

Agenda – Culture, Welsh Language and Communications Committee

Meeting Venue:

Committee Room 2 – Senedd

Meeting date: 16 January 2019

Meeting time: 09.30

For further information contact:

Steve George

Committee Clerk

0300 200 6565

SeneddCWLC@assembly.wales

1 Introductions, apologies, substitutions and declarations of interest

2 Annual Scrutiny of the National Museum of Wales

(09.30 – 10.30)

(Pages 1 – 16)

David Anderson, Director General

Neil Wicks, Deputy Director & Director of Finance and Corporate Resources

Nia Williams, Director of Education and Engagement

3 Supporting and promoting the Welsh language: An inquiry into the legislative, policy and wider context: Evidence session 10

(10.30 – 11:30)

(Pages 17 – 30)

Gwyneth Ayers, Corporate Policy and Partnership Manager, Carmarthenshire County Council

Lyndon Puddy, Head of Public Services Support Unit, Torfaen County Borough Council

Sioned Wyn Davies, Head of Corporate & Customer Services, Wrexham County Borough Council

4 Paper(s) to note



5 Response from Director of BBC Cymru Wales: Opportunities for Welsh writers and actors

(Pages 31 – 33)

6 Motion under Standing Order 17.42(vi) to resolve to exclude the public from the meeting for the following business:

7 Private debrief

(11:30 – 12:00)

Agenda Item 2

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Amgueddfa Cymru – National Museum Wales

**Update for the Culture, Welsh Language and Communications Committee
January 2019**

Highlights from 2018

Growth in Visitor Numbers

This included welcoming 1,800,000 visitors to our seven national museums – with 42% coming from outside Wales. This was highest ever number of visitors since the Museum was founded in 1907 and an increase in attendance of 101.7% since 2001, when the Welsh Government introduced free entry. We also reached over 150,000 followers on Facebook, Twitter and YouTube, and 1.6 million people viewed almost 6.2 million pages on our website.

St Fagans National Museum of History Redevelopment

We made history with the completion of the £30 million redevelopment of St Fagans National Museum of History in October, a project that was only made possible with significant support from the Heritage Lottery Fund and the Welsh Government.

We involved people across Wales in creating three new galleries and reconstructing Llys Llywelyn, a medieval court – creating history with rather than for people, thus facilitating people's access to their cultural rights. We also collaborated with artists, craftspeople, young people, academics and community groups to reimagine the Museum.

We raised £960,000 for the St Fagans capital fundraising appeal, which included gifts from the Garfield Weston Foundation, the Foyle Foundation and the Moondance Foundation. The opening of a new gift shop and restaurant at St Fagans was also part of the redevelopment project.

The site received thousands of visitors over the first weekend and the galleries have been well received. Visitors have spent time on activities in the galleries, have responded to the content, and are already providing feedback. St Fagans has already won several awards including the RICS Tourism and Leisure award for Wales and Highly Commended across the UK; Best Craftsperson or Apprentice award, Heritage Angel Awards Wales and Best Rescue of a Historic Building over £5 million, Heritage Angel Awards Wales.

Events & Exhibitions

We hosted 29 exhibitions and 13 displays across our museums and partner organisations, telling inspiring stories and celebrating Wales's vibrant culture and Welsh language.

We worked with the Japanese Government Cultural Agency and the National Museum of Japanese History to bring *Kizuna: Wales Japan Design* to National Museum Cardiff in summer 2018. *Kizuna* was a major exhibition of Japanese Art and Design - the first ever on this scale outside London – which attracted nearly 60,000 visitors over a 12 week period.

We marked the 25th anniversary of our partnership with the Derek Williams Trust with *Who Decides?* - a major exhibition of modern and contemporary art run in partnership with homelessness charity The Wallich. The ground-breaking exhibition attracted over 91,000 visitors and was conceived and curated by 12 women and men who have experienced homelessness in Wales.

Of particular relevance in the current climate of #MeToo the photography exhibition for our new permanent photography gallery was *Women in Focus*, which invited us to examine how photography has been used to misrepresent women through objectification and idealization.

Lle Hanes at the National Eisteddfod in Cardiff saw us working in partnership with the National Library of Wales, the Royal Commission on the Ancient and Historical Monuments of Wales, Cadw, People's Collection Wales, Cardiff Story Museum, Glamorgan Archives and others to bring together objects and stories about Cardiff Bay.

We developed a new Events Strategy and Action Plan for 2018-23. Programmes delivered included: celebrations of Diwali, Black History month, Pride and LGBT+; new programmes including Silent Discos and Sleepovers; as well as the re-introduction of Halloween and Christmas Nights as market leader events at St Fagans National Museum of History.

Partnerships and Participation

We collaborated with over 120 charities and public sector organisations. Our partnerships enables us to focus on long-term needs, ensuring we use our resources effectively to benefit people in Wales.

We are a leading cultural partner and provider in the programme *Fusion, creating opportunities through culture*, which saw us work with a huge range of partners including eight local authorities. We are also one of twelve organisations across the UK to be successful in obtaining funding from the National Lottery through the Heritage Lottery Fund to develop *Kick the Dust*, a five-year programme to increase youth engagement with heritage in Wales.

We opened a chill out room at the National Waterfront Museum, which was later highly commended at the Wales Council for Voluntary Action awards. The concept was inspired by a teenage volunteer with autism and allows people to take time out, relax and feel calm.

Learning for Life

We remain the leading provider of learning outside the classroom in Wales, welcoming 187,249 pupils and students, and over 420,995 informal learners in 2017/18.

We launched *Ar Lafar*, a festival for Welsh Language learners, developed with the National Centre for Learning Welsh at the National Slate Museum, the National Waterfront Museum and St Fagans National Museum of History. Over 635 Welsh language learners participated in the Festival, which has now been established as an annual event.

We reached over 192,000 users via our vibrant digital learning programme. New bilingual digital experiences include the development of a Roman iBook at the National Roman Legion Museum and Google Virtual Reality Expedition at Big Pit National Coal Museum, created as part of Google's Expeditions Programme to reach 1 million school-children across the UK. The expedition helped to prepare learners with additional learning needs for their visit underground and was the first expedition to be created in the Welsh language.

We also developed our Early Years programme for children under five, to support families who face disadvantage and in particular families living in Pioneers Areas.

Income Generation and Fundraising

We continued to diversify our funding from research, charging, trading company profit and revenue fundraising which resulted in an overall increase in net income of 46% and £1.9 million in donations.

One initiative going from strength to strength is the programme for Cruise Ship Passengers at the National Slate Museum, with 1,200 passengers from the MV Corinthian visiting the museum. Passengers paid for a welcome package which included a typical quarryman meal, a presentation on community history and a chance to meet one of the Museum's very own quarrymen.

Research and Conservation

In the last 10 years, our scientists have discovered over 400 new species of living and extinct species from over 65 countries.

We currently have 68 pioneering research projects ranging from natural sciences and art, to history and social sciences.

Our 5 million objects and intangible heritage include some of the finest masterpieces of impressionist art outside Paris.

Supporting Skills and Volunteering

We appointed four new mining apprentices at Big Pit National Coal Museum, including our first female guide, supported craft apprenticeships at St Fagans

National Museum of History and appointed a blacksmith at the National Slate Museum.

Over 700 volunteers donated 29,000 hours of their time. Of these people 42% were under the age of 25 and 4% of our new volunteers consider themselves BAME. 8% of our volunteers consider themselves to have a disability or additional learning needs. We worked with organisations such as the Down's Syndrome Association and the National Autistic Society to make our volunteer programme more accessible. In April 2018 we also received the Investors in Volunteers award for our outstanding work with volunteers.

What does 2019 have in store?

Learning for Life

We are developing programmes and resources to meet the needs of the new curriculum currently in development and are developing a close working relationship with Postgraduate Certificate in Education courses across Wales. We hope to launch the Skills Report in 2019 and will continue with the apprenticeship scheme at Big Pit National Coal Museum.

Evaluation

We will be undertaking a detailed summative evaluation of the St Fagans National Museum of History redevelopment to ensure lessons learnt are shared with the wider sector. We will also be re-branding the St Fagans Food Festival to celebrate its tenth Anniversary and offering craft courses across Amgueddfa Cymru.

Health and Wellbeing

Amgueddfa Cymru is participating in the Mind Cymru Time to Change Campaign and is developing a range of initiatives to support staff well-being. We will also be applying for additional funding to support new health and well-being programmes. We are working towards submitting an Investors in People standard award. 69% of staff participated in the survey over the summer and 28 members of staff are now working together across Amgueddfa Cymru to develop an Action Plan for the workforce.

Economic impact

Every £1 invested by the Welsh Government in the National Museum generates £4 of additional expenditure in Wales. This is the highest of any publicly funded cultural institution in Wales, contributing £83m of Gross Value Added (GVA) to the Welsh economy. Visitors from outside Wales have increased as a proportion of total visitors from 37% in 2012 to 42% in 2018. The Museum's contribution through the construction work for the St Fagans National Museum of History redevelopment project was £27 million over overall investment in the Wales and UK economy.

Exhibitions

Building on our role in leading photography in Wales we are planning a major photography season. This will feature the internationally renowned photographers Martin Parr, Ernst and Hilla Becher and August Sander for autumn 2019.

David Nash: Sculpture through the Seasons will be David's first major solo exhibition in Wales and will highlight the importance of Capel Rhiw as studios and environment for Nash's 'family of sculptures'.

The Fossil Swamp AC-NMW has been working with the Brymbo Heritage Group for several years to conserve world-class fossil finds from the Brymbo Steelworks site. The exhibition will be used to discuss why we now need to move from fossil fuels to more sustainable energy sources with links to the Future Generations and Environment Act supporting government and Amgueddfa Cymru Visions.

Snakes, our major charged exhibition for families, will take place during summer 2019.

Leonardo 500 - To mark the 500th anniversary of Leonardo's death in 2019, the Royal Collection Trust has organised a UK wide programme where they will lend 12 Leonardo drawings each to 12 UK venues. This will be a charged for exhibition.

National Waterfront Museum Swansea is working on their *1918: The Return to Peace* exhibition focusing on industry after the end of the war.

St Fagans National Museum of History is working with local communities on an event in February 2019 to commemorate the Victory Ball held at Oakdale Institute in 1919.

In 2019 we will deliver a Year of Discovery exhibition at Oriel Y Parc using AC collections of archaeology, geology and art to explore prehistoric Pembrokeshire, climate change and cultural ownership. We will also begin a collaborative three-year programming process with PCNPA, OyP and local stakeholders, with the intended outcome of developing new audiences and embedding community engagement at the heart of the OyP programme.

2019 will see us working in collaborative partnership with Wrexham County Borough Museum to produce an exhibition around the making of a replica Mold Gold Cape. The Mold Cape is a unique ceremonial cape of gold, made during the Early Bronze Age around 3,700 years ago and this exhibition will focus on the findings of experimental archaeologists to understand how this icon of Welsh archaeology was made.

Aberystwyth Old College: The hugely popular natural history exhibition *Wriggle: The Wonderful World of Worms*, will be presented at Aberystwyth University Old College in April 2019, in support of their Heritage Lottery Fund bid to create a museum

standard gallery and we look forward to further developing our relationship with the university.

We will be working with Chepstow and Abergavenny Museums to support future programmes and exploring new ways of working with museums and galleries in Wales with the Federation of Museums in Wales.

Building on the strong relationship between Amgueddfa Cymru and Japan, we aim to launch a digital image display of unique *Sakubei Yamamoto Coal Mining Paintings* to be held at Big Pit in 2019 – 2020.

Income Generation and Fundraising

In 2017/18 - the last full financial year – out of a total income of £36.6m the Museum raised £9.5 million from all non-GIA sources (including trading company turnover, restricted and unrestricted donations and sponsorship). This included net unrestricted revenue income, available for the Museum's core activities, of £1.25m (including research and charging, trading company profits and recharges, and revenue fundraising). This is a 46% increase on 2016/17, reflecting the Museum's efforts in expanding its income generation activities. The Museum is expanding these activities further and is recruiting a Commercial Director to take this forward.

Supporting the Welsh Government's National Goals

Amgueddfa Cymru works with Wales's national institutions in helping the nation to achieve the goals of the Well-being of Future Generations Act (2015) for education, health and well-being (for example, dementia programmes), addressing poverty, environmental change (for example, species taxonomy and monitoring) and economic development. Our Vision Commitments and Objectives are aligned with the Well-being Goals.

Greater engagement with virtual visitors

The website recently moved over to the flagship .wales /.cymru domain and has been completely redesigned to improve orientation, e-commerce, and to provide more up-to-date content about Wales and its place in the world. It attracts around 1.6 million visits a year. Engagement on social media has increased by 460% over the last three years, since the implementation of our updated Social Media Policy and training programme.

We have also introduced a technology first for UK museums: Museum ExplorAR, an Augmented Reality experience providing our visitors with an enhanced interpretation to some of our permanent exhibitions. Due to positive review and the results from our evaluation, the experience is being extended indefinitely with ideas for future content in the pipeline. We are also planning Virtual Reality (VR) experiences at two of our museums - with Museum's focus on new digital experiences as a potential income stream, we are developing the knowledge and skills to determine the feasibility of commercial digital ventures and the operational awareness to run them.

To further improve our reach and accessibility, we are in the process of commissioning accessibility testing for the website. This will result in a number of

recommendations around design, website architecture and content that will be implemented over 2019-20. The Museum is also exploring access needs in the galleries at National Museum Cardiff and how digital technologies can help. This will build on our work on iPads, phones and Augmented Reality to improve accessibility in our physical spaces.

International role

Amgueddfa Cymru has long term partnerships, underpinned by MoUs, with national governments and museums in China and Japan. The Natural Sciences Department alone has long term partnerships with 40 overseas museums. As well as loaning individual specimens and works of art, the Museum has toured major income generating exhibitions over the last decade to the Gulf, the United States and Japan. We are in the process of finalising an MoU with the National Museum of Ireland, to be launched in the Spring of 2019 and are expanding our international partnerships, which will be even more important post Brexit to ensure that Wales remains to play a leading role on the international stage.

Partnerships with other museums in Wales

The Museum works closely with the Federation of Museums and Galleries in Wales, and supports local museums through loans and exhibitions. This includes our 10 year relationship providing exhibitions with Oriol Y Parc in Pembrokeshire National Park. In 2014, after a 20 year absence, Amgueddfa Cymru and the Federation collaborated in hosting the UK Museums Association's most innovative and successful annual conference to date. The conference is due to return to Wales in 2020 or 2021. A legacy of the conference was the Welsh Museums Festival, and Amgueddfa Cymru continues to work closely with local museums to deliver the Festival annually since then. Amgueddfa Cymru has also been working with the Fed and others on developing a new Museums Strategy for Wales.

Roof Works at the National Roman Legion Museum

In September 2018 the National Roman Legion Museum closed its doors to the public so that essential roof maintenance could take place. The museum will remain closed until autumn 2019 however, staff will continue to deliver the Museum's formal provision for schools during this period.

How We Achieve This Our Unique Identity

Our commitment to the public

Our vision '**Inspiring People, Changing Lives**', expresses our commitment to achieving social justice through cultural participation and is the foundation of all our work. Research underpins everything we do, and the exceptional range of our research on visitor learning and cultural participation provides us with a depth of understanding of the social value and impact of our community partnerships, exhibitions and learning programmes.

Interdisciplinary

The Museum is the most interdisciplinary national museum in the United Kingdom, embracing: Art, Design, Earth Sciences, Life Sciences, Archaeology, Social History, Oral History, Industrial History, and Learning and other Social Sciences.

Geographical distribution

The Museum has sites in North West Wales (Slate Museum, Llanberis), West Wales (Wool Museum, Drefach), South West Wales (Waterfront Museum, Swansea), and South East Wales (St Fagans and National Museum Cardiff in Cardiff; the Roman Legion Museum in Caerleon, and Big Pit in Blaenavon), as well as the National Collections Centre in Nantgarw. We also work in partnership with Wrexham Museum and Oriel y Parc, as well as local museums throughout Wales to enable access to the national collections.

Collections and curatorial expertise

Amgueddfa Cymru holds over 5 million items in total. Of these around 3 million specimens are in the natural science collection; through these, the Museum holds the only national evidence base for climate change in Wales over centuries, millennia and aeons - a vital resource for the nation now and in the future. It also holds the archaeological archive for over 50% of the historic environment in Wales, a total of 1,275,000 objects. It has the most significant collections of social history and oral history in Wales, comprising 396,823 items. The Museum also holds the national collections of Welsh and European art, including some of the finest Impressionist works in the world.

Agenda Item 3

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Introduction

1. The Welsh Local Government Association (WLGA) represents the 22 local authorities in Wales. The three national park authorities and the three fire and rescue authorities are associate members.
2. It seeks to provide representation to local authorities within a policy framework that is underpinned by a commitment to local democracy and accountability. In doing so it must satisfy the priorities of our members and ensure that local public services are at the forefront of the debate on developing devolution in Wales and the communities we serve.
3. The WLGA welcomes the opportunity to respond to the Culture, Welsh Language and Communications Committee's inquiry: *Supporting and Promoting the Welsh Language: An inquiry into the legislative, policy and wider context*. The post legislative scrutiny of the Welsh Language (Wales) Measure 2011 – to assess the perceived successes and limitations of the legislation, and the impact and effectiveness of Welsh Language standards in improving and increasing access to Welsh language services, is particularly welcome.

Background

4. While the WLGA supports authorities in the implementation of the Welsh Language Standards, it does not collate information on the implementation of the Standards by individual authorities. Those public bodies that are subject to the Welsh Language Standards are required to produce and publish an

Annual Report, although the format is not prescribed and so each would need to be looked at in some detail to determine how those organisations have responded to the requirements placed on them under their Welsh Language Standards.

The Welsh Language (Wales) Measure 2011

5. The WLGA and its member local authorities supported the introduction of the Measure and the principles underpinning its wider aims. Similarly, local authorities supported the Welsh Language Standards, which were derived from the Measure, since they came into force but there were some concerns and anxieties at the outset.

6. There was some scepticism about whether *or not* the Standards would have the desired or intended impact. Authorities supported the principles of:
 - Improving the services Welsh speakers can expect to receive in Welsh from organisation;
 - Increase the use people make of Welsh language services;
 - Making it clear to organisations what they needed to do in relation to the Welsh language; and
 - Ensuring that there is an appropriate degree of consistency in terms of duties placed on bodies in the same sectors.

7. There were also concerns about costs and the value for money of the investment required to meet the Standards. For these reasons authorities felt initially that existing Welsh language schemes, provided for by the Welsh Language Act 1993, were a more effective and proportionate mechanism for delivering the intended aims.

8. Throughout this period there was a strong consensus within local government on the importance on sustaining and building on the good will towards the welsh language across Wales; recognising the linguistic, cultural, socio-economic and financial differences between local authorities and the need to be reasonable and proportionate in progressing shared priorities.
9. The Welsh Language Standards are very wide ranging and detailed, and implementing them hasn't always been easy but collectively local government has worked with the Welsh Language Commissioner and her Office to resolve problems and find solutions. The WLGA and individual authorities have engaged in a very constructive relationship with the Welsh Language Commissioner since the Standards came into force.
10. More generally, local government and the WLGA have supported successive Welsh Governments, in their strategic approaches to the Welsh language.
11. A living language: a language for living – Welsh language strategy 2012 to 2017 was greeted very positively by local government as was the Cymraeg 2050 target of creating 1 million Welsh speakers by 2050. The continued support given to the National Eisteddfod and the Urdd Eisteddfod through the WLGA's innovative funding partnership is one example of this on-going commitment.
12. Local authorities also support the Welsh Government's Welsh-medium Education Strategy and are committed to the continuing growth of Welsh-medium and Welsh language education. This has been evident most recently with the completion of the latest round of WESPs by the 22 authorities and the continuing partnership between local and central government through the 21st Century Schools and Education Programme and other schools' capital investment. Local authorities have been producing WESPs since 2011 and they provide a useful framework for councils in the planning of their welsh-medium education provision.

13. The Association believes in retaining the current consensus on the Welsh Language, keeping it out of the realm of party politics and firmly focussing on practical measures to increase its use, rather than creating a legalistic framework that focuses on compliance in the abstract. The WLGA supports all efforts to increase the quality of provision and the opportunities for individuals to speak and access services in Welsh in their daily lives.

Conclusion

14. Local government and the WLGA have embraced fully the aims and the ethos of the Welsh Language (Wales) Measure 2011, despite the service delivery challenges of the Welsh Language Standards and the difficult financial context. The WLGA welcomes the opportunity to contribute to this inquiry and looks forward to seeing the outcomes of this work.

1. The perceived achievements and limitations of the Welsh Language (Wales) Measure 2011 legislation

1.1 The Welsh Language (Wales) Measure 2011 and the establishment of the Welsh language Commissioner has, from our perspective as a County Council, offered us more positive opportunities than negative challenges in our attempts to promote the Welsh language in the county. The existence of an external body with the ability to enforce has provided us with a stronger basis for our efforts to provide bilingual services and to promote the Welsh language in the county. The legislative backbone that the Measure has provided has raised the status of the Welsh language and has encouraged consistency and higher standards of provision of bilingual services in general.

It is also true that the shift from setting expectations on ourselves (as happened through the former Language Schemes) to having expectations placed on us has raised the status of those expectations within a large public body like ours.

The process of establishing the Welsh Language Standards (though a long process) was fit for purpose, as it gave an organization the opportunity to have input, initially by discussing, and then by challenging some of the Standards that were more difficult to implement practically.

We feel it is crucial to keep the legislative strength of the Standards. Losing the authority of the legislation by going too far towards encouraging public bodies rather than enforcing would be a step back in our view. Organisations have now gone through the process of responding to the Standards and although it has been a challenging experience in some cases we believe that it has begun to have a positive impact on the availability of Welsh-medium services and the awareness of Welsh speakers of those services.

1.2 The main challenge we as a county council faced as a result of the new legislation was that relatively minor matters that were actually very easily

rectified (such as a sign with grammatical errors) had to be dealt with through a long-winded official public enquiry by the Commissioner. This, in turn, created a great deal of administrative work for all involved. Indeed, we have had some examples where the mistake has been acknowledged and rectified even before the official enquiry has started. It would be far better to have a system whereby a minor matter could be dealt with differently to a more complex one that might involve staffing implications for instance.

- 1.3 We have also felt that the process of monitoring the Standards has relied too heavily on complaints. From our experience within a public body, it is the more minor matters that people generally lodge complaints about, such as signs and written materials, rather than the availability of services that have wider implications in terms of language use. We would suggest that more monitoring of the progress made with key Standards would better instigate consistent, national standards than paying heed to minor matters that arise from local complaints.
- 1.4 As a public organisation which has promoting the Welsh language in its remit, we perceived the emphasis put on regulating at the expense of promoting the Welsh language after the introduction of the Act as the main weakness of recent developments. As previously noted, the work of regulating is crucial, but there is also a need for focus on promoting the Welsh language. Since the dissolution of the Welsh language Board, there has been no leadership offered in terms of national language planning; no advice or assistance for organisations currently lacking in knowledge and understanding of language planning. There has been a distinct lack of leadership in terms of coordinating and linking up efforts to promote the Welsh language nationally, although there are a number of areas in which national coordination would be very beneficial, for instance useful data collection, measuring effect, and marketing.
- 1.5 We also feel that a support structure for public bodies has been lost in the period since the introduction of the Standards. It would have been extremely useful to have a network for officers and cabinet portfolio members to share good practise and to exchange experiences of implementing the Standards. As there was no such mechanism, we feel that individual organisations have duplicated a lot of the work of analysing the Standards and regulations, of creating materials, marketing campaigns and new forms of communication.

1.6 In some cases, we have found that the current legislation is not robust or far-reaching enough to assist us in our efforts to promote the language in the county. In matters involving the private sector, we have had to utilize legislation on other fields in order to enable us to insist on the use of the Welsh language in our communities. In this, we refer specifically to planning legislation which we used to ensure that a business in an Welsh speaking community used bilingual signs. The Welsh language Measure (Wales) was not robust enough to allow us to refuse monolingual English signs. In the end, it was the Wellbeing of Future Generations Act that provided us with the crucial legislation. It does not make sense that the legislation specifically introduced to safeguard the Welsh language is less effective than other legislation in terms of promoting the Welsh language.

2. The impact and effectiveness of Welsh language standards in improving Welsh medium services and access to those services.

2.1 Many of the Standards that are too extensive to be listed here have assisted us in our efforts to improve our provision of Welsh-medium services. In our opinion, not enough time has not passed to see if the standards have improved access to those services. There is still much work to be done to raise people's expectations of the services they can expect, in order to increase their demand and use.

2.2 One of the Standards that has initiated the greatest improvement in our procedures as a local authority is the Standard that requires us to identify the language skills of our staff. All our data collection processes have improved in order to enable us to update this information correctly.

2.3 All the Service Delivery Standards have been effective in challenging us to provide consistent services in Welsh, although there are a number that raise questions that require discussion on a national level to resolve e.g. how to provide Welsh / bilingual training of a suitable standard).

2.4 The Promotion Standards have also motivated us to formalize our efforts to promote the Welsh language across the county. Although we, as a council, have been taking purposeful steps to promote the Welsh language for some years now, we hope that this Standard has been a crucial driver for other councils to try act in order to stop the decline in the number of speakers in their counties.

3. 1. Does the legislative framework support the promotion and use of the Welsh language or does it limit this work?

3.1 In our experience, the legislative framework has been essential to support the promotion of the Welsh language, both internally and externally to our organisation. However, we feel the need for a timely review of Welsh Language Standards to ensure that organisations are progressing in their provision of services and are reaching higher expectation of Standards.

3.2 In our view, we need to provide the opportunity / time for the Standards to become well established. Time must be given for the expectations of the public to be raised, alongside the public knowledge of their rights. The public need to understand the principle that they have the right to access Welsh language services and it is for the bodies to meet the requirements of the Standards.

3.3 The Welsh Language Board's monitoring system was not robust enough and did not have legislative authority. We do not want to go back to the 'voluntary' nature of the Welsh Language Schemes. However, national support and guidance is needed alongside enforcement, especially in areas such as assessing the linguistic impact assessment of new developments.

Agenda Item 5

Bethan Sayed

Chair

Culture, Welsh Language and Communications Committee

National Assembly for Wales

Cardiff Bay

CF99 1NA

9 January 2019

Dear Bethan

Thank you for your recent correspondence outlining concerns expressed by Equity South Wales and the Writers Guild.

While I note the points that have been raised with you, my view is that the BBC in Wales provides a number of platforms and opportunities for both Welsh-based writers and actors.

With regard to Welsh and Wales-based actors, the success of the co-productions *Hinterland/YGwyll*, *Un Bore Mercher/Keeping Faith* and *Craith/Hidden* are well documented. Produced by Welsh independent production companies, these companies search for actors through a number of channels including casting agents. The vast majority of the actors in these productions are either Welsh or based in Wales, and further series of *Hidden* and *Keeping Faith* are currently in production/pre-production.

Casualty, *Doctor Who* and *Pobol y Cwm* are produced by BBC Studios – the BBC's commercial arm - at Roath Lock Studios and use a mix of local (Cardiff-based) casting agencies as well as others further afield. They operate case by case with the aim of ensuring the person most suitable for the role gets the part. Having said this, programmes such as *Casualty* have made an active effort to recruit Welsh actors with names such as Owain Arthur and Catrin Mara appearing on the long-running series recently, among others.

In addition, our radio drama team in Wales uses a very large number of actors who live and work in Wales each year, primarily for BBC Radio 4.

A few notable examples from 2018 include *19 Weeks* which starred Eve Myles; four series of *Curious Under the Stars* starring Elis James, Ifan Huw Dafydd, Siw Hughes, Aimee Ffion Edwards and Eiry Hughes; *Das Kapital* which starred Kimberley Nixon; *Tracks: Chimera* which had guest roles for Eiry Thomas, Richard Elfyn, Rhodri Meilir and Carys Eleri. And we're about to embark on a new adaptation of the *Mabinogi* for Radio 3, which will have an almost entirely Welsh cast.

Given this scale of commitment, I hope you will understand that there are no quotas for employing Wales and Wales-based actors. We cast on merit.

Turning to writing, I suspect the BBC directly or indirectly supports more drama writing in Wales than any other organisation. In total, over 30 Welsh language writers are actively engaged in the production of *Pobol y Cwm*, while *Keeping Faith*, *Hinterland* and *Hidden* rely or relied predominately on Wales-based writers.

In addition, our network radio production team actively commission a range of Welsh writers. In 2018 established writers included Shon Dale Jones, Philip Palmer, Alan Harris and Gary Owen.

BBC Wales also runs - or supports - a number of initiatives to support new entrants into the industry.

Over the past two years, the BBC Writersroom programme based in Wales has been offering a number of initiatives for established and emerging Welsh writers.

In fact, since April last year Writersroom Wales has enabled 23 writers to get their first BBC credit. And we'll be launching a brand new Writers Residency opportunity in January, working in partnership with National Theatre Wales. The successful writer will spend twelve months working with the BBC and NTW to develop their writing skills for both broadcast and theatre.

We also work in partnership with other organisations in the industry to provide new opportunities across the media.

The *It's My Shout* training programme, for example, provides practical opportunities in television and film production targeting individuals and groups that would not normally have access to such opportunities. BBC Wales is a partner and sponsor of the scheme - along with S4C - providing mentoring and training both in front of and behind the camera for the participants.

Every summer, *It's My Shout* produces short 30 minutes films in Welsh and English, a number of which are broadcast on BBC Two Wales and are subsequently available on BBC iPlayer. Side-by-side there is also a scheme for emerging talent looking for documentary ideas. These are also broadcast on BBC Two Wales under the title, *New Voices from Wales*.

Additionally, the *Beacons* project – a partnership between BBC Wales and Ffilm Cymru - aims to shine a light on outstanding film talent from Wales, drawing attention to writers, directors and producers, helping them establish their credentials for feature production. The scheme supports between six and ten short films of up to 30 minutes in length and in English or Welsh every year.

I hope my response reassures you that the BBC takes its responsibility towards established and emerging Welsh actors and writers very seriously indeed. However, if you would like to discuss further I would be happy to meet with you.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Rhodri Talfan Davies'. The signature is fluid and cursive, with a large initial 'R' and a long, sweeping tail.

Rhodri Talfan Davies

Director BBC Cymru Wales