revisions and publishing the results. The Royal Commission has played an active role in this process, especially in the preparation of guidance on conservation area appraisal and management.

The Commission has also been asked by Cadw to write guidance for conservation and planning officers reminding them of the scope they have to ask developers to pay for the recording of historic buildings as a condition of listed building consent. If there is one area where we still feel concern at the lack of an agreed strategy (see below) and best-practice guidance, it is in the field of maritime archaeology, where the marine resource is under pressure from aggregates extraction and plans for windfarms and tidal barriers.

There have been many positive aspects to the consultation process: one is that the sector has helped improve the original drafts by responding with practical suggestions for ensuring that the guidance is workable; another is the way that help has come from beyond the sector – there has been much goodwill and co-operation from colleagues who work in planning and environmental functions, for example.

**Protection for historic place-names:** Another area in which progress has been swift and positive is in the creation of a register of historic place-names as required by Section 34 of the Historic Environment (Wales) Act 2016. The task of creating the register was delegated by Cadw to the Royal Commission; we convened an advisory group of all the stakeholders, including the Welsh Archaeological Trusts, Welsh Place-Name Society, National Library of Wales and Centre for Advanced Welsh and Celtic Studies. The List was launched by Cabinet Secretary Ken Skates on 8 May 2017 with an initial list of some 350,000 names (expected to grow significantly) identified from sources that predate the First World War. The List now provides easy access to a single centralised source of information on historic place names and has been welcomed by public and professional users, such as local authorities and Government Departments in Wales faced with making decisions about proposed name changes or new names in Wales.

**The need for a strategic plan:** While it is too soon to assess how well the Historic Environment (Wales) Act 2016 is working, and what sort of impact it has had, it is clear that, despite the Act, Wales lacks an agreed historic environment strategy. The state heritage agencies in England (Historic England) and Scotland (Historic Environment Scotland, or HES) both have strategic plans setting out agreed objectives for the sector for the next five years: Wales has yet to produce one. In addition, though the Act makes provision for an Advisory Board whose members are to be entrusted with acting as the Cabinet Secretary's watchdog and advisor on heritage protection, it is not clear that any moves have been taken yet to constitute

such a body. It is to be hoped that once the options for Cadw's future have been considered and settled, attention will turn to the creation of an Advisory Board.

**Systematic designation:** A core part of the English and Scottish historic environment protection strategy is their systematic approach to designation. Members of the CWLC committee may well recall stories in the media about the most recent list to emerge from Historic England's designation activity – the range of properties added to the heritage assets register in 2017 included Underhill House, in West Yorkshire, the first modern earth-sheltered house in Britain, the Cabman's Shelter in Grosvenor Gardens, London, and the buildings that form the entrance to Willesden Jewish Cemetery, London. These listings result from annual heritage asset surveys that include a thematic element – in recent years Historic England has surveyed railway structures, buildings associated with Lesbian Gay Bisexual Transgender and Queer heritage, Brutalist and post-war architecture.

Wales does not have any such programme of systematic assessment, survey and evaluation. The Royal Society of Architects in Wales has been particularly critical of the lack of a survey of 20<sup>th</sup>-century buildings in Wales or any attempt to assess which buildings should be afforded protection through listing. Cadw admits that listing activity in Wales has been reactive, rather than pro-active, for the last decade or so, based on spot-listing applications made by members of the public concerned at the potential loss of a valued building. These spot-listing applications are rarely successful.

We believe that systematic thematic survey is essential if the best and most significant buildings and monuments in Wales are to be given a measure of protection. The remit of the Royal Commission is to undertake exactly this kind of survey, but the lack of resources is a considerable restraint on our ability to help Cadw undertake a pro-active approach to listing. We have successfully completed major, definitive surveys of historic chapels and of upland archaeology; we are currently engaged in surveys of historic parks and gardens and of the impacts of climate change on coastal heritage, but recent budget cuts have severely reduced our capacity and we are unable at present to undertake the surveys of those categories of buildings that are most under threat, including historic farmsteads and 19<sup>th</sup> and 20<sup>th</sup> century places of worship.

**Heritage at risk:** The identification of farmsteads and post-medieval places of worship as categories of building most at risk has come from analysis of the database of buildings and monuments at risk maintained by Cadw. Cadw also

undertakes a regular 'condition' survey of listed buildings and monuments. The task of taking steps to resolve the problems of neglect is delegated to local authorities, all of whom are encouraged to maintain their own local risk registers (there is something of a conflict of interest here in that a significant proportion of buildings at risk in Wales are in local authority ownership).

It is not clear to what degree the results of the condition survey are being used to intervene and to encourage owners to repair or protect the buildings that are identified as being at risk. This may be because Cadw and local authority conservation staff are aware that there are no easy answers, but neglected and endangered buildings are not just a heritage issue: they represent a blight that has an impact on the well-being of residents and visitors. Questions need to be asked about whether Wales is as active in regeneration as other parts of the UK, and if not why not?

**Training and communication:** Finally, issuing guidance and providing funding, though excellent in themselves, will not make a difference without a major effort to communicate the Act's provisions, explain them to elected members and local authority employees, and ensure that developers and others are aware of what is required by the Act. For a model for how to do this, Wales might adapt aspects of the HELM (Historic Environment Local Management) programme operated by Historic England, which offers training for local authority staff and members on a range of historic environment topics.

**Underfunding:** The comments made above are not intended as criticism of Cadw. Instead their purpose is to draw attention to the underlying irony that while Wales has progressive heritage protection legislation, the sector lacks a clear strategy and is underfunded to the extent that it cannot carry out some of the fundamental tasks, such as listing, that a state heritage agency exists to perform.

Cadw is not alone in lacking adequate funds. Whilst Cadw and Welsh Government are responsible for setting historic environment policy and strategic direction, the implementation of this guidance falls on a number of other bodies, including the Royal Commission (field recording and curation of the National Monuments Record of Wales), local authorities (planning strategy, development control, conservation area management) and the Welsh Archaeological Trusts (management of Historic Environment Records and mitigation work once planning permission has been granted).



All of these organisations are struggling to perform their core functions and are underfunded for the scale of the tasks with which they have been entrusted. And while the annual budget is largely committed to core functions, there is no allowance in our budgets for investment in the future. The Royal Commission has made strenuous efforts to raise funding from non-governmental sources, and has been conspicuously successful in winning major grants from such bodies as the European Union Inter-Reg Fund, the Heritage Lottery Fund, and the Arts and Humanities Research Council. Success in this field levers in additional funding for projects that we wish to undertake, but does not allow for vital investment in infrastructure.

**Succession planning and IT infrastructure:** Two areas of underfunding are of particular concern to the Commission and to the sector as a whole: keeping pace with technological developments and succession planning. These are of particular concern to Commissioners because our platform for managing information in the National Monuments Record will need considerable investment to keep pace with digital archive requirements if we are to continue to provide the service that the public expects in the years to come.

The other area that is becoming critical is the lack of scope for succession, the lack of opportunities for on-the-job training, the lack of skills transfer and continuity. On the rare occasions when jobs are advertised, there is no shortage of applicants – but there is a severe shortage of applicants who have the necessary experience to replace the highly experienced staff who have retired or moved on. Ideally the sector should be offering apprenticeships and training programmes, but to do so requires funds that we do not have.

## 2. Questions about the 'Historic Wales' proposals for increasing income and encouraging greater collaboration between Cadw, the National Library, National Museum and Royal Commission:

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- Facilitating collaboration within the sector;
- Maximising the value of heritage tourism and Cadw's work to meet its income generation targets;
- Collaboration with heritage assets in the private sector;
- Cadw's future status.

**Strategic partnership:** The Royal Commission has played a leading role in the deliberations over the ‘Historic Wales’ proposals, and the Commission’s Secretary has been elected joint chair (with Gareth Howells of the Prospect union) of the strategic partnership that has emerged as a result.

The strategic partnership brings the four state-funded heritage agencies in Wales (Cadw, the National Museum, the National Library and the Royal Commission) together, along with officials of the three staff unions. At the first two meetings, topics identified for closer collaboration and joint endeavour include a sector skills strategy, catering and retailing strategy, the marketing of intellectual property rights, the development of a bi-lingual e-commerce platform and the development of an integrated tourism offer (an All-Wales Heritage Pass).

**Are we part of the tourism sector?** It is worth stressing at this stage that two of the four institutions concerned (the National Library and the Royal Commission) are not part of the tourist industry, and that their activities and relationships have a closer affinity with the education sector. The search rooms at the Library and Royal Commission are places of study and research, and our closest partnerships are with universities.

Equally, tourism is only part of what the National Museum and Cadw exist to do: research and learning also plays a major part in their activities, and Cadw has a very substantial role as the Welsh Government’s historic environment policy and advisory service (Cadw thus combines the functions that in England are now performed by two separate organisations: the customer-facing functions of English Heritage and the policy and planning functions of Historic England).

Having said that, Cadw and the National Museum run visitor attractions that are core to Wales’s tourism offer. On various occasions it has been said that Wales lags behind similarly sized nations in its performance as a tourism destination (most recently, the BBC ‘Wish You Were Here’ programme broadcast on 11 July 2017 made much of the differences between Welsh and Scottish tourism policy, to the detriment of Wales) but hard facts are difficult to find. We understand that the Cabinet Secretary has commissioned a report from Simon Thurley, former Chief Executive of English Heritage, specifically to benchmark the performance of the National Museum against similar institutions elsewhere and we look forward to seeing the results of that exercise, which may well help us all to understand the issues better.

**Our vision:** Whatever the outcome, there is no lack of vision on the part of the sector or on the part of the members of the Historic Wales strategic partnership. We are passionate about the Welsh historic (and natural) environment and aspire to clarity of branding and a better experience for all visitors to Wales. We believe we have world-class visitor attractions that could be on the 'must-see' lists of people travelling to the UK from other parts of the world. We wish to work more closely with other tourism providers so as to offer a rich range of choice and encourage people who come to Wales for one activity, such as a concert or a rugby match, prolong their stay to do something else, such as visiting a castle or museum, or to make frequent return visits.

We want to offer experiential travel – travel that enriches and changes lives. We want our museum and Cadw shops and restaurants to become destinations in their own right – places that people go for Sunday lunch or tea, or to buy presents for family and friends, places that promote the best of Welsh crafts and Welsh food. We want to add value to Cadw membership and to build Cadw's magazine into a broad heritage sector publication that attracts substantial advertising revenue as well as promoting cultural tourism in Wales. We want to build a healthy faith tourism and pilgrimage sector and encourage visits from the millions of people around the world who self-identify as Welsh in origin.

**Investment and leadership:** Whether this vision can be delivered depends on a number of factors. At present the sector is staffed with people who have curatorial, archival or historic environment expertise. We lack, and need to invest in, people with skills in business planning, fund-raising and sponsorship, travel-trade marketing, catering and retail. Co-operation needs to go beyond the four current participants in the Historic Wales strategic partnership to embrace all those bodies with a stake in Welsh tourism, including Natural Resources Wales, Visit Wales, the National Trust, and the Historic Houses Association. A development budget is essential to support the vision and so is vigorous and inspiring leadership.

**Options for Cadw's future:** Much will also depend on whether or not a way can be found to enable Cadw to become more commercially agile. Cadw is both an operator of heritage visitor attractions and the state heritage agency. The two functions have been separated out in England to create two new bodies, whereas in Scotland they have been kept in one organisation. Cadw is probably too small to split, and to do so would involve duplication of functions as well as losing the vital synergies that exist between the different parts of the organisation.

We await with interest the results of Kate Clark's report into the options for Cadw, but we believe that keeping Cadw intact would seem to be the best option. That probably means staying close to Government in some form: if so, Cadw needs to be free to be more entrepreneurial and commercial, which means that current constraints on recruitment, procurement, budgeting and succession planning all need to be addressed. More public accountability is also crucial; in former years Cadw published annual reports of its performance. And, amazingly, the public are largely still unaware that Cadw is actually a department of Welsh Government.

Questions about the degree to which the heritage sector is contributing to Welsh Government social objectives:

**Delivery of Baroness Andrews' Culture and Poverty report:** This is another area in which the sector has no lack of ambition but lacks resources to carry out proven schemes.

Possibly the main lesson that the heritage sector as a whole has learned from the last two years of trying to respond to the Andrews Report is that social services and local authority employees act as gatekeepers to the under-represented groups and hard-to-reach individuals that we could help. These gatekeepers are often sceptical about whether heritage and culture have anything relevant to offer them or their clients. Much work has had to go into winning their hearts and minds over the last three years.

Where we have been able to overcome this hurdle, it is usually because somebody in a local authority has approached a heritage body with a specific idea or proposal that has then been developed and delivered jointly. We struggle to devise relevant projects without their participation, and even when we do work together, you need substantial resources to be able to respond effectively, the outcomes are uncertain and the numbers of people helped can be very small.

**In sum, we would like to see:**

- raising the priority given to the historic environment in Government planning and reversing the damaging cuts of recent years to enable Cadw, the Royal Commission, the National Museum and National Library to carry out their core functions and make the most of the opportunities presented by the Historic Environment (Wales) Act 2016;

- an Advisory Board established to act as a watchdog on behalf on the Welsh historic environment and to advise the Cabinet Secretary on policy;
- a strategic plan for the historic environment sector in Wales and a more proactive approach to designation;
- addressing the brakes on enterprise that constrain the sector, including annual budgets, and strict government policies on procurement and recruitment;
- investment in succession planning and IT infrastructure;
- investment in tourism, marketing and fundraising skills;
- closer co-operation between the different parts of the cultural tourism sector and a clear focus on improving the experience of visitors to Wales, making our sites, monuments and museums better to visit and more profitable.

## **FAO: Cabinet Secretary for Economy and Infrastructure**

### **Chair of the Culture, Welsh Language and Communications Committee**

#### **Literature Wales – Reply to the Panel Chair’s Response**

We are pleased finally to receive Professor Medwin Hughes (MH)’s response to the submissions of Literature Wales (LW), the Arts Council of Wales (ACW), and the Welsh Books Council (WBC). Below is our response to that document, which relate specifically to the Report produced by MH and the Panel. LW remains committed to working constructively with the Cabinet Secretary and the key stakeholders to enhance and develop a more closely-connected literature sector in Wales.

#### **Out-dated information & selective evidence**

A number of the detailed questions we asked remain not fully answered in the Panel’s response. Of greater concern, however, is the fact that the Panel *reveals itself to be justifying its conclusions based on a) information that is years out of date, and b) a narrow field of evidence*. Worryingly, what the Panel has given the Cabinet Secretary here is a post-hoc justification – a case of reverse engineering based on outdated information. The Cabinet Secretary should understand that no attempt has been made in this response to assess and acknowledge *the current state of play and the robustness of activities going forward*. In short, the response is as misleading as the initial report, and misadvises Welsh Government.

We need to be absolutely clear what the foundation of the response is. The Panel quotes from two documents: the Arad Report (published in December 2015) and ACW’s Annual Review and Investment Review reports on LW (from June and September 2015). *Both of these were assessments at a certain point in time, with significant institutional and sectoral developments and robust enhancements implemented and acknowledged since they appeared*. It is clear, however, that MH and the Panel have chosen not to take into account, nor bring to the Cabinet Secretary’s attention, *developments that were strongly and unambiguously articulated by both ACW and LW during the review process*. Through these updates, the Panel would have been able to see that many of the key recommendations and concerns raised in these two documents *had already been acted on*. Much of what is quoted as ‘evidence’ is out of date, out of context, or irrelevant.

#### **(a) The Arad Report**

The response from MH begins with an excessive and distorted emphasis on the Arad Report. *It is significant that this document was barely referred to in the initial report*. It should be remembered that the Arad review had a specific focus – enhanced international working in the literature sector. It did not, and was not intended to, review the full landscape of literature support and activity in Wales. The objectives of this research were to map current international activities and examine existing partnerships and international collaborative work between key organisations. *The findings therefore related to a range of organisations, not LW alone*. To co-opt this report as a mainstay of its attack on Literature Wales is unacceptable.

The key stakeholders have responded to the recommendations presented in the Arad report and significant progress has since been made. In particular, ACW has led on establishing an International Literature Stakeholder Group Wales, which first met in September 2016. *There is no mention of this in the Panel’s response*. As well as LW, WBC and ACW, the group also includes Wales Arts International (WAI), Literature Across Frontiers (LAF), Welsh Literature Exchange (WLE), Wales Pen

Cymru and British Council Wales (BCW). This collaborative model is working well, and progress was reported to the Panel, including work on a joint Welsh presence at London Bookfair 2018.

Elin Haf Gruffydd Jones, Chair of WLE, has been present at these strategy group meetings, many of which took place while the Review was underway. *Elin Haf Gruffydd Jones is MH's Vice-Chair and would have had access to the progress which should have played a significant role in how the Panel viewed the position of the Arad Report.* The fact that this information was not shared or considered once again poses significant questions concerning the transparency and independence of the Review process.

#### (b) ACW Assessments

The Panel seeks to undermine in a most divisive manner the relationship between ACW and one of its Arts Portfolio Wales (APW) clients. *Again, the evidence cited is fundamentally out of date,* and refers to ACW assessments from 2015; the Panel fails to take note of updates and contemporary evidence provided by both ACW and LW. Monitoring by ACW of its APW clients is thorough and robust, and there are clear processes in place to support development where needed. *LW was reassured that in April 2017, the only recognised risk to the organisation that placed it within the 'red risk' category – as was recently made clear to the Culture, Welsh Language and Communications Committee – was the very fact that the sector was awaiting the (delayed) Hughes report.* The absurdity of the Panel's logic is evidenced by the fact *that it cites ACW's robustness in identifying areas where LW could improve and enhance its activities, only then to say that the ACW cannot be trusted to be robust and impartial.* It is for the Cabinet Secretary to judge whether ACW's monitoring arrangements are sufficient and effective, and whether APW clients are delivering on the objectives agreed in their Remit letter. The evidence in LW's case has been published. It is also for the Cabinet Secretary to judge whether the Panel's explicit accusation that ACW is not objective is professional and acceptable.

#### General

While ignoring the more recent accounts of LW's progress and development, the Panel admits that it drafted its recommendations in response to its concerns over 'systemic issues', rather than by considering the benefit and impact of transferring most of LW's functions according to the terms of reference as set by the Cabinet Secretary. Once again, the Panel does not seem to understand the aims, impact and value of significant areas of work that it suggests be transferred.

This response from the Panel seems again to confirm a biased approach from the outset, with an unwillingness to consider a broad evidence base. The range of letters from individuals and organisations both from within and beyond the literature sector attest to the value of LW's work, and also to its vision of a connected sector and its open, collaborative approach.

We trust that our response provides the Cabinet Secretary and the Culture, Welsh Language and Communications Committee with a *balanced and up-to-date view* that the Panel's brash report and anachronistic response simply do not provide. We also hope that key stakeholders in the sector will be given the opportunity to look to the future for a strategic, connected approach that will deliver for the people of Wales.

*Literature Wales, 02/10/17*

## Statement.

Members of the Review Panel have had sight of the statement presented by Literature Wales to the Cabinet Secretary and the Chair of the Culture, Welsh Language and Communications Committee.

The Cabinet Secretary asked the Review Panel to consider and comment on the concerns expressed by Literature Wales and Arts Council Wales regarding the recommendations presented.

Literature Wales made it very clear in their public statements that they considered that there was no evidence to support the recommendations or statements within the report.

The Review Panel responded to the Cabinet Secretary.

Literature Wales now claim that the Review Panel did consider evidence but that it was historic evidence. The narrative has changed. Was there evidence or was there not?

The Review Panel was established in 2015, it met and deliberated until early 2017. It received reports/evidence to cover the period. It came to a collective view based upon the evidence received during that period of enquiry.

Literature Wales criticise the Review Panel for not “acknowledging the current state of play”. It could not. The review had been completed.

Literature Wales is in denial that there are issues which need to be addressed by the organisation so that the sector can move on and develop. They focus upon themselves not upon the requirements of the wider literary or publishing community.

The very manner in which they have responded to the identification of issues to be considered and resolved, and their professional engagement post publication of the report lies at the heart of the problem. It reinforces a number of the comments and concerns received **in evidence** during the review.

“There is an element of protectionism in the way the company perceives its work and role”. (ACW)

“The organisation can adopt an attack/defence line as its default position”. (ACW)

“There is a lack of a coherent strategic framework and we have concerns about whether the organisation has adequately demonstrated the level of strategic leadership we would expect from a national company”. (ACW)

The Review Panel considers these views to be valid. It also has noted the view of stakeholders and authors who have expressed an opinion on the issues identified.

“Many of the comments in the report, the public submission, comments are things which have been criticisms for quite a while”. (BBC Report, Author Response).

“I think a key thing is for Literature Wales to now face that criticism, address it, respond to it and re-engage with those writers who have been alienated from the organisation.” (BBC Report, Author Response).

A large, stylized handwritten signature or scribble in black ink, located at the bottom right of the page. It appears to be a signature, possibly of the author or reviewer, with a long horizontal stroke and several vertical and diagonal strokes extending upwards and to the right.



Ysgrifennaf atoch mewn ymateb i adroddiad Yr Athro Medwin Hughes, ac i fynegi fy siom yn yr adroddiad hwn. Nid af i fanylu ar y diffygion a amlygwyd gan sawl person mewn blogiau ac erthyglau ar y we(gan yr wy'n cymryd eich bod hefyd yn ymwybodol o'r rhain) yn sgil cyhoeddi'r adroddiad; o'r ffeithiau anghywir, i'r gwrth-ddweud cyson, i'r gwrthdaro buddiannau sydd gan sawl aelod o'r panel. Hefyd, rwyf newydd gael fy mhenodi yn Gadeirydd y Gymdeithas Gerdd Dafod(Barddas) a thra bod y pwyllgor wedi trafod yr adroddiad, hoffwn nodi, mai siarad o brofiad ac o safbwynt personol yr wyf yn y llythyr hwn, ac nid ar ran unrhyw gymdeithas, sefydliad na chwmni. Hoffwn dynnu eich sylw at ddau bwynt, felly mae rhan 1 a rhan 2 i'r llythyr hwn.

Yn gyntaf, mae'r adroddiad yn honni diffinio beth yn union yw Awdur, beth yw hanfod ei swydd, ei ddyletswyddau, anghenion a, thrwy hynny, honni siarad ar ran awduron ym mhobman yng Nghymru. Mae diffiniad yr adroddiad o awdur yn un cul, hen ffasiwn ac yn sylfaenol anwir wrth ystyried profiad awduron o bob oedran heddiw yng Nghymru, ac yn sicr o gymharu diffiniad yr adroddiad o awdur gyda fy mhrofiadau fy hunan, fel rhywun sy'n gwneud bywoliaeth fel awdur, hoffwn ymhelaethu ar pam rwy'n gweld y diffiniad yma yn beth peryglus. Rwyf wedi cyhoeddi tair cyfrol o gerddi a bod yn rhan o dros ddwsin o antholegau, yn ogystal â chyhoeddi fy ngwaith mewn papurau newydd a chylchgronau poblogaidd a llenyddol, yn ogystal ag ar-lein a thrwy wefannau cymdeithasol fel Twitter. Rwyf hefyd, fel awdur, yn cael datgan fy ngwaith, ac yn aml, bydd fy ngwaith yn gweld golau dydd am y tro cyntaf yng ngŵydd cynulleidfaoedd byw. Mae datgan gwaith ar lafar yn rhan hanfodol o'r broses awduro, yn rhan o siapio'r gwaith, o dderbyn ymateb cynulleidfa sydd hefyd yn siapio llais person fel bardd ac awdur. Yn aml nid yw cyfran helaeth o'r gweithiau a ddatgenir yn gyhoeddus ar lafar yn cael eu cyhoeddi mewn print, ond ystyriaf y gweithiau hyn yn rhan ddilys o fy nghynnyrch llenyddol.

Fel awdur rwyf hefyd yn cydweithio ar draws y celfyddydau gydag artistiaid, cerddorion, llenorion a gwneuthurwyr ffilmiau. Gwelaf fel mae modd i fy nghyfrwng pennaf i (sef barddoni) gyfrannu at gyfanwaith ehangach sy'n fwy na dim ond gosod cerddi ar bapur mewn cyfrol. Mae cyfran go sylweddol o fy incwm fel awdur hefyd yn dod o weithio mewn ysgolion neu gyda chlybiau ieuenctid a sgwadiau sgwennu. Gwaith tiwtor creadigol yw hyn yn y bôn, ond mae'n waith pwysig sy'n cynnig cyfleoedd prin i ddisgyblion ysgol i ddatblygu eu doniau, ond hefyd i mi gadw i ddatblygu a dysgu fel awdur, o brofi dychymyg ac egni syniadol pobol ifanc ledled Cymru, i fireinio fy nghreffft. Tra rwyf ar un llaw yn gorfod, o dro i dro, cau fy hunan yn fy stydi i ysgrifennu, mae trwch mawr o'r hyn rwy'n ei wneud fel awdur, yr hyn sy'n caniatáu imi wneud bywoliaeth yn digwydd tu hwnt i gyfyng furiau'r stydi. Y gwir yw bod y rhychwant o bethau mae awdur yn ei wneud yn gymaint ehangach na'r diffiniad diffygiol a nodir yn yr adroddiad o beth yw awdur, ac mewn gwirionedd, mae ceisio diffinio rôl yr awdur yn ffuantus ac yn haerllug. Pe bawn i fel awdur yn dibynnu ar eistedd lawr, ysgrifennu fy llyfr, ei weld yn cael ei gyhoeddi ac yna ei drafod ar banel mewn gŵyl lenyddol, ni fyddai modd i fi wneud bywoliaeth yn Gymraeg yn y modd hwn. Y rheswm am hyn yw nad oes digon o fuddsoddiad yn cael ei wneud gan Lywodraeth Cymru mewn i farddoni yn Gymraeg. Rhaid felly, os am wneud bywoliaeth fel bardd Cymraeg, ddefnyddio dulliau entrepreneuriaidd i gadw dau ben llinyn ynghyd. Dylid nodi hefyd, nad llyfrau yn unig, o bell ffordd, sy'n cadw barddoniaeth Gymraeg yn fyw.

Daw hyn â mi at ail ran fy llythyr, sef yr ymosodiad a geir yn yr adroddiad ar Lenyddiaeth Cymru, yn benodol. Hoffwn nodi fod gen i brofiad o gydweithio gyda'r Cyngor Llyfrau a llenyddiaeth Cymru, o fy nghyfnod fel Bardd Plant Cymru ac o fod wedi cyhoeddi cyfrolau sy'n mynd dan lygaid golygyddion yn y Cyngor Llyfrau. Mae fy mhrofiadau o gydweithio gyda'r ddau sefydliad wedi bod yn rhai ffrwythlon a llon. Ond gresynaf weld yr hyn a wna'r adroddiad, sef gosod y ddau sefydliad benben â'i gilydd fel gelynion, lle bo lle i'r ddau gydweithio yn llwyddiannus tua'r dyfodol.

Tra bod o hyd lle gan bob sefydliad i wella, ac mae hyn yn wir am y cyngor llyfrau ac am Lenyddiaeth Cymru, hoffwn nodi fod cyfraniad Llenyddiaeth Cymru (ac fel Academi, gynt) i fy natblygiad i fel bardd ac awdur wedi bod yn hanfodol bwysig. Dim ond wedi i mi gyrraedd cerrig milltir lle teimlwn fod gen i feistrolaeth dros fy nghyfrwng y deuthum i gysylltiad â'r Cyngor Llyfrau. Heb yr holl gyfleon a gefais gan lenyddiaeth Cymru, ni fyddwn wedi cyrraedd lle rydw i heddiw fel bardd arobryn ac awdur cyhoeddiedig. Nid gormodiaeth yw nodi hyn.

O nodi dim ond ambell gyfle a gefais trwy Lenyddiaeth Cymru, gwelir fod gan y sefydliad rhan fawr a phwysig i'w chwarae ym mywyd llenyddol y genedl. O fod yn Fardd Plant Cymru, i gael arwain sgwadiau sgwennu, o fod yn rhan o sioe farddol i blant (Bx3, cynhyrchiad ar y cyd rhwng Llenyddiaeth Cymru ac Arad Goch) i fod yn rhan o sioe aml-gyfryngol a deithiodd ledled Cymru ac yn Rhyngwladol am Dylan Thomas, o gyfleoedd i gyfieithu, i gael gweithio gyda phobol ifanc ddifreintiedig mewn llefydd mor wahanol â Mynydd Cynffig a Llanberis. O gael archwilio codio cyfrifiadurol a'r gynghanedd gyda disgyblion cynradd yn y Barri i gael datgan fy ngwaith yn gyhoeddus am y tro cyntaf. Cefais gyfle i sefydlu cystadleuaeth farddoni Slam Cymru, a gwelais â'm llygaid fy hun yr effaith gadarnhaol gall lenyddiaeth ei gael ar fywydau pobol o bob oedran yn sgil cynlluniau ac arweiniad staff Llenyddiaeth Cymru. Dim ond crafu'r wyneb a wnaif fan hyn o ran nodir cyfoeth o brofiadau arbrefais yn sgil y cyfleon a ddarparwyd gan Lenyddiaeth Cymru.

Nid yw'r adroddiad chwaith yn ystyried fod Llenyddiaeth Cymru/Literature Wales yn cyflawni gwaith ar ran dwy ochr ein cenedl, yr ochr Gymraeg a'r ochr Saesneg. Byddai gweithredu argymhellion yr adroddiad yn andwyol i'r byd barddol Cymraeg yng Nghymru, i un o draddodiadau llenyddol hynaf Ewrop. Yn wir, dylid edrych ar ehangu'r arian a'r cynlluniau sy'n bodoli ar y foment ar gyfer barddoni a llenyddia yn Gymraeg. Os ydy'r iaith am ffynnu, os ydym am gyrraedd miliwn o siaradwyr, rydym angen beirdd a llenorion

Cynulliad Cenedlaethol Cymru / National Assembly for Wales  
Pwyllgor Diwylliant, y Gymraeg a Chyfathrebu / The Culture, Welsh Language  
and Communications Committee  
Independent Review of Support for Publishing and Literature in Wales  
Ymateb gan Aneirin Karadog / Evidence from Aneirin Karadog

sydd o ddifrif am eu crefft, ac sy'n gallu gwneud eu bywoliaeth trwy gyfrwng  
y Gymraeg.

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Cynulliad Cenedlaethol Cymru / National Assembly for Wales  
Pwyllgor Diwylliant, y Gymraeg a Chyfathrebu / The Culture, Welsh Language and Communications Committee  
Independent Review of Support for Publishing and Literature in Wales  
Ymateb gan Gwion Hallam, Bardd a Chynhyrhydd / Evidence from Gwion Hallam, Poet and Producer

Ysgrifennaf atoch yn rhinwedd eich swydd fel cadeirydd y Pwyllgor Diwylliant a hynny'n benodol cyn y drafodaeth sydd ar ffin digwydd ar ddyfodol Llenyddiaeth Cymru. Deallaf fod y pwyllgor am gyfarfod i ystyried yr adroddiad diweddar ac i bwysu a mesur yr hyn sydd am ddigwydd nesaf. Mae'n gyfnod tyngedfennol felly i lenyddiaeth yng Nghymru – nid yn unig i'r beirdd a'r sgwennwyr ag ati sydd wedi eu cynnal gan nawdd a chefnogaeth Llenyddiaeth Cymru, ond y miloedd o bobl sydd wedi elwa'n sylweddol o brosiectau a gwaith y sefydliad.

Fel bardd yr ydw i wedi ymwneud yn bennaf gyda Llenyddiaeth Cymru, a hynny'n ddiweddar wrth weithio gyda rhai sy'n byw hefo dementia. Cefais y fraint – a'r gefnogaeth ariannol – o weithio mewn dau gartref gofal dros y ddwy flynedd a fu. Cartref Plas Pengwaith yn Llanberis a chartref dementia arbenigol Bryn Seiont Newydd yng Nghaernarfon. Roedd nôd a bwriad y prosiect yn glir iawn, sef cydweithio hefo oedolion sy'n byw hefo dementia a'u helpu neu eu harwain i greu barddoniaeth. Dyma'r gwaith mwyaf heriol ond boddhaol i mi ei wneud erioed dwi'n meddwl. Fe wnes ymweld ag amrediad eang o oedolion dros gyfnod gweddol hir – gan dreulio amser gydag uniolion yn gwrando a thrafod a sgwennu. Yn sgil y ddau gyfnod fe grëwyd cerddi niferus, gan lawer ohonynt. Roedd y rhain yn gerddi personol a phwerus iawn ac yn dangos bod gan y trigolion y gallu i fod yn greadigol ac yn gynhyrchiol o hyd er y dementia a'i sgil effeithiau.

Mae'n gyfnod heriol o ran yr economi a dyfodol ein gwlad, wrth gwrs ei bod hi. Mae arian yn brin yn barod heb sôn am yr ansicrwydd ar y gorwel wrth i lywodraeth doriaidd ddi-glem a diegwyddor anghofio am Gymru a'i phobl. Ond nid yw anghenion pobl yn newid. Fe fydd cleifion dementia –boed yn gymraeg neu'n saesneg eu hiaith – dal i fod angen prosiectau chwyldroadol fel hyn. Mae mwy o mwy o bobl yn mynd i fod yn byw gyda dementia. Mwy o arian sydd ei angen ac nid llai.

Ga i ofyn yn garedig i chi ystyried prosiectau tebyg wrth drafod dyfodol Llenyddiaeth Cymru. Oni bai am Llenyddiaeth Cymru ni fyddai'r cleifion dementia yma wedi sgwennu eu cerddi. Fyddwn i, a beirdd a sgwennwyr eraill, heb allu treulio'r holl ddiwrnodau y gwnaethom yn gwrando a thrafod a gweithio gyda'r bobl arbennig yma.

Diolch yn fawr am ddarllen hwn ac ystyried gwaith unigryw a phwyisg Llenyddiaeth Cymru.

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# Agenda Item 4.2



## **Google submission to Welsh Assembly inquiry into News Journalism in Wales**

### **High quality journalism is important to Google**

Our founding mission is to organise the world's information and make it universally available and accessible. The values of access to news and information and freedom of expression are absolutely fundamental to us. And sustainable, high quality journalism is fundamental to the knowledge ecosystem that drives us as a company. We believe it is more important than ever to support organisations who are committed to original, fact-based reporting.

We care deeply about the future of journalism and the rich and sustainable knowledge ecosystem that goes with high quality journalism. We know the past decade has presented significant challenges and opportunities for the creation and distribution of high quality journalism. Business models are changing, news consumption is becoming increasingly fragmented, and the spread of misinformation has been rising as trust in media has declined.

By confronting these realities in partnership with news publishers, we believe that there is a bright future for journalism.

Google is committed to helping news publishers succeed and our products and services help publishers in a number of ways:

- Google News provides users with convenient links to news content from more than 80,000 news publishers globally;
- Google's advertising platforms enable news publishers and other website hosts to earn revenue from ads that are displayed on their sites - more than two thirds of display ad revenues are shared with host partners;
- We support publishers through initiatives that tackle key issues like helping publishers make the most of mobile pages;
- Research we commissioned from Deloitte in April 2016 estimated the value of each click sent to news publishers between 3.5p and 7p (an estimate we know to be conservative), and that overall referral traffic to major publishers in France, Spain, Germany and the UK was worth more than £650m.

We're also confronting misrepresentative content online. Our mission is to make information widely available and easily accessible. But the quality of that information is just as vital, making a diverse, high quality news ecosystem of the utmost importance to Google.

Our **Digital News Initiative** (DNI) is a collaboration between Google and European news publishers that aims to support high-quality journalism and encourage a more sustainable news ecosystem through technology and innovation. As part of this effort, DNI has committed €150 million to support innovation in digital news across the EU. To date, DNI has provided €73.5 million in funding to 359 projects over the course of three rounds of funding, with €7.1 million of this being in the UK. These projects cover a broad range of technological challenges for newsrooms, from personalised news apps to VR for news, and news organisations of all sizes. Separately, the DNI has worked closely with publishers to develop products like Advanced Mobile Pages (AMP) and YouTube Player for Publishers.

Our goals when working with publishers are fivefold:

- **Champion quality content.** News partners should be supported in their efforts to create accurate original content. We strive to ensure that this content is recognised across our platforms, that users can readily discover it, and that news partners benefit from creating it.
- **Support financial sustainability.** We will continue to help news partners maximise advertising revenue and support new business models like subscriptions and consumer payments. Long-term financial success also means providing news partners with cutting-edge tools and capabilities to help them better understand and connect with their users, improve their products, and power their underlying technological infrastructure.
- **Strengthen the open web and news partners' brands.** The rise of social media, chat apps, and other 'walled gardens' present a new set of challenges for news organisations. We are committed to preserving an open digital ecosystem where content creators can engage with and monetize users on their own terms. We continue to design products and platforms committed to openness and equity among users and content creators across the news ecosystem.
- **Embrace innovation in new channels.** As user behaviors evolve in response to new technological developments, news organisations must adapt how and where they tell stories, and how they make money doing so. We're committed to helping partners respond to changing news consumption habits by experimenting with new formats, like virtual reality, and old formats, like audio.

- **Partner actively and openly with the global news industry.** In everything we do -- from training journalists on new digital tools to protecting news organisations from deliberate denial of service (DDOS) attacks -- we recognise that the best outcomes come from engaging directly with news partners. It's this commitment to collaboration that gives us confidence that, together, we can preserve a healthy ecosystem for quality journalism.

## **Our products help high quality journalism reach as wide an audience as possible**

### **Google News**

In support of our mission, Google's tools and technology help people find the information they are looking for, including news content. News content can appear in Google Search results in response to a user's query, and Google News provides access to news sources around the world.

Google News is an aggregator of news content from more than 80,000 sources around the world. In order to be considered for inclusion on Google News, outlets must fulfill a number of publicly available criteria<sup>1</sup>, which have been adjusted over time to maintain the quality of these sources. These criteria include:

- Sites included in Google News must not misrepresent, misstate, or conceal information about their owner or their primary purpose
- Sites should primarily offer timely reporting or analysis on recent events
- Sites should be accountable, with author biographies and clearly accessible contact information
- Sites should have limited use of distracting ads, with advertising and promotional material not exceeding content

Google News was developed after the September 11th attacks expressly to give people more access to timely information and news. An engineer called Krishna Bharat decided to build it after he discovered that a Google Search for "World Trade Center" offered no results about the attacks. Today Google News connects readers with more than 80,000 news publishers, large and small, around the world.

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<sup>1</sup> The full list of criteria for inclusion in Google News are publicly available on Google News' help center: <https://support.google.com/news/publisher/answer/40787>

Google News aims to provide consumers access to a broad range of media outlets and information. We do not review or reject outlets based on their political or editorial perspective.

### ***Google News and Google Search help drive traffic to publishers' sites***

Google Search and Google News drive billions of clicks a month to publishers' sites for free. Both services are intended to get people off *our* site and onto the publisher's — representing an opportunity for publishers to make money from that audience. The vast majority choose to be included in Google News and Search because it creates real value. Research we commissioned from Deloitte in April 2016 estimated the value of each click sent to news publishers between 3.5p and 7p (an estimate we know to be conservative), and that overall referral traffic to major publishers in France, Spain, Germany and the UK was worth more than £650m. It also showed that the internet provided further opportunities to increase site clicks and grow revenues.<sup>2</sup>

Our recently launched changes to the Google Feed on mobile that will allow consumers to follow topics and news stories of interest. In the interest of promoting diverse opinions, the tool will suggest news stories from a range of perspectives. Part of the focus on this will be ensuring that people have access to a diverse range of sources, including local content. We will also be promoting fact-check through the feed.

### ***Accelerated Mobile Pages***

Our engineers worked closely with publishers to tackle their frustration that it was proving difficult to create news sites that were mobile optimised and provided the speed that users wanted to see. AMP is an open source project, which has enabled publishers to create mobile optimised content, which loads instantly, enabling publishers to help make the most of the opportunities of mobile.

The median time it takes to load an AMP page from Google Search is less than half a second. There's also evidence that AMP is encouraging users to spend more time on news websites. A DoubleClick study of the impact of AMP found that over 80 per cent of publishers surveyed reported higher viewability rates and over 90 per cent saw higher engagement with greater click through rates.<sup>3</sup>

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<sup>2</sup> Deloitte, The impact of web traffic on revenues of traditional newspaper publishers, <https://www2.deloitte.com/uk/en/pages/technology-media-and-telecommunications/articles/the-impact-of-web-traffic-on-revenues.html>

<sup>3</sup> AMP, A year in review, <https://amphtml.wordpress.com/2016/10/07/amp-a-year-in-review/>

## ***YouTube Player for Publishers***

Inspired by conversations with newsrooms across Europe, we developed the YouTube Player for Publishers, a new solution to provide a video hosting, streaming and ads management platform for publishers - powered by YouTube. Here's how it works:

- Better connecting audiences with news videos: The YouTube Player is available across 1000's of devices, globally, optimised for the best possible user experience
- Increasing control and maximising revenue: The new player gives publishers the option to control ad formats and ad load on their videos as well as giving priority sales rights across videos embedded in their own sites and applications.
- Reducing complexity, enhancing control The Player helps publishers simplify video infrastructure and reduce cost. Over time, we'll work to help publishers respond in an evolving landscape of user-generated content for news as well.

## **We are working with publishers to help ensure that high quality journalism online is financially sustainable**

### ***The majority of advertising revenue goes to publishers***

There has been much discussion about the share of advertising revenue that goes to publishers. It's important to consider how the digital advertising market works and to address a number of misconceptions around it:

- One of Google's advertising tools is based on keyword advertising called AdWords. These adverts are sold as part of a live auction where advertisers bid against specific search terms. Adwords has allowed Welsh businesses to grow and export around the world. This is an advertising market that commenced with the internet.
- There is no advertising associated with Google News and the vast majority of news stories on Google Search will not have advertising served against them.
- Most publishers concentrate their advertising efforts on display advertising, where adverts will appear on newspaper websites. Many publishers will use Google's advertising technology, such as AdSense, as a way of monetising advertising without unnecessary bureaucracy or administration. In these cases, Google will show adverts on newspaper sites and share the click through revenue with the news publisher. *In every case, the majority of this revenue will*

go to the publisher and publishers will typically keep more than two thirds of this revenue.

- We share billions of dollars with news publishers every year in this way and it is in our direct economic interests that news publishers are successful.

***Our Digital News Initiative Innovation Fund helps publishers to develop sustainable business models***

Our Digital News Initiative has worked with publishers across Europe to help tackle the issues faced by the news industry and ensure that it has a sustainable, long-term future.

UK organisations who have received DNI funding include:

- Trinity Mirror
- The Financial Times
- Johnston Press
- Telegraph Media Group
- Magnum Photos
- South West News Service
- Independent Television News
- The Bureau of Investigative Journalism
- Full Fact
- The Ferrett Fact Check
- Bellingcat

Through our Digital News Initiative, we are working with publishers to help them develop business models that deliver long-term sustainability. This involves the sharing of good practice, as well as Innovation Fund support for projects across Europe that aim at creating sustainable business models.

The DNI has also worked with publishers across Europe to develop new models based on subscriptions, micropayments and other models. These have included:

- **HappyWall** is a joint project between Mediafin (De Tijd/L'Echo), Adhese and NGDATA to improve the customer experience of visitors and ultimately grow registration rates for Belgium's leading business newspapers De Tijd and L'Echo. The editorial team will be provided with a tailor-made newsroom dashboard to better understand audience behaviour as it relates to content they produce. At the same time a real-time personalized paywall will be created which allows sales and marketing teams to experiment with various targeting and admission techniques to increase conversion. These tools will be based on an integration

between the Adhese ad server and the NGDATA Lily Enterprise customer experience optimization platform.

- **Project Vario, from Trinitymirror.** For too long, promoted content businesses have been seducing publishers with guaranteed revenue, at the expense of user experience, and in exchange for data, and placements on article pages. Project Vario, from Trinity Mirror, will attempt to develop a compelling alternative to promoted content links in publisher apps; instead focusing on exclusive, targeted promotional offers that have real-life value to the users who wish to redeem them.
- **Project Arete**, led by Dennis, will develop a prototype digital advertising trading platform (Sell Side) designed specifically for premium Publishers. Its key USP will be that it will guarantee transaction transparency for both the sell side and the buy side. This layer of verified transparency will afford legacy publishers the ability to demonstrate and execute the true value of their media and audiences.
- **WAN-IFRA - Monetisation for VR and 360 video news.** To stimulate the creation of original VR news content, WAN-IFRA will lead a collaboration with leading Benelux news publisher Mediahuis to test new monetisation channels for VR and 360 video experiences. We anticipate developing several ad units - static image, 2D video or interactive elements that can be placed in appropriate spatial position in a 3D GUI overlay on 360 degree video footage. The prototype ads will offer a template for publishers to better monetise initial experiments in VR or 360 video storytelling. The project will also stimulate discussion about non-intrusive VR ad formats in a news context.

Our next round of DNI funding will be focusing exclusively on monetisation projects for medium and large publishers.

***We are working with publishers to help them support subscriptions across our services***

In general, we work closely with publishers because we truly believe that is the best path to building great products that work for everyone. In the past publishers have told us they have needed help with issues of a slow mobile web, so we worked together on our open-source Accelerated Mobile Pages project. Similarly we heard that video was important and we helped create YouTube Player for Publishers, a new solution to provide a video hosting, streaming and ads management platform for publishers.

Today we are being asked to focus more on subscriptions especially given the growing trend towards digital subscriptions for the news industry and how important a revenue

stream it is for many publications. So we are now in active discussions with publishers around the world with a view to taking what we do to support subscriptions to another level. We're focused on how we can support subscriptions and paywalls across our services to help make subscription-based content more visible in Search. And we want to make sure that publishers are a part of this effort. We will be sharing more about this work over the coming months.

### **Technology and innovation can help journalism thrive in the future**

Technology can help quality journalism to thrive and reach a growing audience in the future. That is why we worked with publishers to develop Accelerated Mobile Pages and the YouTube Media Player. The DNI has also funded a variety of projects aimed at harnessing technology to promote journalism. Some of these projects with UK publishers include:

- **Snappd - Unlocking the stories format for publishers** - Publishers are very much aware of the massive reach and engagement levels of stories particularly among the younger demographic. However they have been unable to effectively utilise this content as it is locked away in the platforms of Snapchat and Instagram. The aim is to allow publishers to access this new wave of video storytelling and provide streamlined communication between creators and publishers. This will create a place not only for publishers to easily curate content but also for creators to have chance to collaborate.
- **Eyewitness Media Verification** - Eyewitness media usage in news is still in its infancy, but it is maturing rapidly. Verifeye Media is committed to increasing the value of eyewitness media, both in the minds of the industry as well as the audience. By building a set of tools that facilitates verification at point of creation, we can increase the speed with which eyewitness media can be used, and we can amplify the voices of those who have a story to tell. We can also accelerate the exposure of fake stories, building more trust in eyewitness media, and trust in media as a whole.
- **The Telegraph Roboblogger** - Enhancing The Telegraph's reputation for insight and analysis by creating and publishing dynamic and rich visualisations of sport in real time for its audience. Roboblogger ingests real-time statistics and creates graphics and charts. For the Rugby World Cup, the graphics showed how each team scored from various points on



the field, the number of tackles they made, the distance they carried the ball, and more.

- **Magnum Photos Platform** - A global news-driven storytelling platform, upholding editorial values to celebrate the role of photography and independent journalism in world events and culture. According to Magnum Photos Global Digital Director, “Magnum Photos has always strived to record and share the stories that matter most. From current and cultural affairs to hard news and cultural projects, our new digital publishing platform enables us to publish our stories directly to our audience. Thanks to Google’s support, we’ve been able to jumpstart our digital activity, beginning a process of transformation within the agency and finding new ways of creating, distributing and monetising content through a direct-to-consumer strategy. In the past few months a host of new stories including reporting on Brexit, migration and the state of US politics, released through our platform and social channels, have proved the crucial role that excellence in photography plays in an image-saturated world.”
- **News Immersified** - Legacy media is grappling with the challenge of attracting younger consumers. By creating an app based on a messenger platform with a range of interactive narrative choices this project will use gamification to turn passive consumers into active users to increase engagement and user retention. Interactive storytelling in newsrooms has been held back by the fact that developing, designing and coding a project costs time and money. This app will be open-source and free for journalists and newsrooms who want to use it to bring their stories to this important audience segment.
- **Associated Press Verify** - The importance of user generated content (UGC) to news coverage continues to grow and is anticipated to continue in the future. However, sourcing and verifying UGC takes considerable time and resources with mistakes often leading to misleading news entering the public domain. AP Verify will automatically collect and assess the data needed to verify content, saving considerable editorial time and bringing trusted content to the news viewer quicker than ever before.
- **DMINR** - DMINR is a research and verification tool to help journalists work with big data and conduct investigations in the digital era. It will act as a verification tool to quickly find information to help verify (or debunk) facts - particularly timely and important in the era of fake news. The tool will use highly advanced artificial intelligence and machine learning technologies to mine public data and make sense of results. It will utilise lateral search

and API aggregation to find connections in big data and multiple lateral search locations. It will incorporate a highly-advanced search capability, AIML and a visual connection finder interface to then make sense, verify and visualise those connections.

- **Project Vario (Trinity Mirror)** - Project Vario will attempt to develop a compelling alternative to promoted content links in publisher apps; instead focusing on exclusive, targeted promotional offers that have real-life value to the users who wish to redeem them. The goal is to solve the commercial problem for publishers, SME advertisers, and consumers, at the expense of promoted content providers.

### **The Digital News Initiative has helped support innovative local journalism in Wales**

- We believe in a strong and dynamic media at both the national and the local level, which is why we are working extensively with local media to help them build their reach and develop sustainable business models.
- Through Google News Lab, we have provided training to regional journalists across the country, including in collaboration with Trinity Mirror Regionals and the NUJ, to help journalists make the most of opportunities offered by technology.
- The Digital News Initiative has worked with local and regional media to ensure they can prosper in the digital news environment. We have also worked with regional press to help them build sustainable business models and to help them with the use of video and other technologies.

Examples of some of the projects funded by the Digital News Initiative that help promote local journalism include:

- **Sourced - a data resource for local media from the Bureau of Investigative Journalism.** Local News Lab, at the Bureau of Investigative Journalism, is a national resource for local journalism. The Lab works directly with journalists across the UK to support the investigation and publication of public interest stories from data, promoting transparency and accountability at all levels.
- **Press Association RADAR** - RADAR will deliver a daily diet of compelling stories for local news outlets. Using a combination of editorial expertise and automation, applied to the burgeoning supply of open data and the increasing sophistication of distribution tools, RADAR will provide a major enhancement to the local digital news ecosystem, with some 30,000 stories a month created by Urbs journalists and AI, and distributed by the Press Association. Mass localising news stories in

this way can significantly benefit the news ecosystem by providing a high quality, high volume of content for many new and established regional media outlets. This will provide a significant boost to the local media industry at a time when budgets are under increasing pressure - but when the public's interest in local news is as high as ever.

### **The Google News Lab has delivered training to journalists in Wales**

We support newsrooms and journalism via our [Google News Lab](#), a team dedicated to collaborating with and training journalists all around the world. The Google News Lab's main efforts include:

- Training approximately 3500 journalists and journalism students about the use of technology in reporting and storytelling in the UK in the last two years.
- Running the “Google News Lab Fellowship”<sup>4</sup>, which offers newsrooms the opportunity to host a journalism student of their choice for two months whilst Google provides the stipend. Over the past two years of running the Fellowship, we matched 14 students with newsrooms in the UK.
- Delivering the [Digital News Roadshow](#) in collaboration with Trinity Mirror Regionals to provide evening tutorials outside of London, with events being held already in Belfast, Birmingham, Manchester, and Cardiff.
- Providing free workshops to journalists in Cardiff, Edinburgh, Belfast and Manchester, in partnership with the National Union of Journalists.
- We partnered with Trinity Mirror to provide a free evening innovation workshop for journalists, the Digital News Roadshow took place in Cardiff last summer.
- Working with the Welsh chapter of the National Union of Journalists, we provided a free half-day of tuition for freelance journalists, with in-person training on a range of digital tools last autumn.
- We supported the European Data & Computational Journalism Conference in Dublin, an event co-organised by teaching staff at Cardiff University.

### **Google Consumer Surveys have contributed to empowering local journalism at the UK General Election, including in Wales:**

Trinity Mirror, Johnston Press and Newsquest formed a partnership coalition with Google Surveys as their polling partner to conduct a series of surveys on voting

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<sup>4</sup> <https://newslab.withgoogle.com/fellowship-uk>

intentions and to understand which key policies from each party were relevant to their community based readers. “We were able to build up a strong regional and national picture. The results of each survey were then put together by Trinity Mirror’s data unit with analysis and graphics for publication.” - Toby Granville, Newsquest

The aim of this partnership was to allow local people to be heard through a trusted vehicle of local news.

We ran 5 bespoke surveys specifically to gauge the interest of the Welsh people. These appear across Welsh local news sites, such as the Daily Post.

See example articles here:

- Wales Online
- Daily Post NHS debate
- South Wales Argus UK Election

This was offered as a free-of-charge service as part of our partnership. Since the election finished, our local news partners have continued to use this service running hundreds of surveys to gauge the opinions of those who matter most to them - their readers.

### **Our efforts to help tackle fake news**

Google’s mission is to organise the world’s information and make it universally accessible and useful. Core to that mission is to help people find what they are looking for and access the wealth of information now available on the Internet. In adherence to our mission, Google sees its role to help people find useful and relevant information by supporting the development of quality content online, restricting the flow of money to deliberately misleading content and ensuring our reporting and feedback tools are as effective as they can be.

Tackling inaccurate and misleading content is important to us and we have taken a number of steps over recent months to tackle the issue. This is also something that we are continuing to work hard on.

- ***New advertising policies*** - We have introduced new policies against “misrepresentation” to take action against websites who misrepresent their ownership or primary purpose. This helps to cut off the supply of money to those

who are in the business of deliberately deceiving people about who they are and what they publish. We have strict sets of policies that help us keep our content and search networks safe and clean overall: in 2016 alone, we took down 1.7 billion ads that violated our policies, and performed similar diligence on our publisher networks, removing more than 100,000 publishers from AdSense and preventing ads from serving on more than 300 million videos that were inappropriate for advertising. We have been conducting a thorough review of our policies and recently committed to strengthening our brand controls for advertisers.

- **Promoting fact-checkers in Search and News** - We have introduced fact-checking to both Google News and Search to provide users to improve their understanding by third party organisations, and publishers with the means to showcase their work to check public claims that other people have made, or that are floating around the internet.
  - In Google News, the fact-check 'label' identifies articles whereby news publishers and fact-checking organisations fact-check public claims that others have made.
  - In Search, when you conduct a search on Google that returns results containing fact checks for one or more public claims, you may see that information clearly on the search results page. The snippet will display information on the claim, who made the claim, and the fact check of that particular claim.
- **Funding fact-checking projects** - Our DNI initiative has also funded a number of fact-checking projects throughout Europe, including several in the UK, including Full Fact and the Ferret. We support organisations like the Trust Project, which is finding ways to distinguish authoritative journalism from promotional content and fakery, or the First Draft Coalition, which addresses challenges related to truth and trust in the digital age. Via our Google News Lab, we also provide free in-person training and online learning materials on ways to leverage digital tools for reporting and storytelling to newsrooms all around the world.
- **Search ranking** - To help prevent the spread of offensive or misleading content, we've improved our evaluation methods and made algorithmic updates to surface more authoritative content.
  - *New search rater guidelines* -We use external search raters to help us gather data on the quality of our results and identify areas where we need to improve. Earlier this year, we updated our Search Quality Rater Guidelines to provide more detailed examples of low-quality webpages for raters to appropriately flag, which can include misleading information,

unexpected offensive results, hoaxes and unsupported conspiracy theories. These guidelines will begin to help our algorithms in demoting such low-quality content and help us to make additional improvements over time.

- *Ranking changes* - We combine hundreds of signals to determine which results we show for a given query—from the freshness of the content, to the number of times your search queries appear on the page. We've adjusted our signals to help surface more authoritative pages and demote low-quality content.

Committee Chairs  
National Assembly for Wales  
Cardiff Bay  
CF99 1NA

Your ref:  
Our ref: EJ/GH

28 September 2017

Dear Committee Chair

Over the past two years the Senedd@ initiative has seen us taking the work of the Assembly to the people of Wales. To date we have taken the initiative to Wrexham, Swansea and Newport. We chose these locations because voter turnout in these areas was particularly low in the 2011 and 2016 Assembly elections.

Senedd@Wrexham, Senedd@Swansea and Senedd@Newport saw a comprehensive programme of events, visits and workshops which directly engaged thousands of people in the Assembly's work. We also established new working relationships with key local organisations and local media. To maintain the momentum generated by our visits to these towns, and building on the lessons we learned, I am eager to deliver another Senedd@ event during the week commencing 13 November 2017. The constituency of Delyn has been chosen as the location of the next Senedd@ initiative.

One key findings of the evaluations of previous Senedd@ initiatives was the need to enable committees to consider their potential involvement earlier in the planning process. Therefore, I am inviting any suggestions your committee may have about how you may wish to get involved in Senedd@Delyn.

In previous Senedd@ initiatives, committees have held formal meetings in community locations and taken the opportunity to encourage people to participate in their work. Senedd@Delyn will present a fantastic opportunity for your committee to raise its profile and engage with many local organisations and media.

Croesewir gohebiaeth yn Gymraeg neu Saesneg / We welcome correspondence in Welsh or English



**Elin Jones AC, Llywydd**

Cynulliad Cenedlaethol Cymru

**Elin Jones AM, Presiding Officer**

National Assembly for Wales

Should you require any further information, please contact Geraint Huxtable on **0300 200 6277** or via email: [Geraint.Huxtable@Assembly.Wales](mailto:Geraint.Huxtable@Assembly.Wales)

Thank you in advance for your co-operation.

Yours sincerely

Elin Jones AM  
Llywydd



# Agenda Item 7

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# Agenda Item 8

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# Agenda Item 9

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