

Phil Henfrey
Head of News & Programmes
ITV Cymru Wales
Bute Pl,
Cardiff
CF10 4PL

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Dear Phil,

The Big Picture – The Committee’s Initial Views on Broadcasting in Wales

You will be aware that the Culture, Welsh Language and Communications Committee recently published a report which sets out our initial views on broadcasting and the media in Wales.


The report made a number of recommendations, we have included below those which pertain to ITV.

‘Recommendation 9. We recommend that ITV Studios follows the BBC and adopts a more pro-active approach to developing programmes for broadcast on the ITV network including setting specific goals for developing network output from Wales, which reflects life in Wales.’

‘Recommendation 10. We recommend that ITV, Channel 4 and Channel 5 should provide an annual update to the Assembly, through the Committee, setting out information on the portrayal of Wales on their networks.’

We’d be grateful if you could respond to these recommendations by close of play on 13 March 2017, in time for the Assembly’s debate, both on the report and the Welsh Government response to it.

Yours sincerely,



Bethan Jenkins AM

Chair

