

Information Further to Ministerial Answers

Information further to WAQ23547 and WAQ23543 issued by Andrew Davies, the Minister for Economic Development, on 27 March 2003

To Nick Bourne:

The following response was supplied by Roger Pride, Director of Marketing, Wales Tourist Board:

I refer to recent questions WAQ23547 and WAQ23543. I have been asked to respond to you directly on these matters as our chief executive, Jonathan Jones, is on leave.

The Wales Tourist Board has two distinct public relations functions—consumer and corporate. Consumer sits within the remit of the marketing department and corporate with communications and corporate affairs department.

Consumer

The objective of the consumer function is to generate positive media coverage for Wales as a tourism destination. In order to carry out this function effectively, the Wales Tourist Board contracts with specialist PR companies in our priority markets.

Their core tasks are:

- define and identify target media;
- encourage travel writers to visit Wales in order to generate positive travel articles and guidelines;
- ensure inclusion of Wales as a destination in travel and other suitable television and radio programmes;
- promote Wales as a suitable venue for appropriate filming and broadcast;
- organise any on territory media and PR activity; and
- analyse and evaluate media coverage generated in relation to advertising costs in the market place.

We have the following contracts (estimated annual fees in brackets)

Ireland	Fleishmann Hillard Saunders	(£40,000)
France	Agenda Communications	(£55,000)
Netherlands	TBWA/PR	(£25,000)
Belgium	Green Destinations	(£20,000)
Australia	Five Star PR	(£25,000)
USA	LBG Communications	(£75,000)
Germany	Expert PR	(£55,800)
London	Brighter PR	(£61,000)
Scotland	Beattie Communications	(£24,000)
Business Tourism	Howell Petersen	(£16,000)

From these contracts we generate well in excess of 300 media visits to Wales per annum. The monitorable value of the press media coverage generated alone exceeded £10 million last year.

Corporate

The communications and corporate affairs department is responsible for the following functions:

- trade communications (half a person);
- editing the content development of corporate website-www.wtbonline.gov.uk (half a person);
- employee communications (shared responsibility);
- public affairs (director);
- corporate PR (events, exhibitions, etc) (1 part-time and half a person);
- corporate media relations (2 people);
- product and publicity research and writing for marketing department (1 person); and
- Welsh language policy and in-house translation (1 person).

A team of nine consists of:

- director of communications;
- executive assistant to director;
- *senior press officer—manages the organisation's corporate media relations strategy;
- *press officer—deals with corporate media inquiries;
- publicity officer—provides back-up in terms of story research and writing for marketing department, write features on Wales, etc;
- trade communications and online editor—communication with the tourism industry (including writing *Trade Talk* newsletter) and editing wtbonline website. Also partly responsible for employee communications;
- PR officer—responsible for implementation of Welsh language policy, WTB presence at some key summer events, organising corporate hospitality where possible;
- communications officer—partly responsible for employee communications, organising presence at key national events, co-ordinating annual report; and
- translator—translates all WTB material to ensure compliance with Welsh language policy in a consistent and professional manner.

*These are the only two jobs concerned with press office work, i.e. dealing with all UK media on Wales Tourist Board policy and corporate issues. No other members of the team deal with corporate media enquiries. Total staffing costs for the press office function is £34,093. The Wales Tourist Board has only one press office, which is based at the headquarters in Brunel House, Cardiff.

Information further to WAQ23554 and WAQ23555 issued by Jane Davidson, the Minister for Education and Lifelong Learning, on 24 April 2003

To Nick Bourne:

The following responses were supplied by Richard Thomas, head of public affairs, Education and Learning Wales.

In relation to WAQ23554, the Learning and Skills Act 2000 places a statutory obligation on the National Council to promote post-16 learning in Wales. The National Council—ELWa currently employs one person to deal with media relations work on an all-Wales basis.

Media relations work within the National Council—ELWa encompasses a wide range of activity including:

- producing an external newsletter;

- producing a monthly e-newsletter—ELWa news;
- producing a quarterly newspaper supplement, ‘Learning Works’;
- receiving and responding to all media inquiries;
- copyright and production of the National Council annual report;
- contributing to the ELWa website;
- public relations for adult learners week;
- ad hoc PR campaigns.

Due to the extensive workload, the media relations post is supported and supplemented by two external PR companies; one covering mid Wales and the other covering the rest of Wales.

The media relations work within the National Council—ELWa is a vital part of the council’s efforts to change attitudes to learning within Wales and to increase participation in learning for people of all ages,

In relation to WAQ23555, in the financial year 2002-03, the National Council—ELWa contracted with two PR companies and spent a total of £129,846.93 on PR-related activities. In accordance with the Code of Practice on Access to Government Information, and as it would be inappropriate to divulge commercially sensitive information, the content of the contracts will remain confidential.

If you have any further questions or would like a briefing on our activities, please do not hesitate to contact me.