

Dafydd Elis-Thomas

Deputy Minister for Culture, Tourism and Sport

Welsh Government

22 July 2019

Dear Dafydd,

Update on the arts and creative industries portfolio

I would like to update the members of the Culture, Welsh Language and Communications Committee issues within your portfolio in advance of the scrutiny work we are undertaking in the Autumn Term.

I would be grateful if you could provide me with an update on the work to progress Creative Wales, the National Contemporary Art Gallery for Wales and the planned National Sports Museum for Wales.

The Committee will be doing work on these topics in the Autumn Term and plan to visit related sites in North Wales.

1. Creative Wales

1.1 Governance

The Welsh Government's response to our report on the inquiry into film and major television productions accepted some of the recommendations with reference to Creative Wales.

I am grateful to you for providing more detail in your contribution to the debate on the report in Plenary on 10 July, on the formation of Creative Wales. You mentioned that the recruitment for a Director and Chair would begin soon. You also mentioned that you expect the process of setting up the governance structures would be completed by the end of October.

Please can you set out the governance structure of Creative Wales? Can you list the dates for recruiting and appointing the Director, Chair and Board members?

1.2 Funding

Can you set out the overall budget for Creative Wales, and of that funding, how much is available to support film productions?.

Can you explain what criteria will be used to determine applications for funding for film and television productions, for example, how commercial and cultural factors are balanced? What return on its investment is the Welsh Government anticipating from this funding?

I am interested in the legacy of the Media Investment Budget (MIB). How will you ensure the returns on investments made under the MIB will be reinvested in further screen productions? Will the money that was intended to be invested under the MIB be reallocated to the screen funding provided through Creative Wales?

I have received many inquiries from producers who are looking for funding support and I would like to have as much information as possible to reassure them that Wales is serious about maintaining the growth of our film industry.

1.3 Requirements for publicly supported productions to hold local auditions

I am attaching a letter from Simon Curtis, National Organiser for Wales, Equity. He has suggested a helpful clarification to our recommendation that productions receiving financial support from the Welsh Government should hold at least one local audition. You have accepted this recommendations, I would be grateful if the wording of future agreements with productions could specify 'one local set of auditions' or 'one full day of local auditions' as per Simon's letter.

2. National Contemporary Art Gallery for Wales

Please can you provide an update on the work to progress the proposals for a National Contemporary Art Gallery for Wales? It would be useful for us to have an update on the work of the Steering Group.

You mentioned in your statement of 10 May 2019 that further feasibility work will need to be completed to identify long term actions. Please can you set out what this work entails? That is, aside from the work detailed in your statement which your team are already progressing:

- The tender for further audience research, to develop ‘a more sophisticated understanding’ of the market for contemporary visual arts in Wales;
- The development of a framework for a capital grant fund into which galleries can bid, to be part of the distributed model of the Gallery;
- Business planning work to determine an ultimate Headquarters for the distributed gallery.

Please can you set out the timetable for delivering this work? I understand from your presentation at the ‘What Next Cardiff’ group on 10 July that you hope to be in a position to make an announcement in the Autumn.

3. National Sports Museum for Wales

Please can you outline the progress of talks with the National Museum of Wales and the local authority on establishing a football related museum and visitor attraction in Wrexham?

4. The Committee’s Forward Work Plan

During the Autumn Term, the Committee also plans to carry out work on:

- The inquiry into the music industry, launched in May;
- Annual scrutiny of public service broadcasters;

- Annual scrutiny of Government sponsored public bodies within our remit;

Next year the Committee will be looking at:

- Welsh in a digital world;
- The listing of buildings and the scheduling of historical monuments;
- The arts and health;

During this term it has been very useful for us to receive a briefing from Welsh Government officials in relation to the work we have been doing. These sessions were offered by the Minister for Health and Social Services and the Minister for Education. If you think it is appropriate, we would be interested in hearing from your officials – in private – on the topics mentioned in this letter.

Please can you reply to this letter by **12 August** in order for me to brief our Members when we return in September?

Yours sincerely,



Bethan Sayed

Chair of the Committee

Yr Arglwydd Elis-Thomas AC/AM
Y Dirprwy Weinidog Diwylliant, Chwaraeon a Thwristiaeth
Deputy Minister for Culture, Sport and Tourism



Llywodraeth Cymru
Welsh Government

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Bethan Sayed AM
Chair – Culture, Welsh Language and Communications Committee
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09 August 2019

Dear Bethan,

CULTURE, WELSH LANGUAGE AND COMMUNICATIONS COMMITTEE: REQUEST FOR UPDATE ON THE ARTS AND CREATIVE INDUSTRIES PORTFOLIO

Thank you for your letter of 22 July in which you request an update on certain areas of my portfolio which will enable you to update Committee members in advance of the scrutiny work which you are planning to undertake in the autumn.

I have attached – as an Annex – an update on the work to progress Creative Wales, the National Contemporary Art Gallery for Wales and the planned National Sport Museum for Wales.

Thank you also for the notice of what the Committee intends to consider in addition to the above, in the coming autumn term and next year. As ever, my officials and I stand ready to assist the Committee in its work.

Yours sincerely,

Yr Arglwydd Elis-Thomas AC/AM
Y Dirprwy Weinidog Diwylliant, Chwaraeon a Thwristiaeth
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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.

1. Creative Wales

Creative Wales will be established at the end of November and will be an internal agency of the Welsh Government. My officials are currently finalising the governance arrangements and it is envisaged that it will have similar operational flexibility as is currently afforded to Cadw and Visit Wales, also within my portfolio.

Work is underway to recruit a new Deputy Director to lead Creative Wales and this post is being advertised later this month. An organisation development exercise has also commenced to implement a new structure for the organisation. Once this process has completed, I will ask my officials to commence the necessary process to appoint a Chair and Board members.

Funding arrangements for Creative Wales are currently being developed in advance of its launch. The precise level of budget will be subject to the Welsh Government's usual budget setting process.

In relation to the recommendation regarding local auditions, this is a commitment that will be built in to Creative Wales' funding guidance and any subsequent offer letters.

2. National Contemporary Art Gallery for Wales

In addition to the work outlined within my Written Statement, a small steering group drawn from Welsh Government officials, Arts Council Wales and Amgueddfa Cymru – National Museum Wales has been convened. This group is working together to define what research is required to provide the evidence on which decisions will be made. A meeting in June discussed the distributed gallery concept and identified the need to commission a study to explore what is needed within the existing gallery network to ensure they can comply with Government Indemnity Scheme conditions. This would enable the display of high value works from the National collections. This will feed into the criteria the capital grant scheme which is currently being developed.

The steering group is due to meet later in September and thereafter will meet monthly to drive forward the first stage of the work. I will be happy to provide further updates on progress over the coming months.

3. National Sport Museum for Wales.

The 2018 'Celebrating Our Sporting Heritage' report established that it is not feasible to create a National Sport Museum for Wales.

As per the report's recommendations, Amgueddfa Cymru – National Museum Wales will continue to collect, present and promote sporting heritage as an integral part of the cultural life and national history of Wales and I see investment in the existing Wrexham Museum as the practical way to provide a football museum for Wales.

Officials are therefore continuing discussions with Amgueddfa Cymru – National Museum Wales and with Wrexham Council whose Executive Committee has already approved proposals for developing the project. The report is available on line:
<http://modern.gov.wrexham.gov.uk/documents/s15501/Item%208.pdf>

Wrexham Council officials, in consultation with Cadw officials, are looking at the practicalities involved in adapting the current museum building.

Welsh Government officials have held discussions with Sporting Heritage with a view to establishing the expert panel recommended by the study. Sporting Heritage is a charitable company and the UK's recognised subject specialist network for sports heritage.