

# Agenda – Culture, Welsh Language and Communications Committee

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Meeting Venue:

Committee Room 2 – Senedd

Meeting date: 6 March 2019

Meeting time: 10.00

For further information contact:

Martha Howells

Committee Clerk

0300 200 6565

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- 1 **Introductions, apologies, substitutions and declarations of interest**
  
- 2 **Motion under Standing Order 17.42(vi) to resolve to exclude the public from the meeting for items 3 and 4**
  
- 3 **Count me in! – Inquiry into the role of arts and culture in addressing poverty and social exclusion: Feedback from Members' visits**  
(10.00 – 10.20) (Pages 1 – 9)
  
- 4 **Consideration of the Committee Forward Work Programme**  
(10.20 – 10.30) (Pages 10 – 13)

## Public meeting

- 5 **Count me in! – Inquiry into the role of arts and culture in addressing poverty and social exclusion: Voluntary sector**  
(10.30–11.30) (Pages 14 – 29)  
Mia Rees, Policy and Public Affairs Manager, The Prince's Trust Cymru  
Gareth Coles, Director, Voluntary Arts Wales



- 6 Paper(s) to note**
- 7 Welsh Government response to BBC consultation on age-related TV licence policy (the future of the over-75s concession)**  
(Pages 30 – 32)
- 8 Letter from Cymdeithas I'r Iaith on proposed Welsh language regulations and healthcare**  
(Pages 33 – 39)
- 9 Chair's response to Ofcom consultation: Regional TV Production and Programming Guidance**  
(Pages 40 – 41)
- 10 Motion under Standing Order 17.42(vi) to resolve to exclude the public from the meeting for the remainder of the meeting**
- 11 Private debrief**  
(11.30 – 12.00)

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By virtue of paragraph(s) iv of Standing Order 17.42

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# Agenda Item 4

By virtue of paragraph(s) iv of Standing Order 17.42

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# Agenda Item 5

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## The role of arts and culture in addressing poverty and social exclusion – information for Culture, Welsh Language and Communications Committee

***Brief:** Talk about your organisation’s experience of tackling social exclusion through the arts and culture. In particular, we are interested in knowing what works, what doesn’t work and any barriers you have encountered in your outreach work. We are particularly interested in the resources needed to make these efforts successful, both staff and funding. We would also like to know what sort of evaluation you carry out regarding your outreach work.*

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### Voluntary Arts Wales

Voluntary Arts Wales (VAW) is part of Voluntary Arts Network: a national charitable company established in 1991 that operates in a devolved structure throughout the UK and Republic of Ireland, promoting and championing participation in creative cultural activity in all its forms.

**Note re. Fusion** – Although our previous Chair sat on the Cultural Inclusion Board, Voluntary Arts Wales has not been involved in the delivery of the Fusion programme. We are supportive of the aims and partnership approach, but we are not best placed to comment on the success of Fusion. We do however welcome the opportunity to provide information to the Culture, Welsh Language and Communications Committee’s inquiry, from our experience of working with the voluntary and amateur creative sector in Wales.

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### The voluntary arts, culture and heritage sector

The voluntary arts, culture and heritage sector in Wales is extensive, and includes choirs, brass bands, knitting groups, craft clubs, theatre groups, festivals, folk dancing, dyeing and weaving, quilting, sculpting and painting, and many more artforms. Welsh Government estimates that there are around 4,000 amateur arts, culture and heritage groups in Wales<sup>i</sup>. Information from the Wales Council for Voluntary Action’s All Wales Third Sector Database puts the figure at 3,233 – but it is likely that many more informal and unconstituted groups add to this number<sup>ii</sup>.

As the majority of these groups are small, local (84% of the total figure, according to WCVA statistics) and rarely in receipt of public funds – they often exist on a purely voluntary basis or charge a small membership fee – they often go under the radar of public policy, but nevertheless contribute a huge amount to the cultural and civic life of Wales, as well as helping to improve wellbeing and social connectedness, and addressing social exclusion.

For the majority of participants in voluntary creative and cultural groups, the strongest motivator for wanting to take part is the social element. In late 2018, Voluntary Arts

conducted a survey of creative participation, which generated 123 responses from Wales<sup>iii</sup>. Respondents were asked whether their creative group did any targeted work prioritising particular policy areas, and 61% of those involved in creative activity said that their group does work to support people experiencing (or at risk of) loneliness. 52% said that their work helped with education and training, and 40% reported that their work directly supported low income families. The same survey found that the main benefits of participation in creative groups were improved mental health, personal achievement and social cohesion.

There is an increasing body of evidence which demonstrates that regular participation in creative activities is particularly beneficial to health and wellbeing<sup>iv</sup>, but research has also demonstrated similar benefits for skills development, often being the first step on a path to further education, training and employment.

For example, the scoping study *'The role of grassroots arts activities in communities'*<sup>v</sup> identified the following educational impacts of participation in grassroots creative groups:

- develops learning performance in formal settings with participants demonstrating an increase in literacy, verbal and communication skills;
- leads to the development and creation of knowledge and technical skills specific to those activities and also to transferable skills in other fields and potentially employment;
- can contribute to understandings of contemporary related but tangential issues to the art form itself that emerge from discussion and debate within their specific field or arts group;
- develops an awareness of the international scope of the specific field, leading to the building of international social networks and sometimes to travel abroad, extending participants' experience of other cultures and customs;
- develops literacy skills among those who are no longer in formal learning settings;
- develops opinions and skills in argument and debate;
- develops skills in improvisation and experimentation frequently resulting in new discoveries and innovation.

For Voluntary Arts, voluntary and amateur creative groups are located within the 'cultural commons': a shared space where people convene around shared interests, and can realise their cultural potential through pooling their knowledge, skills, contacts, assets and venues. These resources and assets need to be valued and supported, if local culture is to thrive.

To take one example, the importance of appropriate and available community venues has been a recurring theme in our work. Beyond kitchen tables and bedroom desks, people need places to meet, to rehearse, to practice, to perform. We know that there is a lot of creative activity that takes place in church halls, community centres, pub function rooms and libraries.

In 2018, we surveyed the creative activity that takes place in Welsh public libraries, with responses from 19 of the 22 Local Authority areas. The survey revealed the extensive and varied benefits to individuals of the creative activities offered by libraries: improved health and wellbeing, and increased social interaction were cited as two of the main benefits.

What is particular about libraries is their accessible, community-owned nature: a common space where all are welcome, and where cost isn't a barrier to participation. Respondents said:

- “The informal setting of libraries makes access to creative arts easier.”
- “Great for providing a non-threatening social environment for people to meet.”

The reinvention of libraries over recent years has now placed them at the forefront of community creative activity, and they often act as gateways to different forms of culture.

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### **Case study – Drawn Together Wales**

In 2018, Voluntary Arts Wales collaborated with community arts organisation Coast Lines to deliver Drawn Together Wales. The project invited people to take a few moments out of their day simply to draw something they could see, in shared sketchbooks. We reached over 4,500 participants, of all ages (from 1 to 98), and from every Local Authority area of Wales. The subsequent exhibition in the National Museum of Wales, Cardiff, was seen by over 47,000 people.

We used drawing because it can act as a gateway to other forms of visual arts. Drawing is accessible, low-cost and democratic; and also foundational artistic practice for painting, printing, sculpture, architecture, fashion or industrial design. It is also an important tool for developing observational skills.

99% of participants enjoyed their experience, and 96% of participants reported feeling happier and more positive as a result of taking part. We asked if participants were creatively active, and the most common answer was ‘never’; and we asked if participants were involved in any creative or community groups, and the most frequent response was ‘no’. Despite this, in our follow-up survey, 90% of participants have said that they have continued to draw since taking part in the project.

Participants reported developing a greater appreciation of their communities, through observing their surroundings more closely through drawing. Many reported that they have developed other creative practices, joined or set up creative groups, developed confidence and become more involved in the civic life of their communities.

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<sup>i</sup> *Light Springs through the Dark*, Welsh Government, 2016 <https://gov.wales/docs/drah/publications/161213-a-vision-for-culture-in-wales-en.pdf>

<sup>ii</sup> All Wales Database of Voluntary Organisations in Wales, WCVA, 2016 <https://www.wcva.org.uk/what-we-do/research-publications>

<sup>iii</sup> Voluntary Arts' Big Conversation 2018 <https://www.voluntaryarts.org/News/big-conversation-2018-results/> / <https://www.voluntaryarts.org/Handlers/Download.ashx?IDMF=7a517dd3-9dbe-4310-b8cc-7725efc4f640>

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<sup>iv</sup> See for example the summary of *Creative Health: The Arts for Health and Wellbeing*, from the All-Party Parliamentary Group on Arts, Health and Wellbeing <https://www.voluntaryarts.org/creative-health-the-arts-for-health-and-wellbeing>

<sup>v</sup> *The role of grassroots arts activities in communities: a scoping study*, Third Sector Research Centre, 2011 <https://www.birmingham.ac.uk/Documents/college-social-sciences/social-policy/tsrc/publications/working-papers/working-paper-68.pdf>

# Agenda Item 7

## **BBC consultation on age-related TV licence policy (the future of the over-75s concession) – a response from the Welsh Government**

**February 2019**

The Welsh Government welcomes the opportunity to respond to this consultation. It is regrettable that the BBC finds itself in this position, especially as the potential impacts of any changes to the over-75s concession may be felt by some of the most vulnerable or isolated people in our society.

The 2015 financial settlement between the UK Government and the BBC which included the ending of funding for the over-75s concession was agreed without any consultation or scrutiny by Parliament or the devolved administrations. We expressed concern at the time that neither the Welsh Government nor the National Assembly were consulted before this deal was reached and that it was undemocratic that the UK Government and the BBC made decisions behind closed doors and outside of the BBC Charter renewal process.

When this settlement was announced the Director-General stated publicly that the BBC had negotiated a strong financial settlement providing stability, clarity and flat funding for content and services for the first five years of the new charter<sup>1</sup> – which means until the end of 2021. This appears to have been overly-optimistic.

As we said in 2015, the Welsh Government and the National Assembly for Wales expect the BBC to stand by its own public statements that the deal announced on 6 July 2015 between itself and the UK Government on the licence fee will be cash neutral for the BBC and will not affect services.

We note assurances at that time from the BBC's management that this 'cash flat' deal will not therefore, impact on budgets at either BBC Cymru Wales or at S4C – we expect those assurances to be honoured. We would remind the Secretary of State for Digital, Culture, Media and Sport that he has a statutory duty under the Public Bodies Act 2001 to ensure sufficient funding for S4C, so we expect the UK Government to ensure that overall levels of funding for S4C remain unaffected by the BBC board's decision on the licence fee concession - even if this means that the UK Government has to supplement the licence fee funding provided to S4C.

Broadcasting is not devolved and the BBC is independent of government, so it is not for the Welsh Government to tell the BBC whether to continue, to reform or to remove the concession – but we will set out some key points which it should consider.

First and foremost, as a Public Service Broadcaster the BBC has a duty to provide services which are available to all. It is vital that all older people in Wales can continue to access the BBC in Welsh and English, so whatever it decides the BBC must ensure that older people on low incomes are supported as needed to affordably purchase or otherwise be entitled to receive a TV licence.

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<sup>1</sup> <https://www.theguardian.com/commentisfree/2015/jul/12/bbc-perfectly-set-up-future-challenges>

We note comments by Frontier Economics, the consultants working with the BBC on this, about the minimal impact that loss of access to BBC services might have on over-75s in terms of social inclusion. In a country with a significant rural population this simply does not ring true. It also ignores the Reithian principles upon which the BBC was founded, especially its duty to inform. This applies to everyone.

Whatever their age and wherever they live in the UK, people expect the BBC to lead in providing information about democracy, current affairs and local news. This is especially important in Wales, where we have a weak print media sector and a slightly higher percentage of people over 75 than any of the other nations of the UK<sup>2</sup>.

On the option of 'means testing' any new concession, perhaps by linking it to receipt of Pension Credit, the report acknowledges that it could be possible, subject to further legislation, for the BBC to work with the DWP on a technological solution allowing people on Pension Credit to receive their entitlement to a free or discounted TV licence automatically - without any form filling or loss of dignity. Some technical difficulties would need to overcome, but this is a vitally important point. If such an option is chosen, we would urge the UK Government and the BBC to make every effort to deliver such a mechanism from the outset.

The analysis provided by Frontier Economics identifies the funding gap caused by the loss of the UK Government's funding, which it says could equate to £745m p.a. in lost licence fee revenue by 2021/22 if nothing is done. However, although the consultation acknowledges other, more positive developments, these do not appear to be factored in when options for the future are considered. They should be.

For example:

- As part of the 2015 financial settlement the UK Government agreed to end the top slice of the licence fee that has been used in recent years to fund broadband rollout, resulting in the restoration of £150m p.a. of licence fee revenue to the BBC by 2020/21. This should be used to offset the loss of funding for the concession.
- The UK Government changed the law in 2017 to ensure that iPlayer-only viewers now have to pay the licence fee as well. This should result in additional licence fee revenue.
- The BBC states that the costs shown in the report assume no licence fee increases, as it doesn't have the power to raise the licence fee. That is correct, but under the deal reached during Charter negotiations the cost of the licence fee is now linked to inflation - so it should increase slightly over time.

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<sup>2</sup> In Wales 9.2% of people are aged 75 or over, the highest of any nation within the UK, which has an average of 8.2% (Source: Population estimates - local authority based by age band, ONS Crown Copyright Reserved [from Nomis, February 2019]).

- The BBC implemented a £150m programme of efficiency measures after the 2015 financial settlement<sup>3</sup> – yet there is no examination of how effectively it could absorb some of the shortfall as a result of its improved efficiency.
- The BBC's commercial activities are increasingly profitable, as demonstrated by its own review of those activities published in December 2018<sup>4</sup>. Our position when we were told that the 2015 financial settlement would not affect BBC services was that this revenue should supplement investment in programming from the licence fee - but clearly that is no longer the case. It can however significantly offset losses from the ending of Government funding for the concession.
- The merger of BBC Studios and Worldwide has reduced overheads and created a single, focussed entity which is set up to return more revenue to the BBC in future. The consultation plays down the potential for Studios to significantly increase returns to the BBC, but the BBC Board seems to think otherwise. Studios has returned at least £200m to the BBC every year for the last four years and the Board has agreed a target for it to return a minimum of £1.2bn to the BBC over the next five. BBC Studioworks and even BBC Global News are also now expected to become profitable, despite concerns about the financial viability of the latter as recently as last year.
- As distribution platforms evolve and consumption models change, this will affect costs into the medium term, potentially positively – yet the report repeatedly cites the current cost of services, without any consideration of how these may reduce over time.

We would expect all these factors to be helpful to the BBC in minimising as far as possible any additional burden on older licence fee payers.

We are concerned by the report's repeated illustration of the cost of various options by comparing these with the current cost of existing services – which seems to imply that the alternative to reforming the concession in some way is for some of these services to be cut, to protect the remainder of the BBC's current service portfolio.

Such 'bottom up' thinking would not be appropriate. If the BBC chooses an option which will leave a genuine funding gap - after efficiencies and other sources of income are factored in - then its starting point for designing a service portfolio for the future should be to go back to the Charter and the BBC's fundamental Public Purposes. The Board should begin by identifying its real priorities under each of these and create, from the 'top down', an affordable portfolio which delivers to the greatest extent possible against these priorities - looking to innovate and partner as needed, and to evolve services as required. It should not be seeking to protect as much of the current portfolio as possible by simply culling some services so that others can be left untouched. This will not result in a BBC that delivers fully and consistently against all of its duties, across the whole of the UK.

<sup>3</sup> <https://www.bbc.co.uk/mediacentre/latestnews/2015/bbc-savings>

<sup>4</sup> <https://www.bbc.co.uk/aboutthebbc/insidethebbc/howwework/reports/commercial-review-2018>

# Agenda Item 8

Bethan Sayed AC

Cadeirydd

Y Pwyllgor Diwylliant, Y Gymraeg a Chyfathrebu

4/1/19

Annwyl Bethan Sayed AC

## **Gosod dyletswyddau Cymraeg drwy gontract ar ddarparwyr gofal sylfaenol**

Ysgrifennwn atoch er mwyn gofyn i'r pwyllgor ystyried y dyletswyddau Cymraeg arfaethedig a luniwyd gan yr Adran Iechyd a Gwasanaethau Cymdeithasol (gweler isod) ac sydd ar fin cael eu cyflwyno gerbron y Senedd.

Fel y gwyddoch, mae'r sector gofal sylfaenol yn gyfrifol am hyd at naw deg y cant o brofiadau cleifion yn y gwasanaeth iechyd ac, yn wir, y man cychwyn i'r rhan fwyaf ar eu taith ar hyd y llwybr gofal. Am hynny, wrth ystyried yr angen i gynllunio a darparu gwasanaethau trwy'r Gymraeg, gellir dadlau fod gofal sylfaenol yn haeddu'r brif flaenoriaeth. Yn sgil eithrio darparwyr gofal sylfaenol annibynnol o Reoliadau Safonau'r Gymraeg (Sector Iechyd), mae Cymdeithas yr Iaith Gymraeg yn awyddus i sicrhau fod y dyletswyddau Cymraeg a osodir drwy gontract gyda darparwyr gofal sylfaenol yn adlewyrchu'r flaenoriaeth hon, gan warchod i'r eithaf hawliau iaith a buddiannau cleifion.

Dylai'r Llywodraeth fod yn ymwybodol o farn gref Aelodau'r Cynulliad ar y mater, fel y nodwyd yn adroddiad trawsbleidiol eich Pwyllgor ynghylch Safonau'r Gymraeg (Rhif 7)<sup>1</sup>. Fel y gwyddoch, dywed yr adroddiad:

*"Un o'r pryderon mwyaf sydd gennym ynghylch y Rheoliadau yw diffyg unrhyw hawl i gael gwasanaethau clinigol wyneb yn wyneb yn Gymraeg neu gyda chymorth Cymraeg ... **dylai'r hawl i gael gwasanaeth yn eich iaith o ddewis fod yn egwyddor sefydledig yn y sector cyhoeddus yng Nghymru**,... Mewn sawl ffordd, y Gwasanaeth Iechyd yw'r gwasanaeth cyhoeddus pwysicaf y bydd y rhan fwyaf o bobl yn ei ddefnyddio. Mae'r syniad na ddylai'r egwyddor sylfaenol hon fod yn gymwys i'r Gwasanaeth Iechyd hefyd, yn ein barn ni, yn annerbyniol."*

**"O ystyried mai gwasanaethau gofal sylfaenol yw un o'r gwasanaethau a ddefnyddir amlaf gan y cyhoedd, mae'n amlwg yn faes sy'n peri pryder. ... Nodwn fod y Llywodraeth yn cynnig gosod 'nifer fach o ddyletswyddau Cymraeg' ar ddarparwyr gofal sylfaenol annibynnol gan ddefnyddio'r contract gofal sylfaenol. Bydd hyn yn creu rhwymedigaethau cytundebol rhwng y Bwrdd Iechyd Lleol a'r darparwr annibynnol a orfodir gan y Bwrdd Iechyd Lleol. Rydym yn croesawu'r dull hwn ond, **heb wybod beth fyddai'r dyletswyddau, bydd yn anodd****

***gwybod p'un a fyddant yn ddigonol i annog gwelliannau gwirioneddol mewn gwasanaethau Cymraeg."***

Fel Grŵp Iechyd Cymdeithas yr Iaith Gymraeg, rydym wedi craffu ar y dyletswyddau drafft, gan ddod i'r casgliad eu bod yn llawer rhy wan i annog gwelliannau o'r fath ac yn bell iawn o fodloni argymhellion adroddiad eich pwyllgor. Felly, yn sgil trafod ein pryderon gyda swyddogion y Llywodraeth, roeddem yn falch o gael derbyn gwahoddiad i gynnig diwygio'r geiriad.

Fodd bynnag, ofer bu'r ymdrechion hyn oherwydd ein bod ar ddeall fod y pedwar corff cynrychiadol bellach wedi cytuno'r chwe dyletswydd wreiddiol ac nad yw'r amserlen yn caniatáu newidiadau pellach. Nid ydym yn derbyn bod hynny'n wir, gan i'r Llywodraeth honni'n wreiddiol bod 'cytundeb' rhwng y cyrff yn ein cyfarfod gyda ni, ond wedi i ni holi ymddengys nad oedd cytundeb ffurfiol, ond, yn hytrach, dealltwriaeth rhwng cyrff nad oedd ewyllys gweinyddol i'w newid. Yn ogystal, credwn yn gryf nad lle gweision sifil a chyrff anetholedig yw pennu hawliau cleifion i'r Gymraeg ond, yn hytrach, priod waith y Senedd fel ein corff democrataidd cenedlaethol.

Am hynny, rydym yn galw ar aelodau'r Pwyllgor Diwylliant, Y Gymraeg a Chyfathrebu i wneud safiad wrth i'r dyletswyddau ddod gerbron y Senedd gan ystyried cyflwyno'r diwygiadau a welir isod mewn llythrennau bras:

*Y dyletswyddau arfaethedig i'w gosod ar gontractwyr yw:*

<b>Rhif</b>	<b>Cynigion Adran Iechyd a Gwasanaethau Cymdeithasol</b>	<b>Diwygiadau arfaethedig Cymdeithas yr Iaith</b>
1	<i>darparu gwybodaeth i'r Bwrdd Iechyd Lleol am y gwasanaethau gofal sylfaenol mae'r contractwr yn gallu eu cynnig drwy gyfrwng y Gymraeg</i>	<i>darparu gwybodaeth i'r Bwrdd Iechyd Lleol am y gwasanaethau gofal sylfaenol yn gallu eu cynnig drwy gyfrwng y Gymraeg; gan rannu'r wybodaeth honno gyda chleifion ac aelodau'r cyhoedd ar wefan y contractwr ac wrth arddangos arwyddion a hysbysiadau</i>
2	<i>manteisio ar y gwasanaeth cyfieithu a gynigir gan y Bwrdd Iechyd Lleol er mwyn darparu arwydd dwyieithog wrth osod arwydd mewn cysylltiad â gwasanaethau a ddarperir ar ran y Bwrdd Iechyd Lleol</i>	<i>manteisio ar y gwasanaeth cyfieithu a gynigir gan y Bwrdd Iechyd Lleol er mwyn darparu gwybodaeth a chynnig gwasanaethau Cymraeg (mewn ffordd nad yw'n trin y Gymraeg yn llai ffafriol na'r Saesneg), gan gynnwys, ond nid yn gyfyngedig i, arwyddion, hysbysiadau, tudalennau gwe, systemau ar-lein, systemau rhyngweithiol a pheiriannau hunan-wasanaeth</i>
3	<i>Rhoi ar gael i gleifion a ac aelodau o'r cyhoedd unrhyw fersiwn Gymraeg o'r ddogfen a ffurflenni a ddarperir i'r contractwr gan y Bwrdd Iechyd Lleol</i>	<i>cynnig yn rhagweithiol i gleifion ac aelodau o'r cyhoedd unrhyw fersiwn Gymraeg o'r ddogfen a'r ffurflenni a ddarperir i'r contractwr gan y Bwrdd Iechyd Lleol, gan sicrhau bod y ddogfennaeth Gymraeg ar gael ar yr un pryd, ac yr un mor hwylus, ag unrhyw fersiwn Saesneg</i>
4	<i>annog eu staff sy'n siarad Cymraeg i wisgo bathodyn a ddarperir gan y Bwrdd Iechyd</i>	<i>annog eu staff sy'n siarad Cymraeg i wisgo bathodyn / llinyn a ddarperir gan y Bwrdd Iechyd yn cyfleu bod y sawl sy'n ei wisgo yn</i>

*Iechyd Lleol sydd yn cyfleu bod y sawl sy'n ei wisgo yn gallu siarad Cymraeg*

*gallu siarad Cymraeg neu yn dysgu Cymraeg; a rhannu'r wybodaeth honno gyda chleifion ac aelodau'r cyhoedd ar wefan y contractwr ac wrth arddangos arwyddion a hysbysiadau*

annog a darparu cyfleoedd ar gyfer eu staff i fynychu cyrsiau hyfforddiant a digwyddiadau a drefnwyd gan y Bwrdd Iechyd Lleol, a rhoi ar gael i'r staff wybodaeth a ddarparwyd gan y Bwrdd Iechyd Lleol, i ddatblygu eu hymwybyddiaeth o'r Gymraeg a dealltwriaeth o sut i ddefnyddio'r Gymraeg yn y gweithle

*rhyddhau staff i fynychu cyrsiau hyfforddi a digwyddiadau a drefnwyd gan y Bwrdd Iechyd Lleol, a rhoi ar gael i'r staff wybodaeth a ddarparwyd gan y Bwrdd Iechyd Lleol, i ddatblygu eu hymwybyddiaeth o'r Gymraeg, i'w dysgu, neu gloywi eu Cymraeg a dysgu sut i ddefnyddio'r Gymraeg yn y gweithle*

6 annog cofnodi'r cynnig rhagweithiol a dewis iaith cleifion

*cofnodi'r cynnig rhagweithiol a dewis / angen iaith cleifion; a throsglwyddo'r wybodaeth honno wrth gyfeirio cleifion ar hyd y llwybr gofal ac at wasanaethau eraill*

Yn ogystal â'r chwe phwynt uchod, mae'r Gymdeithas yn gryf o'r farn y dylid ychwanegu'r dyletswyddau canlynol er mwyn annog darparwyr i flaengynllunio o ran recriwtio a dyrannu staff sy'n siarad Cymraeg:

- 1. hwyluso gwasanaethau wyneb yn wyneb yn Gymraeg, gan gynnwys mewn derbynfeydd a lleoliadau gwasanaeth eraill;**
- 2. hwyluso cyfarfodydd personol yn Gymraeg, gan gynnwys cyfarfodydd sy'n ymwneud â lles personol.**

Nodwyd pwysigrwydd eithriadol y ddau gymal uchod gan eich pwyllgor yn eich adroddiad ar y mater y llynedd.

Ymhellach, credwn fod angen yn y cytundeb rôl swyddogol er mwyn i'r Comisiynydd fonitro a gorfodi'r amodau iaith ynddo, megis drwy gymal sy'n amlinellu rôl ffurfiol yn broses gwyno.

Hyderwn yn fawr y bydd ein sylwadau uchod yn dderbyniol i chi a chawn dderbyn eich cefnogaeth.

Yn gywir

Gwerfyl Roberts

Cadeirydd, Grŵp Iechyd, Cymdeithas yr Iaith Gymraeg

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## Agenda Item 9

Made Outside London Review Team  
Ofcom  
Riverside House  
2A Southwark Bridge Road  
London SE1 9HA

25 February 2019

Dear Team,

### Review of Regional TV Production and Programming Guidance

I write in response to your consultation on regional television production and programming guidance.

I note that in your proposed changes to regional production you have taken into account Equity's call for on-screen talent to be included in the requirement for 'at least 70% of the production budget ... [to] be spent in the UK outside the M25'.

As stated in the consultation document, the Guidance published in 2004 sets out the reasoning for excluding on-screen talent from the calculations:

'to ensure that the quotas remain focussed on regionally-based production expertise rather than more mobile on-screen talent and, importantly, to avoid the quotas being skewed by the significant cost of onscreen talent'.

You also note that, in response to your latest consultation, Equity have:

'argued that the current criteria do not adequately support on-screen talent based in the nations and regions who are looking for work and suggested that the exclusion for onscreen talent could be deleted from the production budget criterion to address this issue. Equity also proposed that we could amend the criteria to place an obligation on broadcasters and producers to undertake at least one local casting session, to demonstrate a willingness to explore the on-screen talent in the locality of the production.'

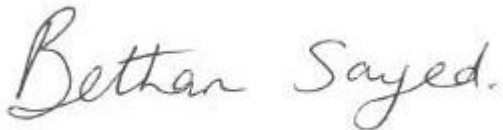
The Culture, Welsh Language and Communications Committee would like to endorse Equity's arguments for greater regional representation on screen and an obligation to hold at least one local casting session.

During our inquiry into film and major television productions in Wales we heard from stakeholders that more efforts should be made by producers

shooting in Wales to cast from the local area. Although this evidence tended to be focused on conditions attached to funding provided by the Welsh Government, we feel that it is applicable in the case of public service broadcasting, which again is intended to support socially beneficial outcomes.

The Committee agree that placing an obligation on public service broadcasters to hold local casting requirements would increase the opportunities for creative talent to thrive in Wales, and improve the public value of public service broadcasting.

Yours sincerely,



Bethan Sayed

**Chair of the Committee**