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Minister for Economy



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Deputy Minister for Arts and Sport, and Chief Whip

Llywodraeth Cymru
Welsh Government

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

20 October 2021

Dear Delyth

Ministerial scrutiny session: Minister for Economy and Deputy Minister for Arts and Sport and Chief Whip

Thank you for your letter of 23 September seeking further information on a number of matters discussed during our recent evidence session. This letter provides the additional information you have sought under the same relevant subheadings.

Distribution of Ministerial responsibilities

You have asked about the distribution of responsibilities within the portfolio. Many of the issues of interest to the Committee are cross portfolio or cross government in nature and require a flexible approach. The First Minister has no plans to publish a more detailed breakdown of portfolio responsibilities

You also asked how our portfolio areas will contribute to the wellbeing goal of a thriving Welsh language, and of reaching one million Welsh speakers by 2050. The [Cymraeg 2050 strategy](#) continues to be an area of focus and we expect the Welsh language to be thoroughly embedded in all that we all do, celebrating bilingualism and enabling the people of Wales to use the language as part of their everyday lives. The results of the 2021 Census will be known during this term of Government, and we will update the Cymraeg 2050 action plan for the strategy, but the three main themes will remain – increasing the number of Welsh speakers, increasing the use of the Welsh language, and creating favourable conditions in which the Welsh language can thrive.

One example of this is the activity delivered through Creative Wales which also supports our ambitions for the Welsh Language. Support for the publishing industry through the Books Council of Wales includes investment in the Welsh language through publishing grants, delivery of the tender for the Welsh language digital news service, learners' series, bilingual platforms, and the #loveread channel on the AM platform. Our public service broadcasters play a vital role in contributing to the Welsh Government's priorities for the

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

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

Welsh language through servicing the needs of Welsh language audiences and the provision of educational resources to support Welsh language learners and speakers. The Memorandum of Understanding we are developing with S4C will identify opportunities to strengthen our partnership working in this area. These are just some examples of how this portfolio contributes to this target.

Strategic approach to culture

As we set out in the Committee session, our focus for this term will be on delivery of the Programme for Government commitments across this portfolio and our strategic approach is underpinned by this.

You also asked specifically about the Major Events strategy. *Event Wales: A major events strategy for Wales 2010-2020* was launched in the immediate aftermath of Wales' successful hosting of the 2010 Ryder Cup. Following the success in delivering that strategy we are now considering future strategic objectives. We had hoped to commence this in 2020 but the pandemic response has had to take priority.

In regards to Tourism, we published the Tourism Recovery Plan ("[Let's Shape the Future](#)") earlier this year.

Programme for Government commitments

You asked us for our goals and plans under a number of our Programme for Government commitments. Using your ordering, we offer the following comments:

Ensure the history and culture of our Black, Asian, and Minority Ethnic communities are properly represented by investing further in our cultural sector and museum network.

Work in this area will be a priority for the whole of this government term. We have made some initial progress. For example, earlier this month we agreed funding of £98k to support the local museum sector in Wales. This funding will establish a greater understanding of the collections held by museums across the country, and of the ethnically diverse histories they currently include. It will also enable us to clearly identify the gaps in representation, and support meaningful engagement with diverse communities to start addressing these gaps.

Creating a Creative Industry Research and Development Fund

We have supported research and development in the creative industries by:

- Delivering the Creative Wales TV and Digital Development Fund;
- Supporting R&D in the Strength in Places programme;
- Applying to the BFI for funding for an innovative pilot to map the sustainability of the screen industry

We will explore options to further support research and development in the creative industries in 2022/23, including the need for a Research and Development Fund, in the context of existing activity.

Establishing a music service

This commitment is being led by the Education Department and my officials are working closely with them.

Investing in Theatr Clwyd

Officials are actively reviewing the final outline business case developed by Theatr Clwyd and will be able to update the Committee on progress later in the financial year once the Comprehensive Spending Review has been completed.

Establishing a Football Museum for Wales

We are working with Wrexham Museum's designers to complete the outline business case and will update the Committee on progress later in the financial year once the Comprehensive Spending Review has been completed.

Establishing National Contemporary Art Gallery

The digitisation of the National Art Collection, a key first step to delivering this project, is proceeding at pace with a vast number of items already captured. During the pandemic, as a result of the work done to digitise the collection, we were able to publish a selection of contemporary art, chosen by NHS Staff into a number of different Hospital settings including vaccination centres and has provide valuable visual aid in encouraging movement for recovering patients.

Updates

We note your request for quarterly updates on progress with the Programme for Government commitments. We are happy to update the Committee regularly on progress but suggest this is provided once a term so that the focus remains on the importance of delivering, not reporting on, these initiatives. On this basis, we will aim to provide our first formal update by the end of January 2022.

UNESCO World Heritage status and a Museum for North Wales

The Committee has raised several points around our newest World Heritage Site and plans for the other world heritage sites in Wales.

Slate Landscape of Northwest Wales World Heritage Site

The inscription of the Slate Landscape on the World Heritage Site list by the UNESCO World Heritage Committee is a great success for Wales's heritage.

The Slate Partnership responsible for the nomination has now reorganised into a revised governance structure to implement the management plan drawn up to accompany the nomination. This comprises a Board, Steering Group and thematic groups focussed on conservation, public engagement and economic development who will take forward actions aimed at ensuring that the World Heritage Site delivers on the commitments that will benefit local communities in the region.

Core actions for the next year include:

- completing the designation of historic assets
- preparation of individual management plans for all historic elements
- adoption of draft Supplementary Planning Guidance
- completion of the National Lottery Heritage Funded LleChi community engagement project.

The remaining three World heritage Sites – the Blaenavon Industrial Landscape, the Castles and town walls of Edward I in Gwynedd and the Pontcysyllte Aqueduct and Canal already have developed Management Plans and governance structures in place.

Museum of North Wales

Amgueddfa Cymru has commissioned consultants to undertake a feasibility study in relation to the redevelopment of the National Slate Museum at Llanberis. This work includes exploring spatial requirements, the vision for the existing museum and for the wider site. The Welsh Government has provided £0.5m in funding to support this phase of the work, which is scheduled for completion in January 2022.

Historic Wales

The Historic Wales partnership has provided a useful forum for exploring collaborations between the four member institutions and some important initiatives have been started such as:

- the partnership between National Museum and Cadw at Caerleon Roman Fortress
- an action plan to understand and address skills gaps across the partnership.

The pandemic has resulted in an understandable hiatus in progress but has also provided an opportunity for reflection. The senior teams recently came together in a workshop to consider how the partnership can build on identified opportunities and address current and future challenges.

We confirm there are no plans to amalgamate any of the partner organisations during the current Senedd term.

Creative Wales

The Committee asked for specific information around various aspects of the work of Creative Wales. These are as follows:

Television and Film Strategy

Since Creative Wales was launched in January 2020, the focus has been on leading the sector through the pandemic. Creative Wales is:

- working with industry through its stakeholder groups and the Creative Wales Non-Executive Board to develop an action plan for the screen sector, to be published by the end of the financial year.
- redesigning its production funding so that it better meets the needs of the sector and aligns with the new Programme for Government commitments.

Creative Wales has continued to support the sector during this time, through production funding and development funding schemes. Since the launch of Creative Wales, 33 projects have been approved with an associated award level of £9.5m. This is further amplified when taking into account further induced private sector investment that is conditioned as part of agreements.

Creative Skills Body for Wales

Our Written Statement issued on 16 September set out our agreed approach to delivering the Creative Skills Body internally through Creative Wales within six months.

Delivering the Creative Skills Body in this way will build on the skills work already being delivered by Creative Wales and ensure future resourcing will be focused on supporting creative skills and talent initiatives in Wales, rather than being spent on the costs of setting up of a new organisation.

Further work is underway to agree the detailed delivery arrangements for the Creative Skills Body and an update will be provided to the Committee in due course.

Strategic approach to Welsh journalism

The Committee asked some questions around the funding and impartiality of news journalism for Wales:

- The Welsh Government provides funding to media organisations through a range of mechanisms. Funding specifically targeted at news organisations, through the Independent Community Journalism Fund (ICJF), was awarded to publications which are members of the ICNN (Independent Community News Network), which requires publications to adhere to standards as laid out in the Editors Code of Practice.
- Where media organisations are supported by cross-economy funding, such as the Welsh Government's Economic Recovery Fund, organisations are expected to comply with the standard terms and conditions of the grant.
- Creative Wales is exploring further options to target public funds to support an increase in coverage of news, on an arms-length basis, and have set aside £100,000 from the Creative Wales budget for this.
- These options will be developed with our partners and will consider how we can ensure impartiality standards are met by organisations in receipt of funding.
- As part of this work we are establishing a Wales Public Interest Journalism Work Group, working with the National Union of Journalists, to bring together a range of stakeholders from industry, unions, broadcasters and academia to provide recommendations on issues relating to the journalism sector to support the long-term sustainability of public interest journalism in Wales.

Sport and leisure

The Committee also asked for an update on our plans for Sport and Leisure. Sport is of vital importance to our economy, our health and wellbeing and generally to our national identity. One of our ten wellbeing objectives includes enabling the sport industry to thrive, and the Programme for Government makes clear our specific commitments for sport are to:

- Promote equal access to sports and support young and talented athletes and grassroots clubs;
- Invest in our world-class sports facilities; and
- Invest in new facilities such as 3G pitches.

Through Sport Wales we are investing in a range of initiatives to achieve our common goal of greater participation in sport and physical activity. This includes significant capital investment in modern, accessible and attractive facilities that encourage people of all ages and abilities – whether at community or elite level – to engage in sport and physical activity.

We know from research carried out by ComRes on behalf of Sport Wales that we need to do more to better understand how to support specific groups to become more physically active and enjoy the benefits of sport. Increasing opportunities to be physically active is key to ensuring our citizens are healthy and well. This is supported by our Healthy Weight: Healthy Wales strategy. During this term of Government we will work with stakeholders to help create an environment where it is normal and easy to be physically active, particularly focusing on new and diverse audiences and under-represented communities.

Remit letters for sponsored bodies

Finally, turning to remit letters for our sponsored bodies, these will include a focus on widening access and participation, and the key deliverables are aligned with our priorities as published in the Programme for Government. Once the remit letters are issued, sponsored bodies will work to reflect the key deliverables in their operational plans. Targets will be agreed with officials and progress against key deliverables will be monitored as part of quarterly monitoring meetings.

We would be happy to share the final versions of the remit letters with the Committee once these have been issued.

We hope that you will find this additional information helpful.

Yours sincerely,



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