



Cynulliad National
Cenedlaethol Assembly for
Cymru Wales

The Petitions Committee

Completion Report

**Summary of the Petitions Committee's consideration of
P-03-107 Welsh-language daily newspaper**

April 2009

Petition Received

3 March 2008

Ruled Admissible

7 March 2008

Initial Consideration

10 April 2008

The Committee gave initial consideration to the petition, and agreed to:

- Write to the Minister for Heritage to ask that he inform the Committee of his decision in relation to the allocation of funding for Welsh language magazines and newspapers
- Invite the petitioners to give evidence at a future meeting, following receipt of the information requested from the Minister for Heritage

(See Annex 1 for the relevant extract from the transcript of the meeting on 10 April 2008 and Annex 2 for the letter sent by the Chair to the Minister for Heritage)

Further Consideration

11 June 2008

The Committee considered a response from the Minister for Heritage and agreed to invite the petitioners to give evidence at the Committee's meeting at the Royal Welsh Show

(See Annex 1 for the relevant extract from the transcript of the meeting on 11 June 2008 and Annex 2 for the letter received from the Minister for Heritage)

23 July 2008

The Committee took oral evidence from the petitioners and agreed to write to the new Minister for Heritage

(See Annex 1 for the relevant extract from the transcript of the meeting on 23 July 2008 and Annex 2 for the letter sent to the Minister for Heritage)

2 October 2008

The Committee considered a response from the Minister for Heritage, and agreed to write to him to ask whether independent market research had been conducted into the viability of a Welsh-language daily newspaper.

(See Annex 1 for the relevant extract from the transcript of the meeting on 2 October 2008, and Annex 2 for the response received from the Minister for Heritage and the letter subsequently sent to the Minister)

4 December 2008

The Committee considered a response from the Minister for Heritage, and agreed to write to Dr Tony Bianchi regarding the research he conducted into the feasibility of a Welsh-language daily newspaper

(See Annex 1 for the relevant extract from the transcript of the meeting on 4 December 2008, Annex 2 for the response received from the Minister for Heritage and Annex 3 for the letter sent to Dr Tony Bianchi)

27 January 2009

The Committee considered a response from Dr Tony Bianchi, and agreed to:

- Draw the Enterprise and Learning Committee's Welsh Language rapporteur group's attention to this petition
- Write to Dyddiol Cyf to request copies of the research study it commissioned into the feasibility of a Welsh-language daily newspaper

(See Annex 1 for the relevant extract from the transcript of the meeting on 27 January 2009, Annex 3 for the response received from Dr Tony Bianchi, Annex 4 for the letter sent to the Chair of the Enterprise and Learning Committee and Annex 5 for the letter sent to Dyddiol Cyf)

2 March 2009

The Committee considered a response from the Chair of the Enterprise and Learning Committee, and agreed to await a response from Dyddiol Cyf

(See Annex 1 for the relevant extract from the transcript of the meeting on 2 March 2009 and Annex 4 for the response received from the Chair of the Enterprise and Learning Committee)

31 March 2009

The Committee considered a response from Dyddiol Cyf, and agreed to conclude its consideration of the petition as it has taken it as far as it can, and to pass the Completion Report for the petition to the Chair of the Communities and Culture Committee for information

(See Annex 1 for the relevant extract from the transcript of the meeting on 31 March 2009 and Annex 5 for the response received from Dyddiol Cyf)

Petitions Clerk

April 2009

Annex 1

Transcripts from Petitions Committee meetings

10 April 2008

Val Lloyd: We will move on to the next one, which is P-03-107, on a Welsh-language daily newspaper. The papers provided for us on this are correspondence between representatives of Cymdeithas yr Iaith Gymraeg and the relevant Minister, Rhodri Glyn Thomas.

Bethan Jenkins: Credaf i'r Gweinidog ofyn i bobl dendro yn y sector hwn. Ar hyn o bryd, mae nifer o fudiadau wedi cynnig ar gyfer yr arian a gyhoeddodd Rhodri Glyn Thomas. Felly, fe hoffwn inni aros nes bod Rhodri Glyn Thomas yn gwneud y datganiad hwnnw cyn inni weld y deisebwyr. Yr wyf yn hollol agored wedyn i alw'r deisebwyr i mewn iddynt roi eu tystiolaeth i'r pwyllgor.

Bethan Jenkins: I believe that the Minister has invited people to tender in that sector. Currently, several parties have bid for the money that Rhodri Glyn Thomas announced. I would therefore prefer us to wait until Rhodri Glyn Thomas makes his statement before we see the petitioners. I am completely open thereafter to inviting the petitioners in to present their evidence to committee.

Val Lloyd: That seems very sensible to me. Does anybody have anything to add to that? I see that you do not. We will therefore act on your wise words, Bethan.

11 June 2008

Val Lloyd: The next petition is the Welsh language daily newspaper. We now have a response from the Minister for Heritage. Do Members have comments?

Andrew R.T. Davies: I note the Minister's response to this, and although it has been debated quite fully in Plenary, it is still a very topical issue. I do not know how this would fit into our evidence-gathering session at the Royal Welsh Show or indeed the Eisteddfod. Are we going to the Eisteddfod, or just to the Royal Welsh Show?

Val Lloyd: From memory, I think that it is just the Royal Welsh Show. We had to make a choice, and we decided on the Royal Welsh Show, with a view that we could well hold a meeting at the Eisteddfod next time.

Andrew R.T. Davies: I think that we decided that on the basis that the Eisteddfod is in Cardiff this year.

Val Lloyd: Yes, and we want to go out and meet more people, although we have done that a little bit. We are doing more in Pembrokeshire in July.

Andrew R.T. Davies: Could I suggest that this may be a topical issue for the petitioners to give us evidence at our evidence-gathering session at the Royal Welsh Show, given that it is a national issue?

Val Lloyd: I am not for or against that; I just wonder what more we can do, that is all. If you remember, when we first discussed it, Bethan, who is not here—she must be delayed, otherwise she would have let us know that she would not be attending—said that the Minister was about to make an announcement and she asked us to wait for that. The Minister has now made his announcement on the level of funding. What would we gain by having the petitioners come in, and what would the petitioners gain from coming in?

Andrew R.T. Davies: Hopefully, they would have the opportunity to expand on their petition, as they obviously believe that there is a sufficient market to sustain a Welsh-language national newspaper. I take the Minister at his word when he says that he and his officials have looked comprehensively at the issue and have put together a package of the support that they can offer and for which they believe there is justification.

Val Lloyd: I think that the reason why the Minister did not follow the petitioners' suggested path was simply because of the market—independent market research was done and that found that the market for it did not exist. That is how I understood the Minister to have arrived at his decision.

Kirsty Williams: I would like to support Andrew. The committee delayed making a decision because it was awaiting the Minister's announcement. The Minister has now made his announcement, and my understanding is that the money has been allocated to an organisation to take the project forward. The grant has been awarded. Could we not at the very least write to the petitioners asking whether they still feel that their petition is relevant, given that the Minister has made his announcement and the way forward is now clear? If you are having a session at the Royal Welsh Show, I cannot think of a better subject for discussion than a national subject such as this. The showground will be full of people who have a direct interest in Welsh-language print media, so I am sure that you would have a good response. At the very least, we could ask the petitioners whether, in the light of the Minister's announcement, they feel that their petition is still relevant or whether they are happy or unhappy. They can give evidence on that.

Val Lloyd: I am advised that we have already received an e-mail on this.

Kirsty Williams: Have you?

Val Lloyd: Yes. I have only just heard about it. That e-mail states that the petitioners would like the petition to continue. I am perfectly content for that to happen, but I am concerned that expectations might be raised over and above what the committee could meet.

Kirsty Williams: I am sure that you could put that caveat in the letter.

Val Lloyd: Okay. I think that we need to do that, otherwise expectations will be raised, and the last thing that I want to do is to bring the committee into disrepute. As a committee, we have always given every petitioner due regard and our best endeavours, whatever our personal views. Knowing that we are highly unlikely to change the Minister's decision, however, I would not want to give the petitioners the

wrong impression. So, we need to make it clear to them that we would be delighted to hear their case, but we are hamstrung to some extent.

Andrew R.T. Davies: I think that that is a valid point, Chair. Equally, for the petitions system, a very interesting aspect of this is that we have a firm point on one side, and another point on another side. Surely, part of what the petitions system is about is trying to extract information that could be useful in future and could be fed into the Communities and Culture Committee or whatever. It might not change the situation today, but who knows about the future?

Kirsty Williams: The budget round will begin again, so we might come up with something that would be passed on to the Communities and Culture Committee or the Finance Committee for when they consider the budget round next year.

Val Lloyd: Fine. That was my concern and it has been aired publicly. Provided that we express that to the petitioners, that is fine. It will be an interesting discussion at the Royal Welsh Show. We were talking earlier this week about how we are going to get there, traffic wise.

23 July 2008

Alun Davies: Y ddeiseb gyntaf ar yr agenda yw'r un ar bapur dyddiol Cymraeg. Y deisebwyr yw Hywel Griffiths a Sioned Haf. Croeso i'r cyfarfod. Yr ydym wedi derbyn deiseb gennyh, a deallaf fod dros 1,000 o enwau arni. Trafodwyd hyn gennym yn ystod ein cyfarfod ar 10 Ebrill. Yr ydym wedi cael cyfle i ddarllen eich deiseb a materion cefndirol. A wnewch dreulio rhyw chwarter awr yn cyflwyno'r ddeiseb i ni, ynghyd â'r hyn yr ydych yn disgwyl ei weld o ganlyniad iddi?

Mr Griffiths: Diolch yn fawr i chi am y cyfle i ddod yma i roi tystiolaeth ger eich bron. Hoffwn ddechrau â dyfyniad o gytundeb 'Cymru'n Un':

'Byddwn yn cynyddu'r cyllid a'r gefnogaeth a roddir i gylchgronau a phapurau newydd Cymraeg, gan gynnwys sefydlu papur newydd dyddiol Cymraeg.'

Ein bwriad drwy gyflwyno'r ddeiseb yw ceisio cael atebolrwydd am y penderfyniad i beidio â sefydlu papur dyddiol. Daw'r dyfyniad o gytundeb 'Cymru'n Un', rhwng y grŵp Llafur a

Alun Davies: The first petition on the agenda is the one on a Welsh-language daily newspaper. The petitioners are Hywel Griffiths and Sioned Haf. Welcome to the meeting. We have received a petition from you, which I understand includes over 1,000 signatures. We discussed this at our meeting on 10 April. We have had an opportunity to read your petition and the background information. Could you spend about quarter of an hour presenting the petition to us, telling us what you expect to see as a result of it?

Mr Griffiths: Thank you for the opportunity to come here to give evidence. I would like to start with a quotation from the 'One Wales' agreement:

'We will expand the funding and support for Welsh-medium magazines and newspapers, including the establishment of a Welsh-language daily newspaper.'

Our intention in presenting the petition is to try to ensure accountability for the decision taken not to establish a daily newspaper. The quotation comes from the 'One Wales' agreement, between the

grŵp Plaid Cymru, a gytunwyd fel rhaglen lywodraethol yn 2007. Dyma'r dyfyniad a'n symbylodd ni yng Nghymdeithas yr Iaith Gymraeg, ac a'n sbardunodd, i drefnu deiseb, a gyflwynwyd i'r Pwyllgor Deisebau ar 3 Mawrth eleni.

Fel y gwyddoch, lawnsiwyd ein deiseb yn dilyn cyhoeddiad y cyn Weinidog dros Dreftadaeth, Rhodri Glyn Thomas, mai dim ond £200,000 y flwyddyn y bydd y Llywodraeth yn ei gynnig i'r wasg Gymreig. Yr oedd yn amlwg, yn dilyn y cyhoeddiad hwnnw, ac o ystyried yr ymchwil a wnaed i'r maes, fod y swm yn hollol annigonol i gynnal papur newydd print dyddiol cyfrwng Cymraeg.

Yr hyn yr hoffwn ei ddadlau heddiw yw bod y datganiad hwn, ac, yn hwyrach, y system o glustnodi arian i sefydlu gwasanaeth newyddion ar y we—gan Golwg Cyf.—wedi torri addewid gan Lywodraeth Cymru'n Un i sefydlu papur newydd dyddiol cyfrwng Cymraeg. Yr ydym yn dadlau ei fod yn gam sydd, unwaith yn rhagor, yn datgelu nad yw'r Gymraeg yn cael ei chymryd o ddifrif gan Lywodraeth Cymru'n Un, ac nad oes unrhyw gamau gwirioneddol hyderus wedi cael eu cymryd hyd yn hyn gan y Llywodraeth i normaleiddio'r Gymraeg.

Mae'r ffaith bod yr addewid i sefydlu papur dyddiol wedi cael ei gynnwys yn 'Cymru'n Un' yn awgrymu nad oes angen cyfiawnhau egwyddorion y cynllun. Fodd bynnag, hoffwn roi ychydig o resymau pam y credwn ei fod yn syniad da, cyn symud ymlaen i geisio cael atebolrwydd ar y penderfyniad a wnaed.

Nid oes ond angen edrych ar esiamplau o gefnogaeth llywodraethau ar draws Ewrop i bapurau dyddiol mewn ieithoedd lleiafrifol eraill i sylweddoli'r diffyg gweledigaeth y

Labour and Plaid Cymru groups, which was agreed as a programme of government in 2007. This is the quotation that prompted us as the Welsh Language Society, and spurred us on, to organise a petition, which was presented to the Petitions Committee on 3 March this year.

As you know, our petition was launched following the announcement made by the former Minister for Heritage, Rhodri Glyn Thomas, that only £200,000 a year would be available from Government to the Welsh-medium press. It was apparent, following that announcement, and given the research done in this area, that that sum was completely inadequate to maintain a Welsh-medium printed daily newspaper.

What I wish to argue today is that this statement, and the subsequent system of allocating funding to establish a web-based news service—by Golwg Ltd.—has broken a promise by the One Wales Government to establish a Welsh-language daily newspaper. We are arguing that this is a step that, once again, reveals that the Welsh language is not taken seriously by the One Wales Government, and that no real confident steps have been taken to date by the Government to normalise the Welsh language.

The fact that the promise to establish a daily newspaper was included in 'One Wales' suggests that there is no need to justify the principles of the scheme. However, I would like to give a few reasons why we believe that it is a good idea, before moving on to try to ensure accountability for the decision taken.

You only need to look at examples of the support of Governments across Europe to daily newspapers in other minority languages to realise the lack of vision that this decision illustrates. For

mae'r penderfyniad hwn yn ei gynrychioli. Er enghraifft, yng Ngwlad y Basg, lle mae nifer siaradwyr y Fasgeg i'w chymharu â nifer y siaradwyr Cymraeg, mae *Berria*, papur dyddiol Basgeg, yn derbyn £1.2 miliwn o gymhorthdal blyneddol oddi wrth y Llywodraeth. Dyna un enghraifft o'r fath gefnogaeth y mae papurau dyddiol gwledydd eraill yn ei chael.

Yr ydym yn dadlau hefyd na fu unrhyw gamau gwirioneddol arloesol gan Lywodraeth ym maes newyddiaduraeth a chyfryngau cyfrwng Cymraeg ers sefydlu S4C yn 1982.

Sefydlu papur dyddiol Cymraeg oedd yr unig wir ymrwymiad diweddar gan unrhyw rym llywodraethol i sicrhau cam cadarnhaol i normaleiddio'r Gymraeg. Byddai sefydlu papur print dyddiol cyfrwng Cymraeg wedi bod yn fodd i gynyddu hunan hyder pobl Cymru, yn Gymry Cymraeg ac yn Gymry di-Gymraeg, yn eu hunaniaeth genedlaethol. Prin iawn yw'r ieithoedd, hyd yn oed ieithoedd lleiafrifol, nad oes ganddynt bapur dyddiol, sy'n rhoi modd i'w siaradwyr ddarllen am ddigwyddiadau lleol, cenedlaethol a rhyngwladol yn yr ieithoedd hynny, gan greu lle i drafodaeth am wleidyddiaeth y dydd a materion cyfoes.

Dylai fod yn hawl i unrhyw ddinesydd gael darllen am ddigwyddiadau'r byd yn ei iaith ei hun. Byddai galluogi'r Gymraeg i ymuno â'r ieithoedd eraill hynny wedi galluogi pobl i sylweddoli bod dysgu'r Gymraeg yn beth hynod werthfawr. Byddai wedi bod yn gymorth addysg hynod effeithiol i ddysgwyr Cymraeg o bob oedran hefyd.

Yr ydym wedi gweld yn y blyneddau diwethaf dwf aruthrol yn nifer y bobl sy'n derbyn eu haddysg drwy gyfrwng y Gymraeg, ond mae ceisio cynyddu'r

example, in the Basque Country, where number of Basque speakers is comparable to the number of Welsh speakers, *Berria*, the Basque-language daily paper, receives an annual grant of £1.2 million from the Government. That is one example of the kind of support that daily newspapers in other nations receive.

We also argue that no truly innovative steps have been taken by Government in Welsh-language journalism and media since the establishment of S4C in 1982.

The establishment of a daily Welsh-language newspaper was the only real recent commitment by any governmental power to ensure a positive step towards normalising Welsh. Establishing a printed daily Welsh-language newspaper would have been a way to boost the confidence of Welsh people, whether Welsh speakers or not, in their national identity. There are very few languages, even minority ones, that do not have a daily newspaper, which gives the speakers of those languages a means of reading about local, national and international events in those languages, creating a space in which to discuss the politics of the day and current affairs.

It should be the right of any citizen to be able to read about world events in his or her own language. Enabling Welsh to join the ranks of those other languages would have allowed people to realise that learning Welsh is very worthwhile. It would also have been a very effective educational aid for learners of Welsh of all ages.

In recent years, we have seen an amazing growth in the number of people who are educated through the medium of Welsh. However, trying to increase

defnydd y tu hwnt i hynny'n parhau i fod yn sialens. Byddai papur dyddiol, yn ein barn, wedi gwneud gwahaniaeth mawr yn hynny o beth.

Nid yw'r pecyn y mae cwmni Golwg yn ei gynnig, er cystal ydyw fel pecyn newyddion ar y we, gyfystyr â sefydlu papur newydd dyddiol cyfrwng Cymraeg. Os ydych yn sefydlu papur dyddiol o'r fath, gan roi'r hawl i bobl Cymru ddarllen newyddion drwy gyfrwng y Gymraeg, dylai hynny gael ei ddarparu ar gyfer pawb yng Nghymru. Bydd y pecyn ar y we ond ar gael i'r bobl dosbarth canol hynny sydd yn ddigon lwcus i allu cael mynediad i'r we yn y gwaith, sydd yn ddigon cyfoethog i allu fforddio mynediad i'r we, neu sydd yn byw mewn ardaloedd lle mae'n dechnegol bosibl cael mynediad i wasanaeth band llydan. Bydd rhannau mawr o'r gymdeithas ym methu cael mynediad iddo am wahanol resymau.

Yr ydym yn dadlau felly bod y penderfyniad hwn yn mynd yn groes i ddaliadau sosialaidd Llywodraeth Cymru'n Un.

Ms Haf: Hoffwn gyfeirio yn ôl i'r arolwg gan Bwrdd yr Iaith Gymraeg a gafodd Dr Tony Bianchi ei gomisiynu i'w cynnal. Mae'r arolwg wedi cael ei ddefnyddio fel arf gan gyn Weinidog dros Dreftadaeth Llywodraeth Cynulliad Cymru. Ym mis Tachwedd 2007, comisiynwyd Dr Tony Bianchi i gynnal arolwg o'r wasg brintiedig cyfrwng Cymraeg er mwyn

'ystyried sut y gall Llywodraeth y Cynulliad a Bwrdd yr Iaith Gymraeg weithredu argymhellion Cymru'n Un ar gyfer y sector, sef: Byddwn yn cynyddu'r cyllid a'r gefnogaeth a roddir i gylchgronau a phapurau newydd Cymraeg, gan gynnwys sefydlu papur newydd dyddiol.'

language use beyond that continues to be a challenge. A daily newspaper would, in our opinion, have made a major difference in that regard.

The package that the company Golwg is offering, although it is a good web-based news package, is not equivalent to establishing a Welsh-language daily newspaper. If you are establishing a daily newspaper of that sort, giving the people of Wales the right to read the news through the medium of Welsh, it should be provided to everyone in Wales. The web-based package will only be available to those middle-class people fortunate enough to be able to access the internet at work, who are sufficiently well off to afford internet access, or who live in areas where it is technologically possible to access broadband services. Large sections of society will not be able to access it for a variety of reasons.

We therefore argue that this decision goes against the One Wales Government's socialist beliefs.

Ms Haf: I would like to refer back to the review by the Welsh Language Board, which Dr Tony Bianchi was commissioned to undertake. The review has been used as a weapon by the former Minister for Heritage of the Welsh Assembly Government. In November 2007, Dr Tony Bianchi was charged with conducting a survey of the Welsh-language print media in order

'to consider how the Welsh Assembly Government and the Welsh Language Board can implement the recommendations of the One Wales agreement for the sector, viz.: We will expand the funding and support for Welsh-medium magazines and newspapers, including the establishment of a Welsh-language daily newspaper.'

Edrychodd yr arolwg ar sefyllfa'r wasg brintiedig ar y pryd ac ar gynlluniau nodedig i ddatblygu'r gwasanaeth Cymraeg yn ogystal â chymariaethau â gweisg printiedig ieithoedd lleiafrifol eraill Ewrop drwy ymchwil Canolfan Mercator yn Aberystwyth. Mae'r ddogfen yn gynhwysfawr a manwl, ac mae'n cyflwyno'n eglur sefyllfa'r wasg brintiedig Gymraeg. Defnyddiodd y Llywodraeth yr adroddiad fel tystiolaeth digon cynhwysfawr i ddod i'r penderfyniad bod £200,000 y flwyddyn yn ddigonol i sefydlu papur dyddiol Cymraeg.

Mae'r adroddiad wedi cael ei ddefnyddio am resymau gwleidyddol, yn ein barn ni, ac nid yw'r Llywodraeth wedi bod yn eglur ynglŷn â'r rhesymau dros ei phenderfyniad terfynol. Nid oedd un darn o'r adroddiad yn dweud yn bendant nad oedd y fath fenter â phapur dyddiol cyfrwng Cymraeg yn ddichonadwy. Yr hyn a ddywedwyd yn yr adroddiad oedd y byddai angen mwy o ymchwil marchnad er mwyn penderfynu hynny. Hyd y gwyddom, ni wnaed yr ymchwil hwnnw gan y Llywodraeth cyn iddi wneud y penderfyniad terfynol. Credwn fod hawl gan bobl Cymru, yn enwedig y rhai a bleidleisiodd dros Blaid Cymru, y Blaid Lafur a'r glymblaid, wybod pa ffactorau a ystyriwyd wrth wneud y penderfyniad. Mae angen dangos unrhyw dystiolaeth i'r cyhoedd. Ni chafwyd unrhyw drafodaeth hygyrch nac agored gyda'r cyhoedd am y penderfyniad hwn, nac ychwaith amddiffyniad o'r ffaith y torrwyd addewid mewn rhaglen lywodraethol. Dywedodd Rhodri Glyn Thomas ar 7 Tachwedd 2007:

'Rwyf wrth fy modd y bydd y gyllideb ar gyfer Treftadaeth yn cynyddu yn ystod y tair blynedd nesaf ac rwy'n hyderus y bydd y gyllideb ddrafft yn ein galluogi ni i gyflawni ein hymrwymiaadau yn y ddogfen Cymru'n Un'.

The review looked at the state of print media at that time and at plans to develop the Welsh-language service as well as making comparisons with print media in European minority languages through the research undertaken by the Mercator Centre in Aberystwyth. The document is comprehensive and detailed, and it clearly presents the state of Welsh-language print media. The Government used the report as sufficiently comprehensive evidence for the decision that £200,000 a year is adequate to establish a daily Welsh-language newspaper.

The report has been used for political reasons, in our opinion, and the Government has not been clear about the reasons for its final decision. Not one section of the report stated categorically that such an enterprise as a daily Welsh-language newspaper was not feasible. What was said in that report was that more market research would be needed before a decision could be made. As far as we know, that research was not undertaken by the Government before it made the final decision. We think that the people of Wales, especially those who voted for Plaid Cymru, the Labour Party and the coalition, have a right to know what factors were considered in the making of that decision. Any evidence needs to be shown to the public. No accessible or open discussion was held with the public about this decision nor has there been a defence of the fact that a promise made in a programme of government was broken. Rhodri Glyn Thomas said on 7 November 2007:

'I'm delighted that the budget for Heritage will increase over the next three years, and am confident that the draft budget will enable us to achieve all our One Wales commitments.'

Fel sydd yn amlwg erbyn hyn, nid hyn yw'r gwirionedd ac y mae angen i'r Llywodraeth fod yn atebol ar y ffaith fod yr addewid hon wedi cael ei thorri.

As is all too obvious by now, this is not true and the Government must be held to account for the fact that this promise has been broken.

Ni wyddom yn union faint y gall y Pwyllgor Deisebau ei wneud ar ôl derbyn y ddeiseb a'r dystiolaeth yr ydym newydd ei rhoi i chi. Wedi dweud hynny, ar ôl ichi dderbyn y dystiolaeth hon, ac o ystyried nifer y bobl sydd wedi llofnodi'r ddeiseb, buaswn yn galw ar y pwyllgor i alw ar y Gweinidog dros Dreftadaeth newydd i ymateb i'r dystiolaeth yn eglur ac yn fanwl, heb osgoi cyfrifoldeb, ac ymateb i'r her fod y Llywodraeth wedi torri ei haddewid i sefydlu papur dyddiol Cymraeg. Yr wyf hefyd am ofyn i'r pwyllgor ofyn i'r Gweinidog dros Dreftadaeth newydd i ddatgelu, o dan Ddeddf Rhyddid Gwybodaeth 2000, unrhyw dystiolaeth arall a chyngor allanol a ddefnyddiwyd i ddod i'r penderfyniad ynglŷn â sefydlu papur dyddiol Cymraeg.

We do not know exactly how much the Petitions Committee can do after receiving the petition and the evidence that we have just presented to you. Having said that, after your having received this evidence, and given the number of people who have signed the petition, I would call on the committee to call on the new Minister for Heritage to respond to the evidence clearly and in detail, without shirking responsibility, and to respond to the challenge that the Government has broken its promise to establish a daily Welsh-language newspaper. I also want to ask the committee to ask the new Minister for Heritage to reveal, under the Freedom of Information Act 2000, any other evidence and external advice used to reach this decision about establishing a daily Welsh-language newspaper.

Alun Davies: Diolch yn fawr. Diolch am drafod eich tystiolaeth. Yr wyf yn gwybod bod yr amgylchiadau braidd yn rhyfedd, gyda cherddoriaeth yn y cefndir. A oes gan Aelodau unrhyw gwestiynau yr hoffent ofyn i'r cyflwynwyr?

Alun Davies: Thank you very much. Thank you for discussing your evidence. I know that the circumstances are rather odd, with music playing in the background. Do Members have any questions that they would like to ask of the presenters?

Andrew R.T. Davies: Hywel, in your evidence, you highlighted examples from across Europe, particularly the Basque example, and said that £1.2 million goes into the newspaper in the Basque language. What is the total budget that regional newspaper operates on, so that we can get a sense of the context? The crux of the matter is whether the operation would be viable or not and whether the long-term projection is that without a subsidy continuing indefinitely, the project would not be able to go forward. From the papers that I have read, those are the concerns that the Minister clearly has. However, on the other side, there does seem to be a dark area with regard to the information that the Minister has used to inform his decision. You and other organisations, I presume, have found that that information is inaccessible to you, as you try to support the establishment of a Welsh-language daily newspaper.

Mr Griffiths: O ran Gwlad y Basg, nid

Mr Griffiths: On the Basque Country, I

wyf yn siŵr pa fath o ragamcaniadau sydd wedi cael eu defnyddio—hynny yw, faint o gymhorthdal fydd yn parhau i gael eu rhoi i'r papur. Mae'n bosibl mai'r bwriad yw ei ariannu am nifer o flynyddoedd ac wedyn edrych arno wrth fynd ymlaen, fel y dylid fod wedi ei wneud yn yr achos hwn. Buaswn i'n dadlau nad yw'r £200,000 sydd i fod ar gyfer y wasg brintiedig gyfan yn ddigon i sefydlu papur newydd dyddiol Cymraeg. Pe bai swm cymharol i'r un a ddefnyddir yng Ngwlad y Basg wedi cael ei roi, byddai hynny wedi bod yn ddigonol i sefydlu'r papur o leiaf ac wedyn byddai'n fater o fonitro sut y mae'n mynd, wrth fynd ymlaen, a lleihau neu gynyddu'r arian yn ôl y galw a'r angen. Mae'n ddrwg gennyf, nid oes gennyf y manylion ynglŷn â'r hyn y mae Gwlad y Basg yn gobeithio gwneud yn y dyfodol, ond gallaf ddod o hyd i'r wybodaeth hwnnw.

am not sure what sort of projections have been used—that is, how much subsidy will continue to be given to the newspaper. It is possible that the intention is to fund it for a number of years and then look at it going forward, as should have been done in this case. I would argue that that £200,000 that is supposed to be for the entire print media is not enough to establish a Welsh-language daily newspaper. If a comparable sum to the one used in the Basque Country had been given, that would have been sufficient to at least establish the newspaper and then it would be a matter of monitoring how it was going, going forward, and increasing or decreasing the funding according to the demand and the need. I am sorry, I do not have the details on what the Basque Country hopes to do in the future, but I can find out that information.

Andrew R.T. Davies: Do you not have any idea of the level of subsidy in relation to the overall budget of the newspaper? You have used the specific example of the Basque Country in your evidence.

Mr Griffiths: Not in terms of the actual budget, no.

Fodd bynnag, mae'n gymhariaeth deg. Byddwn yn dadlau fod y cyllidebau yn weddol debyg, ond nid wyf yn gwybod y ffigurau. Credaf y byddai rhoi cymhorthdal i ddechrau'r prosiect wedi bod yn werthfawr.

However, it is a fair comparison. I would argue that the budgets are fairly similar, but I do not know the figures. I believe that providing support to start the project would have been worthwhile.

O ran eich cwestiwn ynglŷn â'r wybodaeth y mae'r penderfyniad wedi ei seilio arno, dyna un o'r pwyntiau hollbwysig sydd angen dod allan o'r holl beth. Hynny yw, mae angen rhyw fath o atebolrwydd ynglŷn â pham y gwnaed y penderfyniad hwn a pham y torwyd addewid mewn rhaglen lywodraethol. Dyna'r lleiaf y gallwch ei ddisgwyl. Nid yw adroddiad Tony Bianchi, sef yr adroddiad y bu i'r Gweinidog gyfeirio ato'n aml, yn argymhell peidio â sefydlu papur dyddiol cyfrwng Cymraeg; mae'r

On your question about the information on which the decision was based, that is one of the very important points that need to come out of this. That is, there is a need for some accountability as to why this decision was made and why the promise made in a programme of government was broken. That is the least that you can expect. Tony Bianchi's report, which is the report that the Minister referred to frequently, does not recommend that a Welsh-language daily newspaper should not be established; the report recommends

adroddiad yn argymhell mwy o ymchwil i weld a yw papur yn ddichonadwy. Felly, mae angen gwybod seiliau'r penderfyniad.

Alun Davies: Ond nid yw adroddiad Bianchi yn cefnogi sefydlu papur dyddiol.

Mr Griffiths: Nac ydy. Yr oedd yn eang ei gwmpas. Dywedodd fod amheuan ar un ochr a dadleuon yn erbyn sefydlu papur dyddiol, ond hefyd dadleuon o blaid gwneud hynny, yn enwedig dadleuon diwylliannol a dadleuon ynghylch cynyddu gwymbodaeth am yr iaith Gymraeg, a daeth i'r casgliad bod angen mwy o ymchwil. Mae'r ffaith bod yr adroddiad yn dweud hynny ond bod y datganiadau gan y Llywodraeth yn defnyddio'r adroddiad fel un o'r rhesymau dros beidio â sefydlu papur—

Alun Davies: Yn fy marn i, dangosodd adroddiad Bianchi a'r drafodaeth o gwmpas hynny bod cryn ansicrwydd yn y wasg Cymraeg ynglŷn â sefydlu papur dyddiol.

Ms Haf: Efallai fod ansicrwydd, ond dywedodd yr adroddiad yn ddigon eglur bod angen mwy o ymchwil—arolwg oedd gwaith Dr Tony Bianchi, ac, wedi hynny, yr oedd angen edrych i mewn i'r posibilid o sefydlu papur mwy a chael mwy o dystiolaeth at ei gilydd. Yr hyn a ddigwyddodd oedd, yn hytrach na chael mwy o ymchwil, defnyddiwyd yr arolwg at ddiben gwleidyddol i ddweud nad oedd papur yn bosibl.

Mr Griffiths: Yr wyf yn cydnabod y pwynt: yr oedd ansicrwydd, ond mae hefyd resymau pam mae angen papur dyddiol. Byddwn yn dadlau bod yn rhaid gwneud penderfyniad ar sail y ffaith ei bod yn gywir ac yn iawn i'w wneud. Hynny yw, am resymau

more research to see whether a paper is possible. Therefore, the basis of the decision needs to be known.

Alun Davies: However, the Bianchi report does not support establishing a daily newspaper.

Mr Griffiths: No, it does not. Its scope was wide. It said that there were doubts on one side and arguments against establishing a daily newspaper, but also arguments in favour of doing so, especially cultural arguments and arguments relating to increasing knowledge of the Welsh language, and came to the conclusion that more research is needed. The fact that the report says that but that the statements made by the Government use the report as a reason for not establishing the paper—

Alun Davies: In my view, the Bianchi report and the discussion on that report showed that there was considerable uncertainty in the Welsh press about establishing a daily newspaper.

Ms Haf: Perhaps there was uncertainty, but the report stated quite clearly that more research is needed—Dr Tony Bianchi's work was a review, and, following it, the possibility of establishing a newspaper needed to be investigated and more evidence collected. What happened was that, instead of having more research, the review was used for political purposes to say that a paper was not possible.

Mr Griffiths: I acknowledge the point: there was uncertainty, but there are also reasons why a daily newspaper is needed. I would argue that a decision needs to be made on the basis of the fact that it is correct and should be done. That is, for cultural reasons and as a

diwylliannol ac egwyddorol. Nid ydych yn gwybod a fydd rhywbeth yn llwyddo 100 y cant cyn eich bod yn ei dro.

Alun Davies: A gredwch mai dyna'r ffordd i wneud penderfyniadau ar wariant cyhoeddus?

Mr Griffiths: Na, dim o gwbl. Wrth gwrs, mae angen ymchwil, ond mae rhai pethau sylfaenol y mae pobl yn derbyn y dylid eu cael mewn gwlad ddiwylliedig, fodern sy'n edrych allan ar y byd ac sy'n parchu ei diwylliant a'i hieithoedd. Wrth gwrs, mae angen seilio hynny ar ymchwil yn y farchnad ac yr ydym yn gofyn am gael gweld yr ymchwil yn y farchnad sydd yn dangos nad yw hyn yn bosibl.

Michael German: I will start by asking about your freedom of information request. You asked whether the committee could make an FOI request for information. That seems strange to me, because anyone can make an FOI request, so let me clear this matter up. Have you asked for all the documentation upon which the Minister based his decision? If not, why not, and if you have, what response did you get?

Mr Griffiths: We have not yet done so as a society, but we know that some people have requested the information. That point arose because we are not sure what the next steps are in terms of the committee. Do we move on with you saying that you will take it forward? How do you take it forward from here?

Michael German: What I am trying to explain is that, if you say that the Government fundamentally made the wrong decision, you can say that it did so either based upon its view or based upon the information that it was given; we do not know which it was yet. I think that what we are both saying is that you do not yet have the information, so you cannot make a judgment as to whether the Minister made the wrong call, or whether he made that call because of the advice that he was given, and that it should be different.

Mr Griffiths: Yr wyf yn derbyn y pwynt bod angen inni ofyn am yr holl ddogfennau a ddefnyddiwyd, a chredaf fod y broses honno yn digwydd. Fodd bynnag, byddwn hefyd yn dadlau bod yr adroddiad a gomisiynodd Bwrdd yr Iaith Gymraeg gan Tony Bianchi yn cael ei ddefnyddio fel tystiolaeth dros beidio â sefydlu papur dyddiol pan nad yw'n dweud hynny mewn modd diamwys. Mae cwestiynau i'w gofyn

matter of principle. You do not know whether something will succeed 100 per cent before you try it.

Alun Davies: Do you believe that that is the way to make decisions on public expenditure?

Mr Griffiths: No, not at all. Obviously, research is needed, but there are some fundamental things that people accept should exist in a modern, cultured country that looks out on the world and which respects its culture and its languages. Of course, that needs to be based on market research and we are asking to see the market research that shows that this is not possible.

Mr Griffiths: I accept the point that we need to request all the documents that were used, and I believe that that process is in hand. However, I would also argue that the report that the Welsh Language Board commissioned from Tony Bianchi is being used as evidence against establishing a daily paper, when it does not unambiguously say that. There are questions to be asked; I am not certain whether we should take the

yno; nid wyf yn siŵr ai ni yw'r bobl i fynd â'r mater hwnnw ymhellach ynteu a yw gofyn am hynny yn disgyn o fewn cwmpas y pwyllgor.

matter further or whether asking those questions falls within the committee's remit.

Michael German: I think that I understand. You feel that it is unwise to have made the decision, but, because you have not seen the information, you cannot make a judgment as to whether it was a wise decision and whether it was a decision based on the facts and information provided to the Minister. So, that point is cleared.

The second area that I wanted to look at was the issue of the web-based newspaper. The commitment, as you rightly read out, was for a Welsh-language daily newspaper. Do you think that a Welsh-language daily newspaper that is on the web is a Welsh-language daily newspaper, or is it fundamentally different?

Mr Griffiths: Mae'n rhywbeth gwahanol, yn fy marn i. Nid wyf am ddadlau yn erbyn gwneud rhywbeth sy'n fentrus ac yn fodern, ac sy'n defnyddio technoleg fodern a phoblogaidd, oherwydd mae'n rhywbeth gwych i'w wneud. Fodd bynnag, os edrychwch ar gynlluniau a oedd ar y bwrdd gan sefydliadau eraill, gwelwch fod gwasanaeth ar y we yn rhan ohonynt. Yr wyf yn credu bod gwahaniaeth sylfaenol rhwng yr addewid i sefydlu papur newydd dyddiol Cymraeg a rhoi rhywbeth ar y we. Er mor boblogaidd yw'r we yng Nghymru, mae pobl sy'n methu â chael mynediad ato am wahanol resymau—ariannol a thechnolegol—ar hyn o bryd. Yr ydym ychydig flynyddoedd o gyrraedd y pwynt lle bydd pawb yn cael eu newyddion drwy gyfrwng y we.

Mr Griffiths: It is something different, in my opinion. I do not wish to argue against doing something innovative and modern, using modern, popular technology, because that is an excellent thing to do. However, if you look at the proposals put forward by other organisations, you will see that they included web-based services. I believe that there is a fundamental difference between the commitment to establish a Welsh-language daily newspaper and putting something online. Despite the popularity of the internet in Wales, there are currently people who cannot access it for various reasons, both financial and technological. We are a few years away from reaching the point where everyone can get their news online.

Os ydych yn dilyn yr egwyddor fod gan bawb yr hawl i gael newyddion drwy gyfrwng y Gymraeg ac i ddarllen am newyddion y byd drwy gyfrwng eu hiaith eu hunain, mae'n rhaid cael papur printiedig i ddechrau. Yr wyf yn siŵr y daw cyfnod pan fydd modd i bawb ddarllen newyddion ar y we, ac efallai y gellir symud i hynny y pryd hwnnw.

Following the principle that everyone has a right to access news through the medium of Welsh and to read about world news in their own language, it is necessary to begin with a printed newspaper. I am sure that the time will come when everyone will be able to read news online, and perhaps it will be possible to move in that direction then.

Michael German: What you are saying is that the word 'paper' is the important

part of 'newspaper'. Is it, therefore, your impression that the promise has been broken because it is not a paper version? Do you believe that it was always the intention that it should be a newspaper version and that you had always understood it to be a paper version? Is that how the promise has been broken? Is that your view?

Ms Haf: Mae'n deg dweud hynny. Byddai unrhyw un a ddarllenodd y rhan honno o 'Cymru'n Un' yn cymryd yn ganiataol mai papur dyddiol ydyw. Mae elfennau o unrhyw bapur dyddiol modern yn cael eu cyhoeddi ar y we, ond dim ond un rhan o bapur dyddiol Cymraeg yw hwnnw.

Ms Haf: It is fair to say that. Anyone who read that part of 'One Wales' would assume that it is a daily paper. Elements of all modern, daily papers are published on the web, but that is just one aspect of a daily Welsh-language paper.

Mr Griffiths: Gwnaed yr addewid mewn cyfnod lle mai'r ddealltwriaeth—o ran y bobl a oedd yn trafod y peth—oedd y byddai ar ffurf print. Gwnaed yr addewid ar sail y pwynt hwnnw, felly nid yw ei sefydlu ar y we yn gyfystyr â dilyn yr addewid.

Mr Griffiths: The promise was made at a time when the understanding—in terms of those who discussed it—was that it would be in print form. The promise was made on that basis, so placing it on the web is not consistent with what was promised.

Michael German: Finally, what do you think led to the decision to move to a web-based version of a 'newspaper'? Was that decision down to the level of public investment that could be afforded, or the level of public investment that was going to be made, rather than whether or not to have a newspaper per se?

Mr Griffiths: Credaf fod y dyfyniad a glywsom gan y Gweinidog—ei fod yn hapus bod y gyllideb ar gael i gyflawni holl ymrwymadau diwylliannol 'Cymru'n Un'—yn bwysig. Pe bai'r ewyllys yno i'w sefydlu, credaf y byddai'r arian wedi dod. Os edrychwn ar wariant cyhoeddus ar sefydliadau eraill—nid wyf am eu henwi—bu llawer o wariant cyhoeddus ar amryw ohonynt, ac yr oedd y gwariant hwnnw dipyn yn fwy sylweddol na'r hyn a roddwyd i'r wasg Gymraeg.

Mr Griffiths: I think that what the Minister said—that he was happy that the budget was available to deliver all the cultural commitments in 'One Wales'—is important. If the will was there to establish it, I think that the funding would have come. If we look at public expenditure on other organisations—I will not name them—a lot was spent on a number of them, and that expenditure was substantially greater than what was given to the Welsh press.

Bethan Jenkins: Diolch am eich tystiolaeth. Nid yw *Golwg, Barn* nac *Y Cymro* yn gwerthu mwy na 10,000 o gopïau yr un ar hyn o bryd. Pa drafodaethau a gawsoch gyda'r cyrff hynny er mwyn sefydlu agenda ar y cyd ynglŷn â'r cam nesaf ymlaen? A

Bethan Jenkins: Thank you for your evidence. The circulation of *Golwg, Barn* and *Y Cymro* is lower than 10,000 each at present. What discussions have you had with them to develop a joint agenda on the next step forward? Did they agree with Rhodri Glyn Thomas that a Welsh-

oeddent yn cytuno â Rhodri Glyn Thomas y byddai papur dyddiol cyfrwng Cymraeg yn fygythiad iddynt? A gredwch y byddai hyn wedi ei gyflawni pe bai consensws a phe bai'r Gweinidog wedi'i gymryd fel agenda bersonol?

Ms Haf: Yn ddiddorol, bu Tony Bianchi yn cyfweld â chynrychiolwyr o *Golwg* ac *Y Cymro* ac yn y blaen, ac yr oeddent i gyd, yn y pen draw, yn gweld y cysyniad o gael papur dyddiol Cymraeg yn bositif. Byddai papur o'r fath yn creu sefyllfa lle mae pobl yn fwy hyderus nid yn unig i brynu papur dyddiol Cymraeg ond hefyd i edrych ar y posibilrwydd o brynu *Golwg* neu *Y Cymro*, gan fod gan bob un ohonynt arbenigedd gwahanol. Mae lle ar gyfer popeth, felly credaf fod pawb yn gefnogol.

Alun Davies: Mae gwahaniaeth mawr rhwng cefnogi rhywbeth a mynd allan i brynu papur dyddiol bob dydd. Ni welais unrhyw dystiolaeth i ddangos yn glir bod digon o bobl sydd yn fodlon prynu papur o'r fath bob dydd. Dyna wendid eich achos a dyna'r pwynt y mae'n rhaid i chi ei ateb.

Mr Griffiths: Derbyniaf y pwynt, ond fy nadl i yw bod 700 o bobl wedi tanysgrifio ymlaen llaw ar gyfer rhywbeth nad oedd yn bodoli. Nid ydych yn mynd i gael miloedd o bobl yn tanysgrifio i rywbeth nad yw'n bodoli. Rhaid i chi edrych ar y sefyllfa a dweud, 'Mae hwn wedi'i sefydlu', a rhaid ei hyrwyddo a meithrin y diddordeb ynddo.

Gan ddychwelyd i'm pwynt blaenorol, efallai nad dyma'r ffordd i drin pob gwariant cyhoeddus, ond credaf fod rhai egwyddorion y dylid eu gweithredu oherwydd eu bod yn bwyntiau egwyddorol, ac wedyn byddai'r perfformiad yn penderfynu yn y tymor hir a fyddai unrhyw grantiau yn

language daily newspaper would pose a threat to them? Do you think that, if there was consensus and if the Minister had taken this forward as his personal agenda, it could have been achieved?

Ms Haf: Interestingly, Tony Bianchi interviewed representatives of *Golwg* and *Y Cymro* and so on, and they all, ultimately, saw the concept of having a Welsh-language newspaper as being positive. It would create a situation where people are more confident not only to buy a Welsh-language newspaper, but also to look at the possibility of buying *Golwg* and *Y Cymro*, given that they all specialise in different areas. There is room for everything, so I think that everyone was supportive.

Alun Davies: There is a big difference between supporting something and going out every day to buy a daily paper. I have not seen any evidence to show clearly that a sufficient number of people would be prepared to buy such a paper every day. That is the weakness of your case and that is the point that you must answer.

Mr Griffiths: I accept the point, but I would argue that 700 people had subscribed beforehand to something that did not exist. You will not find thousands of people subscribing to something that does not exist. You must approach the situation and say, 'This has been established', and it must be promoted and the interest in it nurtured.

Returning to my earlier point, this might not be the way to approach all public expenditure, but I think that there are some principles that should be actioned because they are points of principle, and performance would then decide in the long term whether any further grants would be provided. That brings us back

parhau. Daw hynny â ni yn ôl at gwestiwn Andrew ynglŷn â'r blaenamcanu ar gyfer y dyfodol. Credaf fod yn rhaid i chi sefydlu rhywbeth yn gyntaf a gweld wedyn beth yw'r sefyllfa.

Alun Davies: Na; rhaid i chi wybod bod galw ar gyfer rhywbeth cyn ei sefydlu. Yr wyf wedi rhedeg busnes, ac ni fyddwn yn buddsoddi fy arian mewn rhywbeth nad oeddwn yn siŵr bod marchnad ar ei gyfer. Nid oes neb—a hyn sy'n bwysig—wedi profi bod marchnad yn bodoli. Gallwch sôn am egwyddorion, ond nid yw egwyddorion yn prynu papurau newydd; pobl sy'n prynu papurau newydd.

Mr Griffiths: A ydych chi wedi gweld unrhyw dystiolaeth i'r gwrthwyneb?

Alun Davies: Ydw.

Mr Griffiths: Ymhle?

Alun Davies: Bob dydd a phob wythnos, achos nid yw Cymry Cymraeg, fel ni, yn mynd allan i brynu cyhoeddiadau Cymraeg yn wythnosol mewn niferoedd mawr, fel yr ydych chi'n sôn amdanynt pe bai *Y Byd* neu unrhyw bapur arall yn cael ei gyhoeddi.

Mr Griffiths: Mae'n fater o newid canfyddiad, felly. Dyna eich canfyddiad chi o'r sefyllfa—nid wyf yn dweud ei fod yn anghywir neu'n gywir, ond rhaid cael ffeithiau caled i gefnogi hynny. Efallai bod ffeithiau caled i gefnogi hynny mewn adroddiad tebyg i adroddiad Tony Bianchi, ond nid yw ei adroddiad ef yn dweud un ffordd neu'r llall a fyddai menter papur dyddiol yn gweithio—nid yw'n dweud hynny gant y cant mewn du a gwyn, felly, mae'n anghywir i'w ddefnyddio fel dystiolaeth. Byddwn yn anghytuno â chi ar hynny, fel yr wyf wedi dweud eisoes, ac,

to Andrew's question with regard to projections for the future. I believe that you must establish something first and then see what the situation is.

Alun Davies: No; you must know whether there is demand for something before you establish it. I have run a business, and I would never invest my own money in something without knowing that there was a market for it. No-one—and this is the important thing—has been able to prove that a market exists. You can talk of principles, but principles do not buy newspapers; people buy newspapers.

Mr Griffiths: Have you seen any contradictory evidence?

Alun Davies: Yes.

Mr Griffiths: Where?

Alun Davies: Every day and every week, because Welsh speakers, such as us, do not go out to buy Welsh-language weekly publications in their droves, in the kind of way that you suggest would happen if *Y Byd* or any other newspaper was to be published.

Mr Griffiths: It is a matter, therefore, of changing perception. That is your perception of the situation as it exists—I am not saying that it is right or wrong, but we need hard facts to back that up. There may be hard facts to support that assertion in a report such as Tony Bianchi's, but his report did not say one way or another whether a daily newspaper would succeed—it does not say that in black and white, so it is wrong to use it as evidence. I would disagree with you on that, as I have said, and, sometimes, you must make decisions on the basis of principle.

weithiau, rhaid penderfynu ar sail egwyddor.

Bethan Jenkins: Yr wyf am ddychwelyd at y ffaith eich bod wedi dweud nad yw adroddiad Tony Bianchi yn dweud 'na' i'r cysyniad. A fydddech yn hapus â rhyw fath o ymchwiliad ychwanegol i'r sefyllfa yn awr, yng nghyd-destun y ffaith bod Gweinidog newydd wedi dod i rym? Hefyd, a ydych yn gweld rôl i *Go/wg* yn awr yng nghyd-destun y we i gynnal rhyw fath o arolwg o pa mor boblogaidd fyddai syniad fel hyn? Ai rôl *Go/wg* fyddai datblygu papur dyddiol, gan mai dyna realiti'r sefyllfa ar hyn o bryd?

Ms Haf: Byddwn yn croesawu yn bendant eich pwynt cyntaf. Yr ydym wedi gofyn i'r Pwyllgor Deisebau ofyn i'r Gweinidog newydd i edrych ar y mater eto.

Nid oeddwn yn deall yn iawn beth oedd yr ail bwynt, o ran *Go/wg*.

Bethan Jenkins: Gan mai *Go/wg* sydd wedi ennill y contract am yr arian sy'n bodoli ar hyn o bryd, a oes ganddo rôl i'w chwarae wrth geisio datblygu'r cysyniad o gael papur newydd dyddiol mewn print? Efallai fod hynny'n rhywbeth creadigol newydd y gallai fod yn ei wneud hefyd.

Ms Haf: Mae hynny'n bosibilrwydd; gallwn edrych i mewn i hynny.

Mr Griffiths: Os mai'r bwriad yw cynnal arolwg i seilio penderfyniad arno, credaf fod angen iddo gael ei wneud yn annibynnol. Gellid edrych ar y profiad y bydd *Go/wg* yn ei ennill drwy gyhoeddi ar y we er mwyn cynnig gwybodaeth am y sefyllfa, ond eto wrth ystyried y niferoedd sy'n darllen y fersiwn ar y we, nid ydych yn ystyried y pobl sy'n methu â darllen y fersiwn ar y we. Nid wyf yn siŵr beth fyddai'r camau wedyn. Mae'r grant hwn wedi'i

Bethan Jenkins: I want to return to the fact that you have said that the Tony Bianchi report does not actually say 'no' to the concept. Would you be happy with some sort of additional review into the situation as it stands, in the context of the fact that there is a new Minister in place? Also, do you see a role for *Go/wg* in the online context to conduct some sort of review into how popular this would be? Would it be *Go/wg*'s role to develop a daily newspaper, as that is the current reality of the situation?

Ms Haf: I would certainly welcome the first point that you made. We have asked the Petitions Committee to ask the new Minister to look into this issue again.

I did not quite understand your second point, as regards *Go/wg*.

Bethan Jenkins: Given that *Go/wg* won the contract for the existing funding, would it have a role to play in trying to develop the concept of a daily printed newspaper form? Perhaps that is something creative and new that it could also be doing.

Ms Haf: That is a possibility; we could look into that.

Mr Griffiths: If the intention was to hold a review on which to make a decision, I believe that it should be conducted independently. The experience that *Go/wg* will gain from online publication could be looked at in order to provide information on the situation, but then again in looking at the number of people who read the online version, you do not take into account the people who cannot read the online version. I am not sure what the next steps would be. *Go/wg*

roi i *Golwg*, ond ni wn beth fydd yn digwydd nesaf o ran polisi. Felly, nid wyf yn siŵr sut mae ateb y cwestiwn.

has been awarded this grant, but I do not know what will happen next in terms of policy. So, I am not sure how to answer the question.

Alun Davies: Os nad oes cwestiynau eraill gan yr Aelodau, galwaf ar Mike i ofyn y cwestiwn olaf.

Alun Davies: If Members do not have any other questions, I call on Mike to ask the final question.

Michael German: To put your argument into a single sentence, the Bianchi report suggested that there needed to be market research, you do not know whether any market research was carried out and whether the Minister's decision was based on market research, simply because you do not have access to the papers, as they have not been made public, and your position now is that market research ought to be conducted in order to ensure that the right decision was made. Is that right?

Ms Haf: I think that market research is definitely needed. Perhaps that is something that we can do—as Bethan suggested—through *Golwg*. Going back to the original point of Tony Bianchi's report, the other thing that needs to be considered is whether more evidence was used in coming to the decision at the end.

Mr Griffiths: Yr wyf yn cytuno. Credaf fod hynny'n crynhoi'r pwynt yn weddol.

Mr Griffiths: I agree. I believe that that sums up the point quite well.

Alun Davies: Diolch yn fawr am dreulio amser gyda ni y prynhawn yma, am baratoi'ch tystiolaeth, ac am ateb ein cwestiynau. Yr ydym yn gwerthfawrogi hynny'n fawr iawn. Byddaf yn gofyn i'r Aelodau drafod i ba gyfeiriad yr awn nesaf gyda'r ddeiseb hon. Felly, gofynnaf ichi adael y bwrdd ar gyfer y drafodaeth honno.

Alun Davies: Thank you for spending time with us this afternoon, for preparing your evidence, and for answering our questions. We very much appreciate it. I will ask Members to discuss our next move with this particular petition. Therefore, I will ask you to leave the table for that discussion.

Aelodau, yr ydym wedi clywed y dystiolaeth ac wedi cael cyfle i ddarllen y papurau sy'n rhoi cefndir i'r dystiolaeth. A oes gan unrhyw Aelod gynnig o ran sut y dylem symud ymlaen gyda'r ddeiseb hon?

Members, we have heard the evidence and we have had an opportunity to read the background papers. Does any Member have a proposal as to how we should move forward with this petition?

Andrew R.T. Davies: I just think, Minister—sorry, Chair; you have not been elevated yet. [*Laughter.*] I know that you have aspirations in that department.

Alun Davies: Stay in order, Andrew.

Andrew R.T. Davies: As we now have a new Minister in place, it would seem pertinent to seek his views on this project, although I doubt that they would differ greatly from the previous Minister's views. A key area that we need to work on is

the freedom of information request that the petitioners clearly have over the grey area of information. Perhaps the committee clerk could work with the petitioners to find out exactly what form of questioning/information would make the debate clearer on behalf of the petitioners.

I was heartened to hear Hywel's example of the Basque country and how there is a live example there of a regional newspaper that is specific to a language. I would like to find out more about that. If the clerking team could find out more information about that for us, it would give us a better understanding of whether there is a proven track record in Europe, and whether that could be brought to Wales.

Mr Sanchez: That sounds like a journey to Spain may be required. [*Laughter.*]

Michael German: To add to that request, and to make it even tighter for the Minister, we could ask what market research was conducted that led to the decision that was arrived at, and how you can reconcile the statement that there was money to fund a Welsh-language newspaper when that money turned out to be £200,000, which would not have funded a Welsh-language newspaper. We could then be clear on whether the decision that was taken was based on evidence about markets or whether it was based on available cash.

Bethan Jenkins: Hoffwn weld datganiad gan y Gweinidog newydd ynglŷn â dilyniant polisi. Nawr bod y £200,000 hwn wedi mynd tuag at sefydlu *Golwg* ar y we, beth fydd yn digwydd nesaf? A fydd proses o fonitro? A fydd mwy o arian yn cael ei roi mewn tair neu bedair blynedd ac, os felly, sut y caiff hynny ei fwydo'n ôl i mewn i'r Cynulliad fel bod Aelodau'r Cynulliad yn cael mewnbwn i'r hyn sy'n digwydd yn y dyfodol? Mae'r pwnt hefyd a ofynnais i Sioned, ynglŷn â *Golwg*, efallai, yn chwarae rôl mewn ymchwil farchnata o'r fath—gan mai *Golwg* sydd wedi ennill y contract hwn—i weld a yw papur dyddiol drwy gyfrwng y Gymraeg yn bosibl.

Bethan Jenkins: I would like to see a statement from the new Minister regarding continuity of policy. Now that this £200,000 has been given to set up *Golwg* on the internet, what will happen next? Will there be a monitoring process? Will more funding be awarded in three or four years and, if so, how will that be fed back into the Assembly so that Assembly Members can have an input into what happens in the future? There is also the point that I asked Sioned regarding *Golwg* perhaps playing some kind of role in market research—as *Golwg* has been awarded this contract—to see whether a Welsh-language daily newspaper could be viable in the future.

Alun Davies: Thank you. There are several different actions there. I am anxious that the Petitions Committee does not turn into a secondary scrutiny committee. There must be clear directions regarding the work of this committee and the relationship with other methods of ongoing scrutiny of ministerial action; there is a difference between directing petitions and scrutinising Ministers, which is rightly the work of the Communities and Culture Committee. If I have understood it correctly, Members wish to remain in control of this petition for a while longer—is that the case? I see that that is your decision. You therefore wish to take the actions that you have outlined—is there any dissent from that?

Michael German: I believe that it would be unwise to promote any one

organisation to conduct market research; you would want to be as independent as possible. It is not that I do not agree with some of the issues that have been raised, but I do not believe that one organisation should do that. I would much prefer to say that we need to be reassured that market research is conducted, has been conducted, and will be conducted.

Alun Davies: I think that that point is taken. I do not believe that the Government would be seeking to employ any individual organisation or business ahead of a tendering process. Therefore, are Members happy with the actions that have been outlined?

Andrew R.T. Davies: Could the clerk highlight the actions as he understood them? There were about four strands. For clarity—and for the petitioners' benefit—it would be beneficial to hear those.

Alun Davies: You want to see the minutes of the meeting during the meeting—you should join the Labour Party.

Mr Sanchez: I was not absolutely clear about the freedom of information point. We can speak to the petitioners about what they have already asked the Minister, and clarify with them whether or not they have submitted a freedom of information request, or whether they propose to submit one; we can do that. Is that what you meant by that?

Andrew R.T. Davies: Yes. I believe that it would be better to work with the petitioners so that there is no duplication of process. That could then perhaps be collated into some sort of documentation so that we as Members get a good insight into what is going on, and the petitioners can feel satisfied that all angles have been covered.

Mr Sanchez: Yes, we can do that.

Bethan Jenkins: Yn ôl e-bost a dderbyniwyd gan Gymdeithas yr Iaith ym mis Chwefror, er nad oedd y penderfyniad wedi ei seilio ar gynllun *Y Byd*, trafodwyd y fenter gyda nifer o bobl sydd â phrofiad o gynhyrchu papur dyddiol, a phobl sydd â phrofiad o'r wasg Gymreig.

Felly, mae trafodaethau wedi digwydd rhwng y Gweinidog a phobl yn y sector. Credaf mai'r pwynt yw nad ydynt yn gwybod yn iawn beth oedd y trafodaethau hynny.

Alun Davies: Mae hwnnw'n bwynt digon teg.

Bethan Jenkins: According to an e-mail received from the Welsh Language Society in February, although the decision was not based on the *Y Byd* scheme, the initiative was discussed with several people who have experience of producing newspapers, and people with experience of the Welsh-language press.

Therefore, discussions have taken place between the Minister and people in the sector. I believe that the point is that they do not know exactly what those decisions were.

Alun Davies: That is a fair point.

Are we clear on that? I see that we are.

2 October 2008

Val Lloyd: We now move to the petition on the Welsh-language daily newspaper. The petitioners gave evidence at the meeting held at the Royal Welsh Show, but I was not present.

Andrew R.T. Davies: It was a 'One Wales' commitment, was it not?

Val Lloyd: We have received a comprehensive response from the Minister, but he did not answer the specific question of whether independent market research had been conducted into the viability of a Welsh-language daily newspaper. So, the only course of action left to us is to ask the Minister that direct question. We will also thank him for his letter because it was comprehensive and he did address all the points but that one. So we will take that direct course of action.

4 December 2008

Val Lloyd: The first petition is on the Welsh-language daily newspaper. We have, as a committee, considered this petition in April, June, July and October of this year. On 2 October, we agreed to write again to the Minister for Heritage to clarify whether any independent market research had been conducted into a Welsh-language daily newspaper. The Minister has replied, and the reply is before you. Are there any comments on this?

Michael German: The point of contention seems to be about the nature of the data, or rather the nature of the market research that Dr Bianchi conducted. Having read the Minister's reply, I wonder whether we could seek clarity that the market research conducted was robust. We need to find out how the research was carried out, how many people conducted it and how robust the data was. We could then, perhaps, reconsider it when we have that information.

Val Lloyd: We do need more information. The Minister was quite helpful, and provided a full reply, and we now need to look at the research itself regarding the scope of the data and who was responsible for it. We will write accordingly, if everyone is content. I see that you are.

27 January 2009

Val Lloyd: The next petition is on the Welsh-language daily newspaper, which is P-03-107. We asked Dr Tony Bianchi for an update, which he has given us. I open this up for discussion.

Bethan Jenkins: I am not against asking for clarification on the research that was commissioned through Dyddiol Cyf., but I wonder if we know what we are trying to achieve for the petitioners in doing that. The Minister has already responded, saying that this will not happen. Do other Members have an opinion? I feel that, although we could get that information, it might not lead anywhere. How would it progress the petition?

Andrew R.T. Davies: I would like to highlight the Enterprise and Learning Committee's rapporteur group on bilingualism. I believe that it is to undertake various case studies in other countries where there is dual language use. The media is obviously an important part of that, and one way of taking this forward would be to ask the rapporteur group to note the petition and bring forward any evidence that it gathers on good practice. When we took evidence on the media, the Basque country was given as an example; I have limited understanding of what goes on in the Basque country, but the rapporteur group will be focusing quite intently on this issue, and there is scope for it to take this petition on board in its deliberations. I agree with Bethan that, although we could ask for more evidence, it is not clear where that would lead. The Government has made its decision, and although you might not like it, it is the decision.

Val Lloyd: Yes—we cannot alter the Government's decision.

Michael German: I agree. The only reason that it might be worth having more evidence on the market research is to understand whether that research, which has been widely quoted, looked at the potential readership for a Welsh-language daily newspaper, or whether, in fact, it looked at the broader issue of how much public subsidy would be required, and how long it would last. Did the research look at the financial aspect, including advertising, and so on? This may end up as a discussion about the method by which public funding is used for such projects. We do not have a clue what the research was looking at—whether it was simply asking people if they would buy the newspaper, which would not necessarily tell you anything about whether it could stand on its own feet. So, I support the comments that have been made, and Andrew's suggestion, but we also need to get a copy of the market research findings if possible—just to know what it was about, rather than seeing it quoted in the abstract forever.

Val Lloyd: What does everyone else think?

Andrew R.T. Davies: I concur with that.

Val Lloyd: Shall we wait for the response to come back?

Andrew R.T. Davies: The rapporteur group is progressing—

Val Lloyd: So we do not want to lose out there.

Andrew R.T. Davies: No, we should draw its attention to this issue while it is looking at bilingualism.

Bethan Jenkins: We have had the first meeting, but not the second, so it could be considered as part of that.

Val Lloyd: We will agree that. We will write to Dyddiol Cyf., and we will also send this to the rapporteur group on education.

2 March 2009

Val Lloyd: The first petition is P-03-107 on the Welsh-language daily newspaper. We are still waiting for a response from Dyddiol Cyf. Are there any comments?

Michael German: Can we hurry Dyddiol Cyf. along and ask whether it intends to give us an answer?

Val Lloyd: It has dragged on for a while. We wrote to Dyddiol Cyf. immediately after the meeting where the decision was made, but we have not received a reply. Shall we send a reminder? If we do not hear from them by the next meeting—

Ms Phipps: I spoke to a person from Dyddiol Cyf. on the telephone last week, and he promised to send something in the next few weeks.

Val Lloyd: We will wait until the next meeting.

Andrew R.T. Davies: I thought that we had agreed that it would also go to the Broadcasting Sub-committee, because it also looks into printed media. I have it down to go to the Communities and Culture Committee.

Val Lloyd: The Communities and Culture Committee would decide whether or not it would go to the sub-committee. I would not be averse to that, but that would be for that committee to decide. The clerk has some information on that.

Ms Phipps: It would be useful if this committee collected all of the information so that it could subsequently be referred to the Broadcasting Sub-committee, so that we could give the final word on the information that we have collected, and perhaps that that committee could take it forward from there.

Andrew R.T. Davies: There seems to be an opinion that the Broadcasting Sub-committee is a sub-committee of the Communities and Culture Committee.

Val Lloyd: We will send it to the Communities and Culture Committee, and, if it thinks that the sub-committee is the best vehicle, it will pass it on to it.

31 March 2009

Val Lloyd: We will now move on to the next petition, which is P-03-107 on the Welsh-language daily newspaper. We have had a considerable amount of correspondence on this, but we have been attempting to discover the particular state of the market research. I think that we have now taken it almost as far as we can take it.

Bethan Jenkins: Given that we know that the Minister for Heritage will not take the idea of a daily newspaper any further, I do not see where it can go, although I take the point that the market research could not tell how successful it would be. It said that you could test it as much as you want, but you would need the idea to come about to gauge any effect. I understand that sentiment, but I think that we should forward this to the Chair of the Communities and Culture Committee for information. I do not see how we can take it further.

Andrew R.T. Davies: I have to agree with Bethan on that. It is regrettable that the commitment cannot be made, but it is the prerogative of the Government to make that decision. Looking at the weight of evidence that we have in this file, we can see that extensive negotiations and dialogue have been undertaken. You might not like the decision, but it is the Minister's prerogative to make that decision based on the evidence before him.

Val Lloyd: Yes, and we have done all that we can to find that information. I agree that we should close the petition because we have taken it as far as we can. We will forward a completion report to the Chair of the Communities and Culture Committee.

Annex 2

Y Pwyllgor Deisebau

Petitions Committee

Rhodri Glyn Thomas AM
Minister for Heritage
Welsh Assembly Government
Cardiff Bay
CF11 1NA

Bae Caerdydd / Cardiff Bay
Caerdydd / Cardiff CF99 1NA

Our ref: PET-03-107

15 April 2008

PETITION : DAILY WELSH LANGUAGE NEWSPAPER

As you're aware, the Petitions Committee of the National Assembly for Wales has been considering a petition calling on the Welsh Assembly Government to make a new announcement that sufficient funding is to be made available to establish a national independent daily newspaper in Welsh. The petition was given initial consideration by the Committee at its last meeting on the 10 April 2008.

The Committee understands that you are currently allocating funds for the provision of Welsh-medium magazines and newspapers. I should be grateful if you could inform the committee when a final decision has been made regarding the allocation of this funding.

Yours sincerely,

Val Lloyd,
Chair, Petitions Committee

Rhodri Glyn Thomas AC/AM
Y Gweinidog dros Dreftadaeth
Minister for Heritage



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

Eich cyf/Your ref PET-03-107
Ein cyf/Our ref RT/00315/08



Val Lloyd AM
Petitions Committee
Cardiff Bay
Cardiff
CF99 1NA

20 MAY

APJD

14 May 2008

Dear Val

I am writing in response to your letter dated 15 April regarding funding for the Welsh language print media.

On 9 August 2007, I announced that I had asked the Welsh Language Board to carry out a review of the Welsh-language print media in Wales. The purpose of the review was to obtain a clear and comprehensive picture of the state of the Welsh-language print media in Wales. I wanted to investigate how the Welsh Assembly Government could implement in a sustainable way the recommendation of 'One Wales' to 'expand the funding and support for Welsh-medium magazines and newspapers, including the establishment of a Welsh-language daily newspaper.'

The Welsh Language Board appointed Dr Tony Bianchi to conduct the review, and his report 'A Review of the Welsh Language Print Media', which was published on 14 January, included a detailed analysis of the publications that were within the review's terms of reference—Golwg, Y Cymro, Barn, and the new proposed Welsh-language daily newspaper, Y Byd—as well as useful international comparisons.

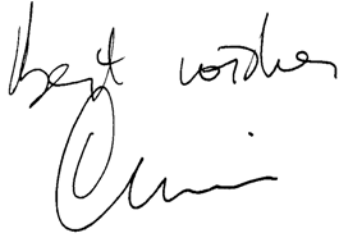
Following the commitment in 'One Wales', I announced on 5 February in an oral statement to Plenary that the Welsh Assembly Government will provide £600,000 over the next three years to fulfil the commitment in 'One Wales', that is, £200,000 a year until 2011. That is in addition to the £173,000 currently being spent by the Welsh Assembly Government, through the Welsh Books Council, on Welsh-medium news and current affairs publications. This additional funding will be a significant boost to the Welsh-language print media and will strengthen and extend the current provision.

The additional funding is being administered by the Welsh Books Council. The Council advertised in March inviting interested parties to apply for the additional funding.

Bae Caerdydd • Cardiff Bay
Caerdydd • Cardiff
CF99 1NA

English Enquiry Line 0845 010 3300
Llinell Ymholiadau Cymraeg 0845 010 4400
Ffacs * Fax 029 2089 8015
Correspondence.rhodri.glyn.Thomas@Wales.gsi.gov.uk

The closing date for submitting applications was 1 May and the Welsh Books Council has confirmed that 5 applications were received. A special Panel has been established by the Welsh Books Council to assess the applications and will meet before the end of May.

A handwritten signature in black ink, appearing to read 'best wishes' followed by a stylized signature.

Rhodri Glyn Thomas AC/AM
Y Gweinidog dros Dreftadaeth/Minister for Heritage

Y Pwyllgor Deisebau

Petitions Committee



Cynulliad National
Cenedlaethol Assembly for
Cymru Wales

Alun Ffred Jones AM
Minister for Heritage
Welsh Assembly Government
Cardiff Bay
CF99 1NA

Bae Caerdydd / Cardiff Bay
Caerdydd / Cardiff CF99 1NA

Our ref: PET-03-107
4 August 2008

Dear Alun Ffred

PETITION - WELSH-LANGUAGE DAILY NEWSPAPER

You will be aware that the Committee has been considering a petition from Cymdeithas yr Iaith Gymraeg that calls for the establishment of a Welsh-language daily newspaper. The Committee took evidence from the petitioners at its meeting on 23 July 2008. Following this, the Committee resolved to request that you provide it with information on whether you intend to review your predecessor's decision regarding the One Wales commitment that relates to Welsh-language print media:

'We will expand the funding and support for Welsh-medium magazines and newspapers, including the establishment of a Welsh-language daily newspaper.'

The Committee also agreed to ask whether you:

- Intend to reconsider the Welsh Assembly Government's policy in relation to the establishment of a Welsh-language daily newspaper
- Are aware of any existing independent market research into the viability of a Welsh-language daily newspaper

If you are aware of any independent market research that has been conducted into the viability of a Welsh-language daily newspaper, then can you please provide the Committee with a copy of this research and its findings. If you are not, can you confirm whether or not you intend to commission any independent market research in the future.

I thank you for your consideration of this matter and look forward to your response. I have copied this letter to the Chair of the Communities and Culture Committee for reference.

Yours Sincerely

Val Lloyd
Chair, Petitions Committee
c.c. Chair of the Communities and Culture Committee

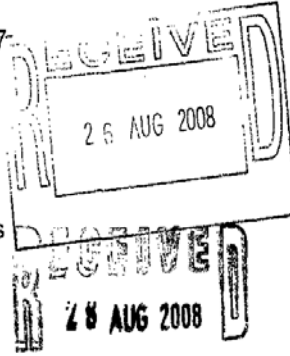
Alun Ffred Jones AC/AM
Y Gweinidog dros Dreftadaeth
Minister for Heritage



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

Eich cyf/Your ref PET-03-107-
Ein cyf/Our ref AJ/00021/08

Val Lloyd AM
Chair
Petitions Committee
National Assembly for Wales
Cardiff Bay
Cardiff
CF99 1NA



21 August 2008

Dear Val,

Alun

I am writing in response to your letter dated 4 August, 2008.

On 29 May it was announced that following an open process, in which interested parties were invited to apply, Golwg Ltd had won the tender to provide a daily Welsh language news service. This new development will create a daily news service through the medium of Welsh in addition to strengthening the printed version of Golwg. This will also see the development of a sustainable news company in west Wales and stabilise Welsh language journalism. This development strengthens the industry as well as taking Welsh to multiple platforms and creating pluralism in the Welsh language news sector. Therefore, the decision to implement the commitment in One Wales has been made.

On 9 August 2007, the previous Minister for Heritage announced that he had asked the Welsh Language Board to carry out a review of the Welsh-language print media in Wales. The purpose of the review was to obtain a clear and comprehensive picture of the state of the Welsh-language print media in Wales. It was also to investigate how the Welsh Assembly Government could implement in a sustainable way the recommendation of *One Wales* (which was: "We will expand the funding and support for Welsh-medium magazines and newspapers, including the establishment of a Welsh-language daily newspaper".).

The Welsh Language Board appointed Dr Tony Bianchi to conduct the review, and his report 'A Review of the Welsh Language Print Media', which was published on 14 January, included a detailed analysis of the publications that were within the review's terms of reference—Golwg, Y Cymro, Barn, and the new proposed Welsh-language daily newspaper, Y Byd—as well as useful international comparisons. This report is available to download on the Welsh Assembly Government website;
<http://new.wales.gov.uk/caec/report/cabinetstatements/2008/080114review/revwelshlangpm ediarepe.doc?lang=en>

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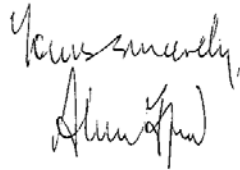
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correspondence.alun.ffred.jones@wales.gsi.gov.uk

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The Welsh Assembly Government is earmarking an additional £600,000 during the next three years to fulfil the commitment in One Wales - £200,000 a year until 2011. This is in addition to the £173,000 which is currently being spent by the Welsh Assembly Government, through the Welsh Books Council, on Welsh-medium news and current affairs publications and more than doubles the funding currently being spent on similar publications in the Welsh language

The Institute of Welsh Affairs, an independent think-tank that promotes quality research and informed debate, recently undertook an audit of the media in Wales at the request of the Welsh Assembly Government. The report was intended to help inform debate in the field of broadcasting and the media. Their publication, which contains a chapter on the print media in Wales, is also available from their website;
<http://www.iwa.org.uk/publications/pdfs/IWAMediaInWales.pdf>



Alun Ffred Jones AC/AM
Y Gweinidog dros Dreftadaeth/Minister for Heritage

Y Pwyllgor Deisebau

Petitions Committee

Alun Ffred Jones AM
Minister for Heritage
Welsh Assembly Government
Cardiff Bay
CF99 1NA

Bae Caerdydd / Cardiff Bay
Caerdydd / Cardiff CF99 1NA

Our ref: PET-03-107

20 October 2008

Dear

PETITION: WELSH-LANGUAGE DAILY NEWSPAPER

Thank you for your letter dated 21 August 2008, responding to my request for information regarding the above petition. Though your letter addressed the broader point of research that has been conducted into Welsh-language print media, and the Assembly Government's position on this matter, it did not address the specific point I raised regarding independent market research. The Committee asked:

'[...] whether you: [...]

- Are aware of any existing independent market research into the viability of a Welsh-language daily newspaper

If you are aware of any independent market research that has been conducted into the viability of a Welsh-language daily newspaper, then can you please provide the Committee with a copy of this research and its findings. If you are not, can you confirm whether or not you intend to commission any independent market research in the future.'

At its meeting on 02 October 2008, the Petitions Committee agreed to ask that you provide it with a response to these specific points.

Thank you for the consideration that you have given this petition to date. I look forward to receiving your response. I attach a copy of my original letter, dated 04 August 2008, for your reference.

Yours sincerely

Val Lloyd
Chair, Petitions Committee
Enc. Copy of original letter

Alun Ffred Jones AC/AM
Y Gweinidog dros Dreftadaeth
Minister for Heritage



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

Eich cyf/Your ref PET-03-107
Ein cyf/Our ref AJ/0289/08

Val Lloyd AM
Chair
Petitions Committee
National Assembly for Wales
Cardiff Bay
Cardiff
CF99 1NA

November 2008

Dear Val,

Thank you for your letter dated 20 October, 2008 in relation to the petition: Welsh-language daily newspaper.

In my response to your letter of 4 August I provided detailed information about how the Welsh Assembly Government had implemented the commitment in *One Wales* in relation to the Welsh Language Print Media. I am sure that you will agree that the exciting plans that Golwg Ltd aim to introduce will further strengthen the Welsh language print media.

In my letter of 4 August I referred to Dr Tony Bianchi's report 'A Review of the Welsh Language Print Media', which was published on 14 January. Although Dr Bianchi's report did not constitute market research it was an independent report which examined extensive evidence in detail.

In his report, Dr Bianchi considered market research which had been undertaken in relation to this issue and provided comparisons with other countries. As you are aware, Dr Bianchi's report helped inform the Government's decisions with regard to the One Wales commitment. Given that those decisions have been made, I see no obvious need to commission independent market research at this point in time.

Yours sincerely,

Alun Ffred Jones

Alun Ffred Jones AC/AM
Y Gweinidog dros Dreftadaeth/Minister for Heritage

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correspondence.alun.ffred.jones@wales.gsi.gov.uk

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Annex 3

Y Pwyllgor Deisebau

Petitions Committee

Dr Tony Bianchi
7 Fields Park Road
Cardiff
CF11 9JP

Bae Caerdydd / Cardiff Bay
Caerdydd / Cardiff CF99 1NA

Our ref: PET-03-107

8 December 2008

Dear Dr Bianchi

PETITION: WELSH-LANGUAGE DAILY NEWSPAPER

The Petitions Committee is currently considering a petition calling for the establishment of a Welsh-language daily newspaper. As part of its consideration of this petition, the Committee has been trying to establish details of any independent market research that has been conducted into the feasibility of a Welsh-language daily newspaper.

The Committee is aware of your report, *A Review of the Welsh language print media*, and that it makes reference to market research that has been conducted into the feasibility of a Welsh-language daily newspaper. The Committee agreed to ask that you provide it with further details of this market research, including copies of the documents where you have them. I have also enclosed copies of the previous responses that the Committee has received from the Minister for Heritage for your reference.

Thank you for your consideration of this matter, and I look forward to your response.

Yours sincerely



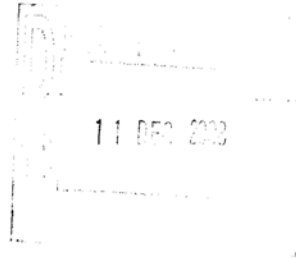
Val Lloyd
Chair, Petitions Committee

Tony Bianchi

ymgyngorydd consultant *ymchwilydd* researcher *cyfieithydd* translator

9 December 2008

Val Lloyd
Chair
Petitions Committee
National Assembly for Wales



Dear Val Lloyd

Petition: Welsh-language Daily Newspaper

Thank you for your letter of 8 December regarding the above.

I have explained to Gareth Thomas by telephone that further details about market research in connection with the proposed Welsh-language daily newspaper are best obtained from the body which commissioned this research, viz. Cwmni Dyddiol Cyf. I regret that, from a purely factual point of view, I have no information to hand which would add anything to my report.

If, however, you would like me to clarify my comments on this data, or respond to any new documents which you might receive, I should be very happy to do so.

Yours sincerely

Tony Bianchi

7 Fields Park Road
Caerdydd/Cardiff
CF11 9JP

Dr Tony Bianchi

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Annex 4

Y Pwyllgor Deisebau

Petitions Committee

Gareth Jones AM
Chair, Enterprise and Learning
Committee
National Assembly for Wales
Cardiff Bay
CF99 1NA

Bae Caerdydd / Cardiff Bay
Caerdydd / Cardiff CF99 1NA

Our ref: PET-03-107

3 February 2009

Dear

Petition P-03-107 – Welsh Daily Language Newspaper

The Petitions Committee is considering a petition from Cymdeithas yr Iaith that calls on the Welsh Assembly Government:

"To take urgent steps to implement its promise to establish a Welsh language daily newspaper as included in the One Wales Coalition Agreement:

'We will expand the funding and support for Welsh medium magazines and newspapers, including the establishment of a Welsh language daily newspaper.'

"We call on the Government to make a new announcement that sufficient funding is to be made available to establish a national independent daily newspaper in Welsh, in accordance with the research carried out by experienced organisations in the field."

The Committee agreed that I would write to you to ask whether your rapporteur group on bilingualism could take this petition on board during its deliberations. We would also be interested in any evidence of good practice the rapporteur group finds during its consideration of case studies in other countries.

With many thanks.

Yours sincerely

Val Lloyd
Chair, Petitions Committee

Pwyllgor Menter a Dysgu
Enterprise and Learning Committee
Bae Caerdydd / Cardiff Bay
Caerdydd / Cardiff CF99 1NA

Val Lloyd AM
Chair of the Petitions' Committee
National Assembly for Wales
Cardiff Bay
Cardiff
CF99 1NA

9 February 2009

Dear Val

Petition P- 03-107 – Welsh Language Daily Newspaper

Thank you for your letter of 3 February 2009 requesting that the Enterprise and Learning Committee's rapporteur group on bilingualism consider a petition from Cymdeithas yr Iaith Gymraeg on a Welsh language daily newspaper.

We considered your request at a private meeting of the group on 5 February. We would be happy to provide you with evidence of good practice which we might uncover during the course of our work. However we felt that the petition might more appropriately be considered by the Communities and Culture Committee, which has the Welsh language within its remit.

Yours sincerely,



Gareth Jones AM
Committee Chair

Annex 5

Y Pwyllgor Deisebau

Petitions Committee

Ned Thomas
Cadeirydd
Cwmni Dyddiol Cyf
Canolfan Mercator
Campws Llanbadarn
Aberystwyth
SY23 3AS

Bae Caerdydd / Cardiff Bay
Caerdydd / Cardiff CF99 1NA

Ein Cyf/Our ref: PET-03-107

12 Chwefror 2009

Deiseb P-03-107 Papur newydd dyddiol yn yr iaith Gymraeg

Fel y gwyddoch, mae Pwyllgor Deisebau Cynulliad Cenedlaethol Cymru'n ystyried deiseb gan Gymdeithas yr Iaith yn galw am bapur newydd dyddiol yn yr iaith Gymraeg.

Gwyddom fod Dr Tony Bianchi wedi cynnal arolwg ar y cyfryngau argraffiedig yn yr iaith Gymraeg, lle yr ystyriodd "ymchwil farchnata" mewn perthynas â phapur dyddiol yn Gymraeg. Pan fu inni ysgrifennu at Dr Bianchi i ofyn iddo am fanylion yr ymchwil farchnata, dywedodd y dylem gysylltu â chi fel comisiynwyr yr ymchwil.

Byddai'r pwyllgor yn ddiolchgar pe gallech gadarnhau statws annibynnol yr ymchwil a gomisiynwyd gennych, a thybed a fyddai modd i chi anfon copïau atom o'r adroddiad llawn, yn cynnwys y fethodoleg a'r cwestiynau a ddefnyddiwyd?

Diolch yn fawr am eich cymorth.

Siân Phipps
Clerc, y Pwyllgor Deisebau

Canolfan Mercator
Campws Llanbadarn
Aberystwyth SY23 3AS



Ffôn: 01970 621998
neges@ybyd.com
www.ybyd.com

12 Mawrth, 2009

Annwyl Siân,

Deiseb P-03-107 Papur Newydd Dyddiol yn yr iaith Gymraeg

Diolch yn fawr am eich llythyr dyddiedig 12 Chwefror. Rwyf wedi addasu papur Saesneg sydd gennym ar eich cyfer sydd yn crynhoi'r gwaith "Ymchwil Farchnata" a wnaed mewn perthynas â'r papur dyddiol Cymraeg, a gobeithio y bydd hyn yn ateb eich cwestiynau. Yr oedd yr holl ymchwil ar gael i Dr Bianchi wrth iddo baratoi ei adroddiad er nad oeddem yn gallu rhoi caniatad iddo gyhoeddi'r holl ddata manwl am resymau cystadleuaeth – sydd yn dal yn ddilys, wedi i gyfranddalwyr Dyddiol Cyf benderfynu yn ddiweddar aros yn gwmni fydd o bosibl yn cyhoeddi papur newydd rhywbryd yn y dyfodol.

Mae croeso i chi gysylltu os oes cwestiynau pellach gennych wedi i chi ddarllen y ddogfen amgaeedig.

Gyda phob dymuniad da,

A handwritten signature in black ink that reads 'Ned Thomas' in a cursive script.

Ned Thomas
Cadeirydd Dyddiol Cyf

Market Research on the viability of a daily newspaper in Welsh

1. The company Dyddiol Cyf was established as the result of a two-year research project into the viability of a Welsh-language daily newspaper. At that initial stage the project was coordinated by the Mercator Centre at the University of Aberystwyth, which specializes in media in minority languages. Some of the work was conducted internally, other elements were commissioned from outside companies and individuals. At a later stage, when the company had been established, some aspects of the research were updated or confirmed and new work was done with focus groups. The original research project was funded by the European Commission, the WDA, the University of Aberystwyth and the Welsh sub-committee of the UK Committee of the Bureau of Lesser-Used Languages of the European Union.
2. The different strands of the research were conceived as being inter-related, building on each other, and were carried out as follows:
 - (a) Scoping the Market – Beaufort Research – a polling company based in Cardiff
 - (b) Refining the Beaufort findings in the light of the National Census figures – Professor Harold Carter, an acknowledged expert on the Welsh Census.
 - (c) The Mercator Centre prepared an extensive questionnaire internally which was very widely distributed and had a good uptake.
 - (d) A shorter questionnaire was also prepared by the Mercator Centre, relating to young people's use of mobile phones to access news. This was distributed to a smaller sample and uptake was only fair.
 - (e) The questionnaires were analyzed by post-graduate students working for an MSC in Entrepreneurism at the University of Aberystwyth as part of their project work.
 - (f) Case studies of a number of stand-alone daily newspapers in minority languages within the EU were carried out by staff of the Mercator Centre.
 - (g) Research on the advertising spend in Wales. This was originally undertaken internally and later confirmed by an outside consultant (Elis Evans) on the advice of the WDA. Updated from time to time..
 - (h) At a much later stage we commissioned an outside consultant (Richard Houdmont, currently Wales Director of the Institute of Marketing)) to do marketing work for us. This included meeting with focus groups North and South.
3. Although every one of the strands listed above contained elements that could be termed market research, the background to the request of the Petitions Committee leads me to concentrate on (a) (b) (c) and (h).

Scoping the Market

The aim here was to find out who would be the most likely customers for a daily newspaper in Welsh with as much market segmentation as Beaufort's methodology in its Welsh-Language Omnibus Survey permitted. The following question was included in that survey: **A fydddech â diddordeb i ddarllen papur newydd dyddiol yn Gymraeg? (Would you be interested in reading a daily newspaper in Welsh?)**

The Beaufort Welsh Language Omnibus Survey questions a balanced sample of 1000 Welsh-speakers and the results are broken down by area of Wales, age-group, gender, social category (as defined by Beaufort) and ability to read Welsh. To qualify for the sample it is enough for the respondent to perceive themselves as *speaking* Welsh. Some

later reply **No** when asked whether they *read* Welsh. Respondents were recorded either as giving a definite **Yes** to the cited question, or alternatively a conditional **Yes – maybe when I see the paper**.

Overall across Wales 33% of those in the sample answered a definite **Yes** (37% of those who *read* Welsh), with a further 10% registering a conditional **Yes**. While the Beaufort survey was a rough guide to the size of the total addressable market, its main interest for us was the market segmentation which showed, among other things, that the strongest interest lay within the ABC1 social groups. The regional variation was also interesting, as were the results by age and gender. Although time has passed, the detail of this information is still commercially valuable and sensitive.

Extrapolation

For a variety of technical reasons, it was not a simple matter to extrapolate from the Beaufort data to the whole Welsh-speaking and Welsh-reading population, particularly in relation to some of the sub-categories. Some of the Beaufort methodology was particularly well-suited to identifying our target market – for example, they interview no-one under 16 and never more than one person from the same household. On the other hand the social group categories used by Beaufort do not fit exactly with those used by the National Census. This is why we needed to commission Professor Harold Carter to do further work. The upshot was that he identified a core group of 47,000 ABC1 households containing one or more persons over 16 reading Welsh and showing definite interest in reading a Welsh-language daily newspaper.

Other groups offered a potential upside: ABC1 households expressing a *conditional* interest, C2DE groups expressing an interest in a daily paper, though probably not in the same model of paper; and Welsh-speakers outside Wales, estimated on the basis of BBC regions and work done for S4C as around 200,000 individuals, about whom we know little except anecdotally. The next stage of our research concentrated on the core group only.

Learning about the target audience

An eight-page questionnaire in Welsh was widely distributed. The uptake was good and the regional variation in uptake reflected very closely the regional variation in expressed interest shown by the Beaufort data. We worked with an eventual sample of over 1400 questionnaires from within the ABC1 groups and by definition able to read Welsh.

Much of the questionnaire was qualitative market research and related to the kind of content people wanted to see in a daily paper, but one section was quantitative and related to the respondents' willingness to subscribe and even to recruit others to subscribe. On the basis of the findings we thought it reasonable and even conservative to aim at sales to one in three of the target households over a period of five years, that is to say an eventual circulation of 15,000. Our business plan projected sales of 7000 by the end of Year 1, 10,000 (with break-even) at the end of year 3 on the way to an eventual 15,000. The experience of new minority newspapers is quite different from the launch of new titles in established state languages, and shows that in the early years you have to contend with established linguistic habits in newspaper-reading in the older population and have to build circulation progressively.

Focus groups

By the time the work with focus groups north and south was carried out, we had appointed an editor, we were able to show the design of the newspaper, and a pricing structure for subscriptions in print and web-only was open to discussion. One of the things we learnt from the groups was that considerable work was needed to explain a voucher subscription model to our target audience. While long familiar in continental Europe, this model has not been common in the UK until recently, though it has now become an option with almost all quality dailies published in London.

Market Research and Market Testing

These two quite different things are sometimes confused. With many consumer products it is possible to go beyond research and to test the market by offering a prototype for sale at a given price in a limited geographical area or set of outlets, so as to gauge the response to the product. As Dr Bianchi noted in his report, we had neither the staff nor the money resources to write, produce and distribute a full newspaper for a significant period to test what the take up would be. But even if we could have afforded it, it would have had a very limited validity. This is not the way newspaper launches are done. You can get responses to the design, you can ask people what regular features they would like to see in their paper, but as products with a changing content in reaction to a changing scene, and a quality of reporting and scrutiny only brought out by events, newspapers are only really tested after launch, with a full staff in place and over a considerable period.