



Department for Digital, Culture, Media & Sport

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20 June 2022

Delyth Jewell MS
Chair
Culture, Communications, Welsh Language, Sport,
and International Relations Committee
Welsh Parliament
Cardiff Bay
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MC2022/08531/DC

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Dear Delyth,

Thank you for your correspondence of 4 May regarding the Young Audiences Content Fund and the helpful information you have enclosed setting out the support it has provided to the Welsh children's television industry and the benefits to young people in Wales.

The UK is home to a thriving broadcasting industry. As technology and viewing habits change at an unprecedented pace the Government is determined to make sure it continues to go from strength to strength. The Government is committed to ensuring that UK audiences, both young and old, benefit from a modern system of public service broadcasting and have access to a broad range of high-quality content which reflects the diversity of our nation.

To support these ambitions, the Government has been piloting contestable funding, a new way to directly support underserved public service content. Since 2019 the Young Audiences Content Fund and Audio Content Fund have received almost £48 million of public funding and supported 220 hours of children's television content and around 650 hours of radio content to date. The Government is very pleased with the performance of both programmes and proud of the positive effect the Young Audiences Content Fund and Audio Content Fund has had.

As you are aware, the three-year pilot phase of the Contestable Fund has now concluded. My officials are now working closely with the administrators of the Fund to fully evaluate the pilot and will consider whether a contestable fund model would, as a longer-term programme, provide additional value to the breadth and availability of high-quality UK produced public service content. The information you have provided on the success of the Young Audiences Content Fund in Wales will inform that analysis and I appreciate your continued interest in this important issue.



I'm afraid my schedule still means that I cannot commit to joining one of your upcoming meetings at this stage, but I shall continue to take an interest in the Committee's work moving forward.

With best wishes,

A handwritten signature in black ink that reads "Julia". The signature is written in a cursive, flowing style.

Julia Lopez MP
Minister of State
Minister for Media, Data and Digital Infrastructure