



Llyr Gruffydd AM  
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Ein cyf/Our ref: WAQ 77792

2 April 2019

Annwyl Llyr.

I am writing in response to your Written Assembly Question in which you asked that I publish any e-mails and any other correspondence to and from my office, special advisers and/or Welsh Government press office on the matter of the recent TV documentary, 'Being First Minister'. I am sorry for the delay.

I am sending you part of the information requested which provides some of the e-mail exchanges between Welsh Government officials – where necessary, their personal information has been redacted. Other e-mails and correspondence held contain a) the personal information of individuals other than Welsh Government officials; and b) commercially sensitive information applicable to the TV production company – this information will therefore not be sent to you.

In gywir,  
Mark

**MARK DRAKEFORD**

Bae Caerdydd • Cardiff Bay  
Caerdydd • Cardiff  
CF99 1NA

Canolfan Cyswllt Cyntaf / First Point of Contact Centre:  
0300 0604400  
[YP.PrifWeinidog@llyw.cymru](mailto:YP.PrifWeinidog@llyw.cymru) • [ps.firstminister@gov.wales](mailto:ps.firstminister@gov.wales)

Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

From: REDACTED (Ministerial) <REDACTED@gov.wales>

Sent: 31 August 2018 11:47

To: Archive2018PS First Minister <Archive2018PS.FirstMinister@gov.wales>

Subject: Re: Access Agreement - First Minister: REDACTED - Documentary

Content

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From: PS First Minister

Sent: Tuesday, August 28, 2018 4:27:55 PM

To: REDACTED (Ministerial)

Cc: PS First Minister

Subject: FW: Access Agreement - First Minister: REDACTED - Documentary

To see. Are you content?

REDACTED

From: REDACTED (OFM - Communications)

Sent: 28 August 2018 16:23

To: PS First Minister <PS.FirstMinister@gov.wales>

Subject: FW: Access Agreement - First Minister: REDACTED - Documentary

Hi – can we show this to the FM pls before I send on. (next week will be fine)!

Thanks

REDACTED

From: REDACTED (OFM - Legal Services Department)

Sent: 28 August 2018 16:19

To: REDACTED (OFM - Communications) <REDACTED@gov.wales>

Subject: FW: Access Agreement - First Minister: REDACTED - Documentary

REDACTED,

If you are content with the changes, are you happy to forward the Agreement to REDACTED?

REDACTED

From: REDACTED (OFM - Legal Services Department)

Sent: 28 August 2018 16:12

To: REDACTED (OFM - Communications) <REDACTED@gov.wales>

Subject: RE: Access Agreement - First Minister: REDACTED - Documentary

REDACTED,

Assuming you/the FM are happy with the suggested changes relating to editorial control and confidentiality: please find attached a revised version of the Agreement together with a mark up to show the changes made.

I have also included REDACTED contact details in the Agreement.

Best wishes.

REDACTED

REDACTED

REDACTED

REDACTED

PWYSIG: Mae'n bosibl bod yr ohebiaeth neu'r neges hon ac unrhyw beth sydd wedi'i amgáu gyda hi yn cynnwys cyngor cyfreithiol sydd wedi'i roi yn gyfrinachol i Lywodraeth Cymru, a hwnnw'n gyngor a allai fod yn destun braint broffesiynol gyfreithiol. Os ydych wedi cael yr ohebiaeth neu'r neges hon drwy gamgymeriad, byddwch cystal â rhoi gwybod i'r awdur ar unwaith drwy ei ffonio.

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Dylai's datganiadau neu'r sylwadau uchod gael eu trin fle rhai personol ac nid o reidrwydd fel datganiadu neu sylwadau gan Llywodreath Cymru unrhyw ran ohono neu unrhyw gorff sy'n gysylltiedig ag ef. Any of the statements or comments made above should be regarded as personal and not necessarily those of the Welsh Government, any constituent part or connected body.

From: REDACTED (OFM - Communications)

Sent: 23 August 2018 10:15

To: REDACTED (OFM - Legal Services Department) <REDACTED@gov.wales>

Subject: RE: Access Agreement - First Minister: REDACTED - Documentary

Morning REDACTED— do you have a copy of the final Agreement pls?

Many thanks

REDACTED

From: REDACTED (OFM - Legal Services Department)

Sent: 21 August 2018 11:04

To: REDACTED (OFM - Communications) <REDACTED@gov.wales>

Subject: RE: Access Agreement - First Minister: REDACTED - Documentary

Thanks REDACTED. I have to leave the office shortly but I'm back in tomorrow and I can make any changes then (subject to the FM's approval).

Best wishes,

REDACTED

From: REDACTED (OFM - Communications)

Sent: 21 August 2018 10:50

To: REDACTED (OFM - Legal Services Department) <REDACTED@gov.wales>

Subject: RE: Access Agreement - First Minister: REDACTED - Documentary

Hi REDACTED— thanks for this – I am happy with the changes – but need to check with the FM (who has been on leave),

Thanks again for your help

REDACTED

From: REDACTED (OFM - Legal Services Department)

Sent: 21 August 2018 10:44

To: REDACTED (OFM - Communications) <REDACTED@gov.wales>

Subject: FW: Access Agreement - First Minister: REDACTED - Documentary

COMMERCIAL – LEGAL – SENSITIVE

REDACTED,

I refer to REDACTED email below. Are you/the First Minister happy to accept:

(a) that the BBC will have final editorial control over the programme (subject always to its and Wildflame's compliance with the BBC's Editorial Guidelines); and

(b) the proposed narrowing of the definition of Confidential Information (bearing in mind the point raised by Wildflame that obviously the FM can ask the cameras to leave if any issues of confidentiality arise whilst filming is taking place)?

I look forward to receiving your instructions in this regard.

Kind regards,

REDACTED

REDACTED

REDACTED

REDACTED

PWYSIG: Mae'n bosibl bod yr ohebiaeth neu'r neges hon ac unrhyw beth sydd wedi'i amgáu gyda hi yn cynnwys cyngor cyfreithiol sydd wedi'i roi yn gyfrinachol i Lywodraeth Cymru, a hwnnw'n gyngor a allai fod yn destun braint broffesiynol gyfreithiol. Os ydych wedi cael yr ohebiaeth neu'r neges hon drwy gamgymeriad, byddwch cystal â rhoi gwybod i'r awdur ar unwaith drwy ei ffonio.

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From: REDACTED (OFM - Communications) <REDACTED @gov.wales>

Sent: 17 January 2019 15:06

To: REDACTED (OFM - Communications) <REDACTED @Gov.Wales>

Subject: FW: Wildflame TV

From: REDACTED (OFM - Communications)

Sent: 11 December 2018 10:28

To: REDACTED (OFM - Communications) <REDACTED @gov.wales>; REDACTED (OFM - Communications) <REDACTED @gov.wales>; REDACTED (OFMCO - Communications) <REDACTED @gov.wales>

Subject: RE: Wildflame TV

Matter for BBC – they commissioned them not us.

From: REDACTED (OFM - Communications) <REDACTED @gov.wales>

Sent: 11 December 2018 09:46

To: REDACTED (OFM - Communications) <REDACTED @gov.wales>; REDACTED (OFMCO - Communications) <REDACTED @gov.wales>; REDACTED (OFM - Communications) <REDACTED @gov.wales>

Subject: FW: Wildflame TV

REDACTED - I had this from REDACTED at Daily Post critical of using Wildflame to make the FM documentary.

From: REDACTED <REDACTED @reachplc.com>

Sent: 10 December 2018 22:32

To: REDACTED (OFM - Communications) <REDACTED@gov.wales>

Subject: Wildflame TV

Hi REDACTED

I've got a couple of AMs being critical of the decision to make the First Minister documentary last night on BBC 2.

- Wildflame has received Development Bank funding - can you tell me the size of the investment into the company over the whole term of the funding deal please?
- Also is it a grant or a loan - and what are the terms of the investment?
- The AMs in question have suggested it was strange for a company receiving Welsh Government investment to profile the head of the organisation that funded it. The words "crony culture" and "flight of sycophancy" were used. Any comment back on that?

Have come to you as I assume it's a finance issue?

In case I am wrong could you pass on to relevant press team please and acknowledge receipt?

Kind regards

REDACTED

Facebook: [https://www.facebook.com/ REDACTED /](https://www.facebook.com/REDACTED/)

Twitter: @ REDACTED

Telephone Office: REDACTED

Mobile: REDACTED

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From: REDACTED (OFM - Communications) <REDACTED @gov.wales>

Sent: 07 December 2018 16:02

To: REDACTED (OFMCO - Communications) <REDACTED @gov.wales>; REDACTED (OFM - Legal Services Department) <REDACTED @gov.wales>; REDACTED (OFM - Special Adviser) <Archive2018.REDACTED @gov.wales>; REDACTED (OFM - Special Adviser) <Archive2018.REDACTED @gov.wales>; Archive2018PS First Minister <Archive2018PS.FirstMinister@gov.wales>; REDACTED Subject: Fwd: REDACTED new comm.

This is the only other change.

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From: REDACTED <REDACTED @wildflameproductions.com>

Sent: Friday, December 7, 2018 3:59 pm

To: REDACTED (OFM - Communications)

Subject: Sergeant new comm.

Please correct this if inaccurate

Rhuthin, North Wales and it's the third day of the inquest into the death of Carl Sargeant.

As the legal process is still ongoing the First Minister cannot comment on the details.

The coroner's Inquest will conclude in the new year .

REDACTED will also give evidence at an independent inquiry into the circumstances around how Carl Sargeant was removed from cabinet.

From: REDACTED (OFM - Communications) <REDACTED @gov.wales>

Sent: 17 January 2019 15:05

To: REDACTED (OFM - Communications) <REDACTED @Gov.Wales>

Subject: FW: Wildflame Productions

From: REDACTED (OFM - Communications) <REDACTED @gov.wales>

Sent: 20 December 2018 11:53

To: REDACTED (OFM - Communications) <REDACTED @gov.wales>; REDACTED (OFM - Special Adviser) <REDACTED @gov.wales>

Subject: Re: Wildflame Productions

I understand that Bbc Wales has asked Wildflame to respond. BBC Wales press office has suggested to wildflame that they shouldn't respond and they are hinting at defamation. This is la la land!!

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From: REDACTED (OFM - Communications) <REDACTED @gov.wales>

Sent: Thursday, December 20, 2018 11:18 am

To: REDACTED (OFM - Communications); REDACTED (OFM - Special Adviser)

Subject: Re: Wildflame Productions

There is also I think an important distinction between DBfW funding and WG grant funding if that is an issue here?

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From: REDACTED (OFM - Communications) <REDACTED@gov.wales>

Sent: Thursday, December 20, 2018 11:09 am

To: REDACTED (OFM - Communications); REDACTED (OFM - Special Adviser)

Subject: Fwd: Wildflame Productions

Pah

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From: REDACTED (OFM - Communications) <REDACTED@gov.wales>

Sent: Thursday, December 20, 2018 10:14 am

To: REDACTED (OFM - Communications); REDACTED (OFMCO - Communications)

Subject: FW: Wildflame Productions

-----Original Message-----

From: REDACTED (OFM - Communications) <REDACTED@gov.wales>

Sent: 17 January 2019 15:03

To: REDACTED (OFM - Communications) <REDACTED@Gov.Wales>

Subject: FW: western mail story

-----Original Message-----

From: REDACTED <REDACTED@bbc.co.uk>

Sent: 04 January 2019 09:32

To: REDACTED (OFM - Communications) <REDACTED@gov.wales>

Subject: RE: western mail story

Hi REDACTED

Hope you're well.

For info, here's our line on this. We'll send it to REDACTED later.

“The BBC stands completely by the integrity of the programme and the programme makers. Like all our content, the programme adheres to the BBC’s strict editorial guidelines and rules on impartiality.”

Are you going to respond?

REDACTED

-----Original Message-----

From: REDACTED [mailto:REDACTED @mediawales.co.uk]

Sent: 03 January 2019 16:06

To: REDACTED @gov.wales; REDACTED

Subject: western mail story

Hi REDACTED and REDACTED,

Could you send me a response please to the following press release I've had from Plaid Cymru.

I'm planning to write up a story tomorrow, so it would be great if you could come back to me by tomorrow morning.

Thanks very much and best wishes,

REDACTED

#### COMPANY THAT MADE FM DOCUMENTARY RECEIVED WELSH GOVERNMENT FUNDING

It has come to light that the company that commissioned and produced the documentary on former first minister of Wales REDACTED final months in office received Welsh Government funding.

The BBC documentary on former Labour First Minister REDACTED AM, "Being First Minister" was produced by Wildfame Productions – a sub-company of the Flame Media Group from Australia.

In 2016, the Flame Media group was awarded an undisclosed sum of money by business finance Wales to establish a division in Cardiff.

Plaid Cymru'r REDACTED AM said that there had been a 'clear conflict of interest' and the documentary would not be able to sufficiently hold the First Minister to account.

Plaid Cymru AM REDACTED said,

"Recent accusations of crony culture in Welsh public life will resound with many people who feel Labour's grip on Welsh society is overbearing.

"Here, they will see a media company that received funding from the Welsh Government making a fly-on-the-wall documentary about the outgoing First Minister

"The conflict of interest is clear and it begs the question how tough a ride REDACTED got from the film makers and whether it was able to sufficiently scrutinise him."

"We still do not know how much funding Wildflame Productions received from Welsh Government. I will be tabling a written question to seek urgent clarification from Welsh Government.

ENDS



Notes:

Welsh Government press release on Flame Media Group receiving financial support:

<https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fgov.wales%2Fnewsroom%2Fbusinessandeconomy%2F2016%2F160831-australian-based-flame-media-group-launch-new-production-division-cardiff%2F%3Flang%3Den&data=02%7C01%7Csimon.jenkins%40gov.wales%7Ca497ef5c1db14ec92aac08d672277633%7Ca2cc36c592804ae78887d06dab89216b%7C0%7C0%7C636821911150826359&sdata=i2ukxntMiVKSCzQhU8CErLUY8mVQ%2FxrS8n2Tn1LCu8%3D&reserved=0>

REDACTED

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From: REDACTED (OFM - Communications) <REDACTED @gov.wales>

Sent: 17 January 2019 14:59

To: REDACTED (OFM - Communications) <REDACTED @Gov.Wales>

Subject: FW: Hi

Here is one! (although AFTER it was aired)