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Director BBC Wales  
Cyfarwyddwr BBC Cymru

22 April 2022

Delyth Jewell MS  
Chair, Culture, Communications, Welsh Language, Sport, and International Relations Committee  
Welsh Parliament  
Cardiff  
CF99 1SN

Dear Chair,

Thank you for your letter of 29 March.

The Young Audiences Content Fund was created by the UK Government and funded by the Licence Fee. The BBC is on the record in saying that it does not believe that top slicing of the licence fee, and contestable funds are the best use of licence fee funding both in terms of value for money, and delivering positive outcomes for audiences.

During its operation the BBC decided not to make use of the fund so we do not have direct experience of its operations.

We are not aware of any formal evaluation of the scheme, but we have always been clear that such an evaluation would be necessary before deciding to continue with the scheme, however it was funded.

Yours Sincerely,

A handwritten signature in blue ink, appearing to read 'Rhuanedd Richards', written over a light blue grid background.

**Rhuanedd Richards**  
**Director BBC Wales**