

# Agenda – Pwyllgor Diwylliant, y Gymraeg a Chyfathrebu

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Lleoliad: I gael rhagor o wybodaeth cysylltwch a:  
Ystafell Bwyllgora 2 – y Senedd Steve George  
Dyddiad: Dydd Iau, 15 Chwefror 2018 Clerc y Pwyllgor  
Amser: 09.30 0300 200 6565  
[SeneddDGCh@cynulliad.cymru](mailto:SeneddDGCh@cynulliad.cymru)

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## 1 Cyflwyniad, ymddiheuriadau, dirprwyon a datgan buddiannau

## 2 Amgueddfa Cymru: craffu cyffredinol

(09:30 – 10:30)

(Tudalennau 1 – 12)

David Anderson, Cyfarwyddwr Cyffredinol

Neil Wicks, Dirprwy Gyfarwyddwr a Chyfarwyddwr Cyllid ac Adnoddau

Corfforaethol

Nia Williams, Cyfarwyddwr Addysg ac Ymgysylltu

## 3 Radio yng Nghymru: Sesiwn dystiolaeth 1: Pwyllgor Cynghori

### Cymru Ofcom

(10:30 – 11:15)

(Tudalennau 13 – 32)

Glyn Mathias, Cadeirydd y Pwyllgor

Hywel Wiliam, Aelod o'r Pwyllgor.

## 4 Radio yng Nghymru: Sesiwn dystiolaeth 2: Ofcom

(11:15 – 12:00)

Rhodri Williams, Cyfarwyddwr Cymru

Neil Stock, Cyfarwyddwr Trwyddedu Darlledu

## 5 Papurau i'w nodi

### 5.1 Ofcom: trafod y Memorandwm Cyd-ddealltwriaeth drafft

(12:00 – 12:15)

(Tudalennau 33 – 38)



**5.2 Cyllid heblaw cyllid cyhoeddus ar gyfer y celfyddydau: Gohebiaeth gan Gyngor Celfyddydau Lloegr**

(Tudalennau 39 – 43)

**6 Cynnig o dan Reol Sefydlog 17.42 i benderfynu gwahardd y cyhoedd o'r cyfarfod ar gyfer y busnes a ganlyn:**

**7 Trafod y dystiolaeth**

(12:15 – 12:30)

## Eitem 2

Mae cyfyngiadau ar y ddogfen hon

## **AMGUEDDFA CYMRU - Chwefror 2018: Gwybodaeth Gefndirol ar gyfer y Pwyllgor Diwylliant, y Gymraeg a Chyfathrebu**

Mae 2018 yn flwyddyn o gyfleon i Amgueddfa Cymru, wrth i ni ddechrau gweithredu argymhellion yr Adolygiad Thurley, ac ym mis Hydref, cwblhau ailddatblygiad Sain Ffagan: Amgueddfa Werin Cymru.

### **Llwyddiannau yn 2017**

Byddwn yn adeiladu ar lwyddiannau a gyflawnwyd yn 2017, a oedd yn cynnwys:

- **Twf yn Niferoedd Ymwelwyr.** Roedd hyn yn cynnwys croesawu 297,792 o ymwelwyr i'r saith amgueddfa ym mis Awst - y ffigwr ymwelwyr gorau erioed yn Awst - oedd 18.9% yn uwch na Awst 2016.
- **Arddangosfeydd.** Roedd 2017 yn flwyddyn eithriadol ar gyfer arddangosfeydd, yn enwedig yn Amgueddfa Genedlaethol Caerdydd gyda'r arddangosfa gelf gyfoes ysblennydd 'O Bacon i Doig', yn ogystal ag 'Agatha Christie', 'Deinosoriaid yn Deor' a 'Penderfyniad Pwy?' (sydd wedi ei churadu gan gleientiaid y Wallich, sef yr elusen ddigartrefedd). Denodd Deinosoriaid yn Deor (arddangosfa oedd yn codi tâl mynediad) dros 50,000 o ymwelwyr a chyflawnodd ei tharged incwm o £180,000.
- **Oriel Ffotograffiaeth barhaol newydd.** Diolch i rodd hael gan ffotograffydd byw mwyaf arwyddocaol Cymru, David Hurn, mae gan Amgueddfa Cymru bellach un o gasgliadau ffotograffiaeth gorau y DU.
- **Ysgolion.** Cafwyd 180,000 o ymweliadau ysgol i'n hamgueddfeydd, gan ein gwneud unwaith eto y darparwr addysg mwyaf y tu allan i'r ystafell ddosbarth yng Nghymru. O'r rhain, roedd 12,000 o ddisgyblion ysgol wedi mwynhau'r manau gweithgaredd newydd sbon yng Nghanolfan Dysgu Weston yn Sain Ffagan rhwng 1 Medi a 30 o Dachwedd.
- **Codi Arian.** Fe wnaethon ni sicrhau dros £600,000 yn ystod y tri mis olaf o 2017 gan ymddiriedolaethau a rhoddwyr preifat tuag at gostau prosiect Sain Ffagan.
- **Prentisiaethau a gwirfoddolwyr.** Fe wnaethom benodi pedwar prentis mwyngloddio newydd yn Big Pit, gan gynnwys ein twysydd benywaidd cyntaf ar y safle, cefnogi prentisiaethau crefft yn Sain Ffagan a phenodi gof yn Amgueddfa Lechi Cymru. Fe wnaeth 700 o bobl wirfoddoli eu hamser yn Amgueddfa Cymru yn 2017 ac o'r bobl hyn roedd 42% o dan 25 mlwydd oed.

### **Beth sydd gan 2018 i'w gynnig?**

1. **Sain Ffagan fel prosiect y gall y genedl ymfalchïo ynddo.** Dywed Cronfa Dreftadaeth y Loteri mai trawsnewid Sain Ffagan yw eu prosiect mwyaf arwyddocaol yn y DU, gyda'r grant mwyaf erioed i Gymru (£11.5 miliwn) ynghyd â chefnogaeth gan Lywodraeth Cymru. Gyda phensaernïaeth gyfoes eithriadol, ac orielau cyfranogol arloesol, bydd yn fodel newydd ar gyfer amgueddfa hanes, gan

ymgysylltu gyda ymwelwyr trwy'r pen, y galon a'r llaw, a gofyn cwestiynau heriol ac annog meddwl beirniadol am y gorffennol. Unwaith y bydd Sain Ffagan yn cael ei ailagor yn llawn yn hydref 2018, bydd yn cymryd ei lle ar y llwyfan rhyngwladol fel un o amgueddfeydd gwych cenedlaethol y byd.

**2. Ymgysylltu mwy â ymwelwyr digidol:** Yn ddiweddar symudodd y wefan i ddefnyddio .wales /.cymru ac mae wedi'i ailgynllunio'n llwyr er mwyn gwella trefniant, e-fasnach, ac i ddarparu mwy o'r wybodaeth ddiweddaraf am Gymru a'i lle yn y byd. Mae'r wefan yn denu oddeutu 1.5 miliwn o ymweliadau y flwyddyn. Mae ymgysylltu ar gyfryngau cymdeithasol wedi cynyddu 460% dros y tair blynedd diwethaf, ers gweithredu ein Polisi Cyfryngau Cymdeithasol a'n rhaglen hyfforddi ddiweddaraf. Mae ymgyrchoedd fel #welshdino wedi ennill gwobrau gan felly ein galluogi i gyrraedd cyfartaledd o 2 filiwn o sgriniau ar unrhyw wythnos benodol, ac rydym yn parhau i adeiladu ar y llwyddiant hwn.

**3. Cynnydd yn nifer yr ymwelwyr i'n safleoedd.** Er gwaethaf gorfod cyfyngu ar fynediad i rannau o Sain Ffagan yn ystod yr ailddatblygu, mae Amgueddfa Cymru wedi llwyddo i gynnal ei niferoedd ymwelwyr sydd bellach bron i 1.7 miliwn y flwyddyn trwy gynyddu'r niferoedd i safleoedd eraill, yn enwedig Amgueddfa Genedlaethol Caerdydd. Mae ymweliadau yno wedi codi o 360,000 i 495,000 y flwyddyn dros y pum mlynedd diwethaf. Mae'r llwyddiant hwn yn ganlyniad i raglen o arddangosfeydd dros dro ac addysg gryfach, a hefyd cynnydd yn y sylw i'r wasg. Disgwylir i Sain Ffagan yn ei dro ddenu 250,000 o ymweliadau ychwanegol bob blwyddyn o fewn pum mlynedd i'r prosiect gael ei gwblhau.

**4. Effaith economaidd.** Mae pob £1 a fuddsoddir gan Lywodraeth Cymru yn Amgueddfa Cymru yn cynhyrchu £4 o wariant ychwanegol yng Nghymru. Dyma'r cyfraniad uchaf gan unrhyw sefydliad diwylliannol sydd wedi'i ariannu'n gyhoeddus yng Nghymru, gan gyfrannu £83 miliwn o Werth Ychwanegol Crynswth (GYC) i economi Cymru. Mae nifer yr ymwelwyr o'r tu allan i Gymru wedi cynyddu fel cyfraniad o gyfanswm ymwelwyr o 37% yn 2012 i 42% yn 2015 (mae arolwg pellach wedi'i drefnu ar gyfer 2018), felly byddem yn disgwyl gweld ein heffaith economaidd yn cynyddu. Mae Pecyn Cymorth Budd i'r Gymuned Gwerth Cymru yn amcangyfrif £27,242,693 o arian ar gyfer Cymru a'r DU yn sgil cytundeb adeiladu ailddatblygiad Sain Ffagan, a oedd yn cynnwys Cynllun Budd Cymunedol.

**5. Addysg Uwch ac Ymchwil.** Yr Amgueddfa yw'r unig sefydliad cenedlaethol yng Nghymru, heblaw prifysgolion, sydd â statws Sefydliad Ymchwil Annibynnol (IRO). Mae hyn yn galluogi'r Amgueddfa i ymgeisio'n uniongyrchol i'r Cynghorau Ymchwil ar gyfer arian. Yn 2016, penododd yr Amgueddfa Bennaeth Ymchwil am y tro cyntaf, gyda chymorth Pwyllgor Cynghori Ymchwil blaenllaw. Mae gennym gytundebau gweithredol neu bartneriaethau gweithredol gyda phob prifysgol yng Nghymru sy'n cwrpasu rhaglenni cyhoeddus, ymchwil a chymorth ar gyfer eu datblygiadau cyfalaf a bydd llawer o'r gwaith hwn yn dwyn ffrwyth eleni.

**6. Cynhyrchu incwm.** Yn 2016/17 - y flwyddyn ariannol lawn ddiwethaf - cododd yr Amgueddfa £10.3 miliwn mewn incwm o bob ffynhonnell nad yw'n arian grant gan y

Llywodraeth (sy'n cynnwys arian drwy'n cwmni Mentrau, ymchwil a chynghorau ymgynghorol, rhoddion a nawdd). Mae'r Amgueddfa bellach yn ehangu ei gweithgareddau cynhyrchu incwm yn sylweddol, ac mae'n bwriadu recriwtio Cyfarwyddwr Masnachol i fynd â hyn ymlaen.

**7. Partneriaethau gydag amgueddfeydd eraill yng Nghymru.** Mae'r Amgueddfa'n cydweithio'n agos â Ffederasiwn Amgueddfeydd Cymru, ac mae'n cefnogi amgueddfeydd lleol trwy fenthyciadau ac arddangosfeydd. Mae hyn yn cynnwys ein perthynas 10 mlynedd sy'n darparu arddangosfeydd gydag Oriol Y Parc ym Mharc Cenedlaethol Sir Benfro. Yn 2014, ar ôl absenoldeb o 20 mlynedd, cydweithiodd Amgueddfa Cymru a'r Ffederasiwn i gynnal cynhadledd flynyddol fwyaf arloesol a llwyddiannus Cymdeithas Amgueddfeydd y DU hyd yn hyn. Bydd y gynhadledd yn dychwelyd i Gymru yn 2020 neu 2021. Etifeddiaeth y gynhadledd oedd Gŵyl Amgueddfeydd Cymru, a bydd Amgueddfa Cymru unwaith eto yn gweithio'n agos gyda amgueddfeydd lleol ar ŵyl eleni ym mis Hydref.

**8. Y Gymraeg.** Sain Ffagan yw cartref a prif ganolfan gyhoeddus y Gymraeg ymysg sefydliadau diwylliannol Cymru. Hefyd, Amgueddfa Lechi Cymru yn Llanberis ac Amgueddfa Wlân Cymru yn Drefach Felindre yw'r prif sefydliadau iaith Gymraeg yn eu rhanbarthau. Mae 22% o ymwelwyr Amgueddfa Cymru ar draws yr holl safleoedd yn siaradwyr Cymraeg iaith gyntaf neu'n dysgu'r iaith. Mewn partneriaeth â'r Ganolfan Dysgu Cymraeg Genedlaethol ac i gefnogi Strategaeth Llywodraeth Cymru i gynyddu'r nifer o siaradwyr Cymraeg, rydym wedi sefydlu Gŵyl ar Lafar i ddysgwyr Cymraeg i ymarfer eu Cymraeg mewn lleoliadau treftadaeth a diwylliannol. Rydym hefyd wedi ymuno â Cymraeg Gwaith i gefnogi a chyflwyno hyfforddiant iaith Gymraeg ar gyfer ein gweithlu yn 2018.

**9. Cyfranogiad diwylliannol a chynhwysiant cymdeithasol.** Mae Sefydliad Paul Hamlyn yn disgrifio datblygiad rhaglenni gwirfoddolwyr yr Amgueddfa, mewn partneriaeth â sefydliadau cymunedol fel Drug Aid Wales a'r elusen ddigartrefedd The Wallich, fel 'golau disglair' i weddill y sector amgueddfeydd yn y Deyrnas Unedig. Buom yn llwyddiannus yn cael Cyllid Treftadaeth y Loteri ar gyfer cyfnod datblygu prosiect Tynnu'r Llŵch. Fel rhan o'r rhaglen bum mlynedd hon, byddwn yn gweithio mewn partneriaeth â Barnardo's, Promo Cymru a Llamau i ymgysylltu â phobl ifanc 11-25 oed sy'n byw mewn ardaloedd o amddifadedd lluosog, sydd mewn perygl o gael eu gwahardd a / neu cael profiadau niweidiol mewn plentyndod.

**10. Diwylliant a thlodi.** Mae'r Amgueddfa'n arwain sector amgueddfeydd y DU wrth ddatblygu rhaglenni er mwyn gwella cyfleoedd bywyd plant sy'n wynebu tlodi, trwy gyfranogiad diwylliannol. Rydym yn gweithio gyda'r Gwasanaeth Gwybodaeth a Dadansoddol (KAS) yn Llywodraeth Cymru i arwain y maes gwerthuso ar gyfer menter Cyfuno: Creu Cyfleoedd trwy Ddiwylliant. Rydym hefyd yn bartner diwylliannol a darparwr arweiniol yn y rhaglen Cyfuno, a byddwn yn darparu prosiectau diwylliannol strategol sy'n gysylltiedig â chyflogadwyedd, grymuso, dysgu blynyddoedd cynnar a theuluoedd, ac iechyd a lles. Yn 2018 bydd hyn yn cynnwys cyflwyno'r Prosiect Uchelgais Diwylliannol fel partner gyda CCSkills, MALD a'r Academi Sgiliau Genedlaethol.

**11. Cefnogi Nodau Cenedlaethol Llywodraeth Cymru.** Mae Amgueddfa Cymru'n gweithio gyda sefydliadau cenedlaethol Cymru i helpu'r genedl i gyflawni nodau Lles Deddf Cenedlaethol Dyfodol (2015) ar gyfer addysg, iechyd a lles (megis drwy rhaglenni cynhwysfawr, dementia), mynd i'r afael â thlodi, newid amgylcheddol (e.e. drwy fonitro rhywogaethau a tacsonomeg) a datblygiad economaidd. Mae ein Gweledigaeth ac Amcanion yn cyd-fynd â'r Nodau Lles.

**12. Rôl rhyngwladol.** Mae gan Amgueddfa Cymru bartneriaethau hirdymor, wedi'u hategu gan gytundebau, gyda llywodraethau cenedlaethol ac amgueddfeydd yn Tsieina a Siapan. Mae gan yr Adran Gwyddorau Naturiol ei hun bartneriaethau hirdymor gyda 40 o amgueddfeydd tramor. Yn ogystal â benthyca sbesimenau a gwaith celf unigol, mae'r Amgueddfa wedi teithio arddangosfeydd gan gynhyrchu incwm mawr dros y degawd diwethaf i'r Gwlff, yr Unol Daleithiau a Siapan. Yn dilyn yr arddangosfa 'Swyn Byd Natur' o Chongqing yn Tsieina yn 2017, mae'r Amgueddfa yn gweithio gydag Asiantaeth Celfyddydol Llywodraeth Siapan ac Amgueddfa Hanes Siapan i ddod ag arddangosfa fawr o Gelf a Dylunio Siapaneaidd - y cyntaf erioed ar y raddfa hon y tu allan i Lundain - i'w hagor yn Amgueddfa Genedlaethol Caerdydd ym mis Mehefin 2018. Mae'r prosiect hwn wedi derbyn cefnogaeth greft gan Llysoenhadaeth Siapan a chwmnïau Siapan yn y DU.

### **Sut rydym yn cyflawni hyn. . . Ein Hunaniaeth Unigryw.**

**Ein hymrwymiad i'r cyhoedd.** Ein Gweledigaeth fel sefydliad yw 'Ysbrydoli Pobl, Newid Bywydau', ac mae hyn yn sylfaen i'n holl waith. Mae ymchwil yn sail i bob peth a wnawn, ac mae ystod eithriadol ein hymchwil ar sut mae ymwelwyr yn dysgu a chyfranogiad ddiwylliannol yn rhoi dyfnder dealltwriaeth i ni o werth cymdeithasol ac effaith ein partneriaethau cymunedol, ein harddangosfeydd a'n rhaglenni addysg.

**Rhyngddisgyblaethol.** Yr Amgueddfa yw'r amgueddfa genedlaethol fwyaf rhyngddisgyblaethol yn y Deyrnas Unedig, gan gynnwys: Celf, Dylunio, Gwyddorau Daear, Gwyddorau Bywyd, Archeoleg, Hanes Cymdeithasol, Hanes Llafar, Hanes Diwydiannol, a Dysgu a Gwyddorau Cymdeithasol eraill.

**Dosbarthiad daeryddol.** Mae gan yr Amgueddfa safleoedd yng Ngogledd Orllewin Cymru (Amgueddfa Lechi, Llanberis), Gorllewin Cymru (Amgueddfa Wlân, Drefach), De Orllewin Cymru (Amgueddfa'r Glannau, Abertawe), a De Ddwyrain Cymru (Sain Ffagan ac Amgueddfa Genedlaethol Caerdydd, Amgueddfa Lleng Rufeinig Caerllion, a Big Pit ym Mlaenafon), yn ogystal â'r Ganolfan Gasgliadau Genedlaethol yn Nantgarw. Rydym hefyd yn gweithio mewn partneriaeth ag Amgueddfa Wrecsam ac Oriel y Parc, yn ogystal ag amgueddfeydd lleol ledled Cymru i sicrhau mynediad i'r casgliadau cenedlaethol.

**Casgliadau ac arbenigedd curadurol.** Mae gan Amgueddfa Cymru dros 5 miliwn o wrthrychau. O'r rhain mae tua 3 miliwn o sbesimenau yn y casgliad gwyddoniaeth naturiol a drwy'r rhain, mae'r Amgueddfa yn cynnal yr unig sail dystiolaeth genedlaethol ar gyfer newid yn yr hinsawdd yng Nghymru dros ganrifoedd a miloedd

o flynyddoedd - adnodd hanfodol i'r genedl yn awr ac yn y dyfodol. Mae hefyd yn cadw'r archif archeolegol ar gyfer dros 50% o'r amgylchedd hanesyddol yng Nghymru, cyfanswm o 1,275,000 o wrthrychau. Mae ganddi hefyd y casgliad mwyaf arwyddocaol o hanes cymdeithasol a hanes llafar yng Nghymru, sy'n cynnwys 396,823 o eitemau. Mae'r Amgueddfa hefyd yn cadw'r casgliadau cenedlaethol o gelf Cymreig ac Ewropeaidd, gan gynnwys rhai o'r gweithiau gorau yn y byd.



Mae cyfyngiadau ar y ddogfen hon

## **Ofcom Advisory Committee for Wales**

*Evidence to the Culture, Welsh Language and Communications Committee, National Assembly for Wales: Inquiry into Radio in Wales*

### **The possible impact of the deregulation of commercial radio on audiences in Wales**

In May 2017, the Advisory Committee submitted a response to the consultation by the UK Government Department for Digital Culture Media and Sport (DDCMS) on proposals to deregulate commercial radio within the UK. We supported the broad thrust of the proposed relaxation of current regulatory provision, including the removal of existing music format requirements and Ofcom's role in ensuring a range of choice in radio services. It is worth explaining why.

It is an understandable reaction to suggest that relaxing these requirements will lead to the homogenisation of the radio provision for listeners in Wales. The music will all sound the same and it will be increasingly difficult to tell the stations apart. Surely local commercial stations were meant to be local and reflect the communities they serve instead of becoming (in some cases) just links in a chain of commercial stations across the UK?

Commercial radio, however, faces a number of challenges in the coming decade. It already faces competition from the internet, where equivalent stations undergo no regulation of any kind. The potential switchover to digital, whenever it may come, also poses a similar problem. Existing legislation does not provide for any regulatory requirements on digital commercial stations in terms of programme formats or the provision of news. Those stations on digital are often still observing the regulatory requirements because they are simulcasting on analogue. So, as time goes by, existing regulation would be likely to impact on a smaller and smaller portion of the commercial radio industry.

Listening to digital radio is continuing to increase in Wales. Ofcom's Communications Market Review, published in August 2017, stated that 58% of adults in Wales now have a DAB radio, a higher percentage than in Scotland or Northern Ireland. And almost two-fifths of radio listening in Wales is already through digital platforms.

So it is a question of priorities. As we head into the digital future, which aspects of regulation is it most important to preserve? Trying to regulate music formats in a digital world is almost certainly futile. But there is one local service which commercial radio provides which it is vital to maintain – and that is news and information. And that is especially vital in Wales.

### **The UK government's position**

The DDCMS accepts the overwhelming response in its consultation process in favour of maintaining strong requirements on commercial radio stations to provide national and local news and core information such as traffic and travel information and weather. It proposes to bring forward a new legislative structure prior to the analogue licence renewals in 2022. This we strongly welcome, because the gain here is that there will be requirements for news and information on digital radio channels which would not otherwise exist. Where the Advisory Committee strongly disagrees with the DDCMS is over its refusal to consider that different provisions for news may be needed in Wales.

### **The provision of news in Wales**

In our evidence to the DDCMS consultation submitted in May 2017, the Advisory Committee focused in particular on the provision of news in Wales. Our broad summary was as follows:

*'The provision of news is of particular importance to civic life in Wales in order to secure an informed democracy. The National Assembly for Wales and the Welsh Government have powers and functions covering key domestic policy areas including health, education, transport and economic development. It is essential to ensure there is plurality in the reporting of Welsh public life, and that this coverage is not left exclusively to the BBC. It is essential that Welsh news continues to be made in Wales.'*

We also made a specific recommendation about the importance of all-Wales news on commercial radio in Wales:

*'A consequence of devolution is that, along with news that applies to the whole of UK, there is a need to report news at a pan-Wales level as well as news of relevance to specific localities and regions within Wales. For example, a story about a change in Welsh Government health policy is relevant to listeners across the whole of Wales. However, if left to the market, there is a risk that in the absence of regulation, there would be no Wales news coverage. From its own research, Ofcom has concluded that, due to the costs of producing local news, there is a significant risk that this content would not be provided in the absence of clear regulatory requirements.'*

The UK Government response to the consultation published on December 18, 2017 ignored our submission. It concluded, inter alia, that 'there was little support for Ofcom to have powers to set different news and information requirements in the nations'. It added later: 'A clear view was expressed that there is no need for Ofcom to have the power to set different news (national and local) or other local requirements in the nations'. The response accepted there was a more balanced argument over the need for requirements for local content on commercial stations in Wales to be produced in Wales. But again the DDCMS came out against imposing any such requirements, arguing that there would remain a strong commercial incentive to supply locally made content.

It is yet another missed opportunity to foster the limited plurality of sources of news and information we have in Wales. We should not underestimate the contribution played by local commercial radio in Wales. According to Ofcom's Communications Market Report published in August 2017, local commercial radio services achieved a 26% share of total listening hours in Wales, the lowest share in the UK but still more than three times the share of BBC Radio Wales and BBC Radio Cymru combined. Recent research by The Radio Centre has asserted that radio is the most trusted medium for news in the UK and that makes it all the more important that commercial radio news in Wales paints an accurate picture of the nation where their listeners live.

### **The concept of all-Wales news**

There is one central issue at stake in this debate – the failure of UK legislation to recognise the concept of all-Wales news. Under the 1990 and 1996 Broadcasting Acts, the requirements refer only to national (i.e. pan-UK) or local news, so there is consequently no regulatory capacity to

enforce a requirement for anything else. This limited concept is now long out of date, but still frames the mindset of the DDCMS. If there is to be new legislation relating to the deregulation of commercial radio, it should form an opportunity to correct this anomaly.

The DDCMS is proposing to balance its wider proposals for the deregulation of commercial radio with clearer protections for what it calls local and national news (as per the above definitions) and core information following any future switchover to digital radio. In its December statement, it says that *'in bringing forward legislation we will clarify Ofcom's powers in this area to allow Ofcom to set clear guidance on how these requirements are set and to enable it to set requirements based on the size of the target audience for each nation.'* This is the opportunity to take on board the concept of all-Wales news and ensure it is taken into account in Ofcom's requirements.

### **The issue of regulatory burden**

The DDCMS response of December 2017 articulated the reason why the industry did not want to take on what they called 'differential' or 'enhanced' requirements for news in the nations on commercial radio. It was that the greater cost burden would be an unfortunate consequence given that transmission costs are already generally higher and digital radio expansion more challenging due to coverage issues. The DDCMS agreed that they did not want to disadvantage local stations in the nations, but that Ofcom should instead *'have regard to the needs of all UK audiences in setting the requirements on a UK basis'*.

There would be of course be little opportunity for Ofcom to consider the needs of the Welsh audience until and unless the concept of all-Wales news is included in the legislative requirements.

It is also necessary to challenge the argument about the cost burden. Most of the commercial stations currently operating in Wales currently include some all-Wales news in their bulletins in addition to UK/international and local news (is this correct?). Ofcom need only require commercial radio stations in Wales to 'give appropriate prominence' to all-Wales news in their bulletins (or some equivalent phrase). That is not likely to be an unreasonable requirement and, in fact, the argument about the extra regulatory burden has been grossly exaggerated.

### **News from nowhere**

The DDCMS response of December 2017 confirms the UK government's intention to press ahead with the relaxation of the existing local production requirements placed on commercial radio. The requirements, which determine how much of the station's programme production has to be produced locally, are now regarded as too onerous, not least because they do not apply to stations that only broadcast on DAB.

But the DDCMS response chooses to fudge the issue of whether this removal of local production requirements should also apply to news, and this is what causes the ACW a great deal of concern. The DDCMS document talks about *'clearer requirements as to local news sourcing'*, but that does not mean very much. It would be possible for news bulletins for local commercial radio stations around the UK to be compiled and read from a central studio in London.

Given the track record of the London media in failing to comprehend Welsh devolution, this does not bode well for the accuracy and quality of news on commercial radio in Wales in the future. This issue has been well-rehearsed, from the King report at the BBC through to the recent incident of a presenter on the BBC Today programme describing a Westminster MP, Justine Greening, as the former education secretary for England and Wales. It is vital that there is a clear legislative requirement for news about Wales to be produced in Wales.

### **The Availability of the BBC's DAB and FM Radio services in Wales**

DAB services are broadcast on a multiplex which can carry a number of radio services. When DAB services first developed in the UK, under the 1996 Broadcasting Act, the BBC was allocated a single UK wide multiplex to carry its main radio services (Radio 1, 1 Extra, 2, 3, 4, 4 Extra, 5 live, 6 and Asian Network). Coverage of this multiplex has steadily improved and has now reached around 92% of homes in Wales<sup>1</sup>.

However, due to the engineering characteristics of this multiplex, the station line-up could not be varied at a local level and the legislation provided a 'must carry' right for the BBC's local services in England to be carried on local commercial DAB multiplexes. In Wales, the BBC does not provide local services, but instead there are two national radio services, Radio Wales and Radio Cymru. But this pre-devolution legislation did not really recognise this 'nation' tier of radio so the same arrangement applied in Wales; Radio Cymru and Radio Wales were also given 'must carry' rights on local commercial DAB multiplexes in Wales. The problem in Wales was that initially, there were only two commercial multiplexes on air, serving Newport, Cardiff and Swansea, so the coverage of Radio Wales and Radio Cymru on DAB was restricted to around 41% of homes. By today, a number of additional local commercial multiplexes have been launched serving most of north and south Wales and coverage has significantly improved, reaching around 86% of homes<sup>2</sup>. But local commercial multiplexes still do not serve most of mid Wales due to the challenging economics of DAB roll-out.

At the end of January this year, the BBC launched Radio Cymru 2, which broadcasts an alternative breakfast service to Radio Cymru on-line and on DAB, where the existing capacity allocated to Radio Cymru and Radio Wales is shared with the new service for a few hours each morning.

Historically, Radio Wales' FM coverage was also lower than that of Radio Cymru as Radio Wales was originally launched as an AM network on the medium wave. However, additional FM frequencies have been found for Radio Wales over the years and in 2011, improvements were made at the Wenvoe transmitter enabling the service to reach 81% of the population on FM, but this was still less than Radio Cymru's 95% coverage.<sup>3</sup>

### **Community Radio and DAB**

The 2003 Communications Act created a new tier of radio broadcasting in the UK, focused specifically on community engagement. Community Radio stations are not for profit services with the objective of delivering social gain. Licences allocated by Ofcom run for five years although they have usually been renewed. They are volunteer led with only a few full time staff. The last decade has seen rapid growth of the community radio sector across the UK and in Wales, there are currently 10 stations on air, Calon FM (Wrexham), Tudno FM (Llandudno), BRFM (Bryn-mawr), Radio Tircoed (Gorseinion), Bro Radio (Barry), Radio Glan Clwyd (Glan Clwyd Hospital and local area), Mon FM (Anglesey), Radio Cardiff and GTFM (Pontypridd). Ofcom has also recently awarded licences in Aberystwyth (Radio Aber), and the Rhondda Valleys (Rhondda Radio). The legislation limits the amount of commercial income that can be raised by community stations to minimise competition with commercial radio for income streams and the transmission radius of community radio is also limited to around a 5km radius on FM. Although AM transmission on the medium wave is also an option, all of the current community stations in Wales have opted to broadcast on FM, except Radio Glan Clwyd which broadcasts on AM.

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<sup>1</sup>Ofcom CMR Wales 2017, p47

<sup>2</sup>Ofcom CMR Wales 2017, p47

<sup>3</sup>Source: BBC Wales, quoted in the IWA Media Audit for Wales, 2015.

Unlike commercial stations which are generally music led, community stations carry far more speech content, feature a far wider of music content and also serve communities of interest as well as geographical communities. However their transmission areas are far smaller than commercial radio which limits their reach, although most of the services are also available on-line.

Currently there is no specific upgrade route for community radio to broadcast on DAB. Community stations could negotiate carriage of their services with a multiplex operator and acquire a Digital Sound Programme Licence (DSP) from Ofcom, but carriage costs would be very high, capacity on many local commercial multiplexes is very limited or unavailable and the DSP licence would not contain any requirements for social gain or community benefit.

Technical trials conducted by Ofcom in 2016 have shown that it is viable to broadcast DAB on a small scale using open source software and low cost transmission technology. In 2017, the DDCMS supported a Private Members Bill, The Broadcasting (Radio Multiplex Services) Act 2017, to enable Ofcom to licence small scale DAB in the future and the Department is currently consulting on proposals for a suitable licensing regime to enable both community radio and small commercial stations to be carried by low power multiplexes<sup>4</sup>. The DDCMS suggests in the consultation that, *"Ofcom should have the flexibility be able to offer a new DSP licence for community radio stations called C-DSP licences and these will be for stations that whilst broadcasting in digital, choose to operate in all other respects as a community radio station. Like existing community radio stations, these new services would need to be constituted as a not for profit entity operated for social gain and would need to be subject to the same limits on commercial fundraising as existing community radio stations (broadcasting on FM/AM frequencies)."*

The consultation document proposes 12 year licenses for low power multiplexes operators, some restrictions on the ownership, service charge regulation of multiplex operators to be monitored by Ofcom, no 'must-carry' access for BBC local services and a 40% limit on the coverage area of low power multiplexes compared to the coverage provided by a local commercial multiplex serving the same area. The consultation closes on **28 February 2018**.

**Ofcom Advisory Committee for Wales  
February 2018**

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<sup>4</sup><https://www.gov.uk/government/consultations/small-scale-dab-licensing-consultation>



Yr Arglwydd Elis-Thomas AC/AM  
Y Gweinidog Diwylliant, Twristiaeth a Chwaraeon  
Minister for Culture, Tourism and Sport

Julie James AC/AM  
Arweinydd y Tŷ a'r Prif Chwip  
Leader of the House and Chief Whip



Llywodraeth Cymru  
Welsh Government

Y Swyddfa Breifat

31 JAN 2018

PO 347

Private Office

Elin Jones AM  
Y Llywydd  
Cynulliad Cenedlaethol Cymru

30 Ionawr 2018

Annwyl Elin,

Amgaeaf i'ch sylw ddrafft o'r Memorandwm Cyd-ddealltwriaeth (y Memorandwm) sy'n amlinellu'r berthynas rhwng Llywodraeth y DU, Llywodraeth Cymru, Cynulliad Cenedlaethol Cymru a'r Swyddfa Gyfathrebiadau (Ofcom) a ddatblygwyd yn sgil Cytundeb Dydd Gŵyl Dewi a Deddf Cymru 2017 a ddilynodd.

Mae'r Memorandwm yn ei gwneud yn ofynnol i Ofcom ymgynghori â Llywodraeth Cymru ar ei gynllun blynyddol drafft ac yn amlinellu'r broses i Weinidogion Cymru benodi aelod o Gymru i Fwrdd Ofcom am y tro cyntaf. Mae hefyd yn atgyfnerthu atebolrwydd Ofcom i Gynulliad Cenedlaethol Cymru (mae paragraffau naw a thri ar ddeg yn berthnasol iawn mewn perthynas â'r mater hwnnw).

Ein bwriad yw bwrw ymlaen â'r gwaith o recriwtio aelod o Gymru i Fwrdd Ofcom mor fuan â phosibl. Yn dilyn y camau gan Ysgrifennydd Gwladol Cymru yn Senedd y DU ddiwedd Tachwedd y llynedd i gychwyn darpariaethau Adran 68 o Ddeddf Cymru 2017, trosglwyddir pwerau penodi i Lywodraeth Cymru ddiwedd Mawrth. Gellir dechrau'r broses recriwtio cyn y dyddiad hwnnw, er bydd angen cwblhau'r Memorandwm sydd ynghlwm a'i lofnodi cyn hynny.

Byddem yn ddiolchgar petasech yn cyfeirio'r Memorandwm at y pwyllgorau perthnasol er mwyn iddynt ei drafod more fuan â phosibl. Byddwn yn aros am unrhyw sylwadau gan y pwyllgorau hynny a chithau cyn cytuno ar y Memorandwm a'i lofnodi.

Yn gywir,

Yr Arglwydd Elis-Thomas AC/AM  
Y Gweinidog Diwylliant, Twristiaeth a Chwaraeon  
Minister for Culture, Tourism and Sport

Julie James AC/AM  
Arweinydd y Tŷ a'r Prif Chwip  
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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.



## MEMORANDUM OF UNDERSTANDING

### Between the UK Government, Welsh Government, National Assembly for Wales and the Office of Communications

#### Scope and Purpose

1. This Memorandum of Understanding (MoU) concerns the relationship between UK Government, the Welsh Government, the National Assembly for Wales and the Office of Communications (Ofcom) arising as a result of the St David's Day Agreement and the subsequent Wales Act 2017.
2. The MoU commits Ofcom to consulting the Welsh Government on its draft annual plan; and sets out the process for Welsh Ministers to appoint a member to the Ofcom Board. All parties are committed to working constructively together to achieve the purposes set out in the MoU.

#### Background

3. The Commission on Devolution in Wales, also known as The Silk Commission, was established by the UK Government in 2011 to look at the future of the devolution settlement in Wales. Part II of the Commission's report, entitled 'Empowerment and Responsibilities: Legislative Powers to Strengthen Wales' published in March 2014<sup>1</sup>, made a number of recommendations in relation to broadcasting. While the report found there was no case to devolve the regulation of broadcasting, it made a specific proposal in relation to Ofcom:

*R.22 The interests of Wales should be represented on the Ofcom board through a board member with specific responsibility for representing Wales.*

4. The aim of this recommendation is to strengthen the input of the Welsh public and representative organisations in the development of Ofcom policies across its entire remit (broadcasting, telecoms and postal services) at a United Kingdom level. Following the BBC's new Royal Charter<sup>2</sup>, this remit also includes the regulation of the BBC in addition to Ofcom's existing duties regulating the other Public Service Broadcasters.
5. Following the publication of the Silk report, the UK Government launched a review of legislative powers relevant to Wales, which became known as the St David's Day process. This culminated in the publication of a Command Paper by the UK Government in February 2015, 'Powers for a purpose: Towards a lasting devolution settlement for Wales'<sup>3</sup>, outlining how the recommendations of the Silk Commission were to be implemented. Paragraphs 2.8.5 - 2.8.8 outline the government's commitment to implement the Silk Commission's recommendations, and further commitments made by

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<sup>1</sup><https://www.gov.uk/government/publications/empowerment-and-responsibility-legislative-powers-to-strengthen-wales>

<sup>2</sup>[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/577829/57964\\_CM\\_9365\\_Charter\\_Accessible.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/577829/57964_CM_9365_Charter_Accessible.pdf)

<sup>3</sup>[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/408587/47683\\_CM9020\\_ENGLISH.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/408587/47683_CM9020_ENGLISH.pdf)

the UK Government, in relation to Ofcom. These are broadly consistent with the arrangements set out in the Smith Commission Agreement<sup>4</sup>, on the further devolution of powers to Scotland.

6. The Wales Act 2017<sup>5</sup> implements these measures:

- Section 68 amends the Office of Communications Act 2002 to confer the power on Welsh Ministers to appoint one member of Ofcom's Board who is capable of representing the interests of Wales. Prior to any appointment, the Welsh Government is required to consult with the Secretary of State. This will support the Secretary of State in their role to ensure that the Board will function effectively as a whole. The appointment will be subject to the existing regulatory framework for appointments to the boards of public bodies, which is set out in the Code of Practice issued by the Commissioner for Public Appointments. The appointee will have the same UK-wide responsibilities as other non-executive members of Ofcom.
- Section 68 also amends the Office of Communications Act 2002 to require the Comptroller and Auditor General to send a copy of Ofcom's statement of accounts to Welsh Ministers to be laid before the National Assembly for Wales, and to require Ofcom to send a copy of its annual report to Welsh Ministers to be laid before the National Assembly for Wales.

7. An MoU is the best means of providing clarity and certainty about how the different parties will be consulted on the setting of Ofcom's strategic priorities. This is because, due to Ofcom's independence from Government it is not possible to give a statutory underpinning to a formal consultative role for the Welsh Government or National Assembly for Wales.

## Parties

- The Department for Culture, Media and Sport ("DCMS")
- The Office of Communications ("Ofcom")
- The Welsh Government
- The National Assembly for Wales

## Commitments

### **Formal consultative role for the Welsh Government and the National Assembly for Wales in setting the strategic priorities for Ofcom with respect to its activities in Wales.**

8. Each year Ofcom publishes an Annual Plan which sets out its strategic priorities and describes the other work it will be conducting in the coming year.
9. The process for formally consulting the Welsh Government and the National Assembly for Wales in the formulation of Ofcom's Annual Plan shall be as follows:

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<sup>4</sup>[http://webarchive.nationalarchives.gov.uk/20151202171017/https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/397079/Scotland\\_EnduringSettlement\\_acc.pdf](http://webarchive.nationalarchives.gov.uk/20151202171017/https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/397079/Scotland_EnduringSettlement_acc.pdf)

<sup>5</sup> The Act received Royal Assent on 31 January 2017

- Ofcom will consult the Welsh Government and appropriate committees of the National Assembly for Wales on its draft Annual Plan once published.
- Ofcom will consider any representations from Welsh Government (Ministers and Officials), and the National Assembly for Wales' appropriate committees through this process in formulating its Annual Plan;
- Ofcom will send its final Annual Plan to Welsh Government ministers and relevant committees of the National Assembly for Wales outlining how it determined its priorities, with reference to the main issues raised during the preceding consultation process.

### **Welsh Ministers' power to appoint a member to the Ofcom Board**

10. Section 1 of the Office of Communications Act 2002, as amended by section 68 of the Wales Act 2017, provides that the Welsh Ministers have the power to appoint a member of the Ofcom Board and must consult the Secretary of State before doing so. Further agreed guidance on the operation of the appointment process is attached at Annex 1.

### **Annual report and accounts**

11. Ofcom's Annual Report and Accounts are presented to the UK Parliament and the National Assembly for Wales pursuant to paragraphs 11 and 12 of the Schedule to the Office of Communications Act 2002. Ofcom is required to send its accounts to the Secretary of State and the Comptroller and Auditor General (C&AG). Welsh Ministers will lay any report sent to them by C&AG before the National Assembly for Wales. Ofcom will send a copy of its Annual Report to the Secretary of State and Welsh Ministers who will lay it before the UK Parliament and the National Assembly for Wales respectively.

### **Other Ofcom appointments**

12. Under section 17 of the Communications Act 2003, Secretary of State approval is required for appointments to the Communications Consumer Panel. In relation to the member for Wales, Ofcom will also consult the Welsh Government and secure the required approval from the Secretary of State in making the final appointment.

### **Ofcom reporting and appearing before the National Assembly for Wales**

13. Section 37 of the Government of Wales Act 2006 provides that the National Assembly for Wales may require any person to attend its proceedings, for the purposes of giving evidence in concerning any matter relevant to the exercise by the Welsh Ministers of any of their functions. This therefore includes Ofcom in relation to the discharge of its functions in Wales. Ofcom receives invitations to provide evidence to Committees of the National Assembly for Wales both by production of documentary evidence and by appearing in person. Ofcom welcomes these invitations.

### **Meetings**

14. There will be separate meetings between Ofcom and Welsh Ministers; and between Ofcom and Wales Office Ministers. These will take place at least once a year.

15. There will be regular meetings as appropriate during the year between Ofcom and the Welsh Government; and between Ofcom and the Wales Office at official level. It is recognised that more informal engagement at official level between Welsh Government and Ofcom on specific topics will continue and that the meetings envisaged above will not serve to limit that.
16. DCMS, Ofcom and the Welsh Government agree that this MoU will be the subject of periodic review, at official level, the first review to occur no later than two years after the date of signature.

**Signatures**

<p><i>(For and on behalf of the Secretary of State for Culture, Media and Sport)</i></p>	<p><i>(For and on behalf of Ofcom)</i></p>
<p><i>(For and on behalf of the Welsh Government)</i></p>	

## Annex 1

### Appointment by Welsh Ministers of a member of the Ofcom Board

1. The appointment of a Member of the Ofcom Board shall be made by Welsh Ministers following consultation with the Secretary of State.
2. The appointment of the Welsh Member shall be made in accordance with the Governance Code on Public Appointments (2017, or as updated from time to time) and the Code of Practice for Ministerial Appointments to Public Bodies' (2012, or as updated from time to time) (the 'Code').
3. At the commencement of an appointment process the Welsh Government shall meet with the Chair of Ofcom to agree the key criteria for the appointment, including skills, knowledge and experience required of the individual.
4. The parties acknowledge that that any person so appointed will, as a member of the Ofcom Board, have the same UK-wide responsibilities as all other non-executive Members of the Board.
5. Ofcom and the Welsh Government will work together to agree the form of advertising, search process and timetable for the new appointment (with costs incurred being borne by Ofcom). DCMS will be advised of the role specification, details of the panel's composition and plans for advertising before the advert is published.
6. An Advisory Panel will be established in accordance with the Code and will include, as a minimum, a Chair nominated by the Welsh Government, an Independent member and the Chair of Ofcom.
7. The Advisory Panel will agree the process for sifting candidates and the timetable and process for interviewing the short-listed candidates.
8. Following the interviews, the Advisory Panel will make a recommendation to the Welsh Ministers on the individual or individuals the Panel believes meet(s) the criteria for the appointment.
9. The Welsh Ministers will make the appointment in accordance with the Governance Code on Public Appointments, and will formally document it with the successful candidate. This will be done following consultation with the Secretary of State.

Bethan Jenkins AC/AM  
 Chair, Culture, Welsh Language and Communications Committee  
 National Assembly for Wales  
 Cardiff Bay, Cardiff  
 CF99 1NA

16 January 2018

*Dear Bethan,*

Thank you for your letter regarding the Arts Council's support for fundraising programmes, and our experiences of them. To give proper context it is worth setting out the time line and trajectory of our work. Our work in this area is grounded in Goals 3 & 4 of our ten year strategy "Great arts and culture for everyone", published in 2010.

#### **2012-15 investment round**

In 2012, in response to the DCMS' philanthropy initiative, £70million was assigned to Arts Council England to establish **Catalyst Arts**. This programme was focused on benefiting arts and cultural organisations in England. Between 2012 and 2015 Catalyst Arts focused on supporting the sector to grow the amount of income from private sources. It did this in two ways:

- a) establishing permanent endowments for significant NPOs, as well as
- b) capacity building and matched funding for medium and small sized organisations

Catalyst Arts helped the sector to leverage £49.5million in response to the £48.5million investment. The Evaluation<sup>1</sup> ran for a year after the programme and provides rich source of case studies and learning you wish to examine.

In 2013, we established dedicated training and development programme, **Arts Fundraising & Philanthropy**, run by a consortium of Cause4, University of Leeds and the Arts Marketing Association. This programme included a mix of one day training courses including:

<sup>1</sup> <http://www.artscouncil.org.uk/publication/catalyst-evaluation-year-three-final-report>

- Trustees role in fundraising;
- individual giving;
- and developing a case for support.

Arts Fundraising & Philanthropy also developed:

- one year fundraising career development opportunities;
- mentoring and skills development
- a network of peer to peer support groups across the country
- and online resilience information platform [Culture Hive](#).

We will continue to support this programme as part of the next investment period as they join the portfolio as a Sector Support Organisation.

### **2015-18 investment round**

From 2015 our **Catalyst Evolve** programme supported 140 projects across small to medium sized organisations to build fundraising capacity and raise matched funding. Catalyst Evolve was resourced with £17.5million of our strategic funding between 2015-2018.

Between 2015 and 2018 our £2 million **Building Resilience** fund is increasing the resilience of up to 100 cultural organisations. It will also provide models and case studies to be shared more widely across four themes. The four themes will explore and pilot different approaches to long term sustainability. They are:

- diversity and entrepreneurship,
- international philanthropy,
- change management
- and making the most of intellectual property.

### **2018-22 investment round**

In April 2017 we launched **Catalyst Small Grants** which will build on the Evolve programme, using £3.5million of strategic funding. Catalyst Small Grants will support a similar number of smaller organisations to build fundraising capacity. It will also include museums and library services outside of local authority control. Funding will be awarded in January 2018.

Another part of our approach in our 2018-22 investment round is the **Arts Impact Fund**. This fund is providing repayable loan finance between £150,000 and £600,000 for arts organisations that can demonstrate a social impact through their work. The fund is created and funded by Bank of America Merrill Lynch, the Esmée Fairbairn Foundation and Nesta. It's supported by Arts Council with additional funding from the Calouste Gulbenkian Foundation.

## **Evaluation and learning**

In 2016 Arts Council England commissioned the **Private Investment in Culture Survey**.<sup>2</sup> The survey helps address the lack of data in this area since annual publication by Arts & Business ceased. For this reason the survey also considered the years between 2012 to 2015 for which there was no data.

The survey showed private investment accounted for 18% of total income (£480million) compared to 48% for earned and 34% for public funding. This includes:

- Business Investment (sponsorship) – £96million,
- Individual Giving - £245million
- and Trusts and Foundations - £139million.

Between 2012/13 and 2015/16, the overall earned and contributed income of the NPO portfolio rose to one and three quarter billion pounds in cash terms. This represents an increase of more than 20%.

For several months from November 2016, Arts Council England and HLF were also part of a **matched crowdfunding**<sup>3</sup> pilot programme delivered by Nesta. This was also supported by DCMS in response to the Culture White paper. We plan to learn from the findings of the pilot as we consider our 2018-22 investment round.

## **Our structure**

Arts Council England has a dedicated resource focussed on this work, including a part time 'Director, Philanthropy' and a part time 'Director, Resilience'. This function allows us to develop policy, oversee the area of work above as well as contribute to sector development. Examples of recent work include our support for the sector in the lead up to, and following, changes in fundraising regulation; as well as the introduction of the General Data Protection Regulation.

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<sup>2</sup> [http://www.artscouncil.org.uk/sites/default/files/download-file/Private\\_investment\\_culture\\_report\\_Nov\\_2016.pdf](http://www.artscouncil.org.uk/sites/default/files/download-file/Private_investment_culture_report_Nov_2016.pdf)

<sup>3</sup> <https://www.nesta.org.uk/publications/matching-crowd-combining-crowdfunding-and-institutional-funding-get-great-ideas-ground>



### **Collaboration across borders**

Your letter referred to whether conditions on our funding might inhibit cross-border collaboration between organisations in relation to fund raising. The focus of our support for organisations is of course for the benefit of arts and cultural organisations in England. However we do provide more than £26m of funding to organisations in Wales for activity taking place in England, including support for Welsh National Opera for example.

With regard to fundraising, our focus on England does not exclude or prevent arts and cultural organisations from accessing training and resources from outside of England.

To take just one example, Cause 4 who work with us on our Arts, Fundraising and Philanthropy programme report a number of organisations active in Wales have accessed their training in recent years. These include:

- Ensemble Cymru
- National Theatre Wales
- Artes Mundi
- Sinfonia Cymru
- Arts & Business Cymru
- Penarth Pier Pavilion
- Literature Wales
- Chapter Arts Centre
- Wales Millennium Centre

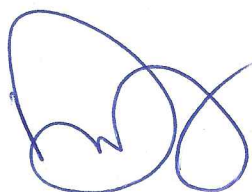
Cause 4 are currently also in discussions with the Royal Welsh College of Music & Drama about a future partnership for AFP with their Arts Management MA.

Similarly, the Arts Marketing Association have 121 members in Wales, and our CultureHive has between 80 and 100 users from Wales each month. This represents around 2-3% of the total.

I do agree that further collaboration could be interesting and beneficial. I understand that discussions have been held with Arts Council of Wales and Creative Scotland about how such work could take place. It may be that our respective geographic restrictions are holding such progress back, no to mention continuing pressure on public funds for all of us.

I hope this information is useful in your inquiry. Should you wish to discuss any of this in further detail, I'm sure my colleagues working on this area would be happy to help. These include Francis Runacres our Executive Director, Enterprise & Innovation; Clare Titley our Director, Philanthropy; and Jane Tarr our Director, Newcastle. My office should be able to help take forward such a conversation.

Kind regards,



Darren Henley  
Chief Executive