

Deputy Minister for Culture, Sport and Tourism

Welsh Government

17 January 2020

Dear Dafydd,

### **Welsh Government Draft Budget 2020/21**

Thank you for attending the meeting of the Culture, Welsh Language and Communications Committee on 8 January to discuss the Welsh Government's Draft Budget 2020/21.

Thank you for agreeing to provide the Committee with further detail on the budget and the work of your department.

### **Fusion**

You mentioned that the Fusion scheme has recently been reviewed and that you will be increasing the funding allocation for it. I would be grateful if you could write to the Committee with the outcome of the review and the exact amount of funding for Fusion once this has been decided.

You also said that your department will be prioritising raising participation and attendance at cultural and heritage sites in your portfolio. Again, I would be grateful if you could include figures on current attendance and participation rates and your target figures for the coming year. The Committee would like to follow up on this goal as part of our budget scrutiny for next year's budget.

### **National Contemporary Art Gallery for Wales & Sports Museum**

I understand that you are expecting to receive business cases for both the National Contemporary Art Gallery and the Sports Museum this summer. You also said that you will be seeking additional funding in the supplementary budget to take forward these projects.

Please can you update the Committee on the outcomes of the business cases, your bid for funding and when you expect to announce your decision on the next steps in each case.

### **Appointment of a Commercial Director to the National Museum of Wales**

I would be grateful if you could update the Committee with the progress on appointing a Commercial Director to the National Museum for Wales. It would be helpful if you could set out the reasons why the appointment has not been made sooner. Members noted during the discussion on this topic that combining this post with responsibilities across a greater number of organisations may mean a higher salary can be offered and may attract a greater pool of candidates.

### **Funding for film and major television projects**

Please can you outline the value and nature of the projects which have been supported by Government funding since the Media Investment Budget (MIB) has been paused? Please can you set out how the Welsh Government has made information available to applicants for this funding during the pause of the MIB? Stakeholders have told the Committee informally that there has been a lack of information and publicity about potential Government support for projects.

Can you set out the lessons learnt from the way in which the Media Investment Budget was administered which will be carried over to the proposed funding mechanism for film and television under Creative Wales?

### **Live music venues**

You mentioned that you will be prioritising mechanisms to support live music venues and promoters to reduce the financial risk of staging events. Please can you provide more details about these proposals?

### **Hyperlocal journalism fund**

Please can you provide the Committee with the results of the study of the outcomes, and whether that money has achieved the desired objectives?  
Please can you let us know if the fund will continue?

In order to progress the work of the Committee, I would be grateful if you could respond to these questions by 30 January 2020.

Yours sincerely,



Bethan Sayed

**Chair of the Committee**



Ein cyf/Our ref DET/00057/20

Bethan Sayed AM  
Chair  
Culture, Welsh Language & Communications Committee  
Ty Hywel  
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05 Febuary 2020

Dear Bethan Sayed AM,

### **Welsh Government Draft Budget 2020-21**

Thank you for your letter of 17 January asking for further detail on the budget and the work of the Culture, Sport and Tourism Directorate, following my attendance at the Committee on 8 January to discuss the above matter.

I will answer your questions in the order you have raised them:

#### **Fusion**

Officials are working on a detailed business plan and a Ministerial statement will be issued shortly detailing the level of funding and expectations for the programme, including targets for participation, over the coming year.

In 2018-19, based on feedback from co-ordinators, over ten thousand people participated in activity in a range of areas - developing digital skills, volunteering, undergoing work experience, improving physical and mental wellbeing, gaining a qualification, or being supported in school.

It is indeed a priority to increase participation and attendance at cultural and heritage sites. The number of paying and non-paying visitors to Cadw sites last year was 1.321m people. The target for this year is £1.4m.

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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.

The Arts Portfolio Wales Survey for 2018/19 (based on the Arts Council of Wales's portfolio of 67 Organisations) indicated that APW Organisations delivered a total of 23,149 arts events during the year, generating attendances of 4.2 million; they also ran 72,383 participatory arts sessions, resulting in 1.1 million participants.

Amgueddfa Cymru – National Museum Wales welcomed around 1.9m visitors to their seven museums over the year. In addition, the network of local museums across Wales received around 2 million visitors. Museums continued to offer high quality learning experiences and provided over 9,500 formal learning sessions.

### **National Contemporary Art Gallery for Wales and Sport Museum**

Following the budget agreement, we carried out feasibility studies on a new football museum and a museum for contemporary art in 2018. Since then, work has continued on scoping the most appropriate way forward in both areas.

I issued a Written Statement on 10 May 2019. It proposed investing in Wrexham Museum as the home of Welsh football history and investing in a distributed model for delivering access to the national collection of contemporary art across Wales.

Positive discussions with Wrexham County Borough Council officials and the agreement of their Members, will see Wrexham Museum receive funding to develop exhibition content and architectural designs, and prepare a business plan which will be submitted to me in the summer. I have currently allocated £445k to the Wrexham Museum project development over the next three years.

On contemporary art, a small steering group is leading on the development of a business plan to outline investment for delivery of a distributed contemporary art offer across Wales. This approach will ensure everyone in Wales has access to our national contemporary art collections and will include investment in our existing excellent network of art galleries and museums. The business plan will be submitted to me in the summer.

As part of the preparatory work, Arts Council Wales (ACW) has surveyed existing venues across Wales to identify need and potential. ACW is currently doing further work with potential venues to quantify requirements, costs and to ensure a good range of venues.

In addition, we will support Amgueddfa Cymru – National Museum Wales to improve the storage and digitisation of the National Contemporary Art Collection, ensuring better access for the public and galleries across Wales. This will deliver an innovative, inclusive and accessible approach to contemporary art in Wales.

I have currently allocated £1.53m to fund this work over the next three years.

Once the business plans for both projects have been submitted, I will make further decisions on funding and next steps.

### **Appointment of a Commercial Director to the National Museum of Wales**

The appointment of a Commercial Director at Amgueddfa Cymru was one of the recommendations of the Thurley Review.

I recognise that this role could possibly have had benefits for the sector as a whole, but currently Amgueddfa Cymru has been unable to appoint a Commercial Director after two attempts.

At the end of the first recruitment campaign, colleagues at Amgueddfa Cymru approached Welsh Government to make the case for an uplift in the salary following feedback from the preferred candidate. Welsh Government agreed additional flexibility and the starting salary was increased from £90k to £95k, rising to £100k after twelve months. It is important to note that this salary is higher than the salaries of all other directors at Amgueddfa Cymru.

A second recruitment campaign started in November, resulting in some promising candidates. However, by interview stage in January, several candidates had pulled out of the process. Interviews did take place, but none of the remaining candidates were appointable.

Directors at Amgueddfa Cymru have maintained regular contact with my officials throughout. I understand that the Museum has immediately commissioned an external advisor to look at how this role could be re-shaped yet still bring long-term benefits to the commercial and fundraising functions of the Museum, and will update me shortly on this.

### **Funding for film and major television projects**

Since August 2018, 11 screen projects have been supported via grant funding up to a value of £3.9m, with an anticipated Welsh spend of circa £45m.

There was no formal communication made on the pausing of the Media Investment Budget. However the business development teams maintain good working relationships with businesses in the industry and we have continued, through these relationships, to promote our grant funding support for productions.

As noted in our response to the PAC report, there were a number of lessons learnt from the wider relationship with Pinewood, including learning from the differences between the operating models needed for film studios in Wales compared to the rest of the UK, how we can effectively build in wider benefits to the local economy as well as a commercial return, and the speed with which we need to respond to commercial deals.

These lessons have been shared across the Finance and Governance teams in the Economy, Skills and Natural Resources (ESNR) Group. They have also been shared with other teams across Welsh Government so, as far as they have a wider application compared to specific lessons for managing media interventions, they can be considered for any new and existing schemes.

The Creative Wales team has taken these lessons into consideration when designing the new funding programmes aimed at the sector that will be announced as part of the launch of Creative Wales on the 29 January.

### **Live music venues**

Details of our proposal to support grassroots live music venues will be announced as part of the launch of Creative Wales on the 29 January. This proposal does not currently include support for promoters related to the financial risk of staging events.

Wider proposals to support the music industry will be developed in response to feedback through industry engagement and evidence of requirement. Should this evidence indicate that government intervention is needed to support promoters, this will be considered further.

## **Hyperlocal journalism fund**

A small independent study will be commissioned very soon to evaluate the impact of the Independent Community Journalism Fund. We expect the results and lessons learnt to be available in May. Following the evaluation, consideration will be made on the need for a future fund, and if recommended this would be subject to funds being available.

I hope you will find this helpful.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'P. Elis-Thomas'.

**Yr Arglwydd Elis-Thomas AC/AM**

Deputy Minister for Culture, Sport and Tourism