

Mark Drakeford MS

First Minister

Welsh Government

cc: Vaughan Gething MS

Minister for Economy

Welsh Government

15 December 2022

Evaluation of Welsh Government engagement at FIFA World Cup

Dear Mark

We are writing to you with regards to evaluating the Welsh Government's activities at the FIFA World Cup in Qatar. The FIFA World Cup afforded Wales the valuable opportunity to showcase our principles and values to the world. We are therefore eager to ensure that there is a lasting legacy for the country following the Wales Men's team's participation at the tournament, and to understand what lessons can be learned for future sports diplomacy opportunities.

In a [statement](#) on 15 November 2022, the Minister for the Economy told the Senedd that the Welsh Government's four key objectives at the World Cup were to "*promote Wales; project our values; ensure the safety of Welsh citizens and secure a positive legacy from our participation.*"

In the same statement to the Senedd, the Minister also stated the following:

To ensure that we secure a positive and lasting legacy, we will evaluate these activities in supporting the world cup to learn lessons from these interventions for future sports diplomacy opportunities. We are also committed to our investment priorities in sporting facilities here in Wales, with a capital budget of £24 million over the next three years alongside our investment in schools facilities.

We would like to ask you about details of your evaluation of these activities and how they contributed towards your four key objectives.

Given the scale of the opportunity presented by the World Cup, as well as the substantial Welsh Government funding allocated to deliver the activities, we believe that such an evaluation needs to be thorough. While celebrating the team's success of reaching the finals is important, it is also essential we understand the effectiveness of the work undertaken by the Welsh Government in both Wales and abroad, to inform the approach to future sporting events and the Welsh Government's broader approach to sports diplomacy. We would be grateful if you could tell us the following:



- Who will be undertaking this evaluation – that is, will it be the Welsh Government or will a third party be asked to undertake it?
- When will this evaluation be completed and published?
- What were the key performance indicators (KPIs) and objectives set by the Welsh Government at the beginning of this work in June 2022, that is before any valuation took place?
- What were the KPIs and measurable targets related to your core objectives, and to what extent were these achieved?
- Are there any other specific outcomes that came as a result of your activities that were not captured by your KPIs?
- Will the evaluation include a lessons learned analysis to inform activities and approach to future major events and sports diplomacy opportunities?
- Will the appraisal consider the strengths and weaknesses of your activities?
- Will the evaluation demonstrate how effectively you have used your resources i.e. funding?

We would like to be clear that our request for this information is not about criticising the Welsh Government. This is the first time the Welsh Government has undertaken this type of work at a global event of this size. Therefore, our intention is to ensure that the activities undertaken by the Welsh Government are appraised properly. This means celebrating your successes as well as learning from this experience and which in turn will provide a strong platform for the next time we participate in a global event of this size. We look forward to hearing from you in due course.

Yours sincerely,



Delyth Jewell MS

Chair of the Culture, Communication, Welsh Language, Sport, and International Relations Committee

Croesewir gohebiaeth yn Gymraeg neu Saesneg.

We welcome correspondence in Welsh or English.