



AMGUEDDFEYDD AC ORIELAU CENEDLAETHOL CYMRU
NATIONAL MUSEUMS & GALLERIES OF WALES

Parc Cathays, Caerdydd CF10 3NP
Ffôn 029 2039 7951 Ffacs 029 2057 3321
www.aocc.ac.uk

Cathays Park, Cardiff CF10 3NP
Tel 029 2039 7951 Fax 029 2057 3321
www.nmgw.ac.uk

Nick Bourne AM
National Assembly for Wales
Cardiff Bay
Cardiff
CF99 1NA

28 March 2003

Dear Mr Bourne

Assembly Questions (WAQ23552) & (WAQ23539)

You will be aware that the Welsh Assembly Government Minister for Culture Sport and the Welsh Language, Jenny Randerson, has asked the Accounting Officers of the ASPBs sponsored by her Division to provide you with written answers for two Assembly Questions (AQs) tabled by you recently.

As Acting Director General of the National Museums & Galleries of Wales, I am very happy to provide you with the following responses:

Q1. Could you publish details of any public relations contracts entered into by Assembly Sponsored Public Bodies for which you are responsible, together with the annual cost of these contracts. (WAQ23552)

NMGW did not enter into any public relations agency contracts during 2002-2003. We do, however, pay £3,200pa to an agency called Stratamatrix of Aberystwyth to monitor UK-wide print media coverage of NMGW sites and activity for the purposes of producing 30 quarterly digests of cuttings.

If this work were done in-house, we would have to employ an additional member of staff to purchase and spend hours reading a huge volume of newspapers and magazines on a daily basis. In addition, NMGW would have to pay an annual copyright licence fee (currently £2,500) for the in-house right to re-produce (photocopy) newspaper articles for senior colleagues and NMGW Council Members.

You will also be aware that NMGW in partnership with the City and County of Swansea has established a company called National Waterfront Museum Swansea (NWMS) to develop a new national industrial and maritime museum in Swansea. During 2002-2003, NWMS employed the services of Equinox PR to handle media relations for about three months (at a cost of £14,506) - centred around the Heritage Lottery Fund announcement of a grant of nearly £11m towards the project in July 2002. NWMS also employs a Marketing and Communications Manager (appointed January 2003) to promote the project at a salary of £25,000.



Q2. Could you give the cost of running press offices for the Assembly Sponsored Public Bodies for which you are responsible. (WAQ23539)

NMGW employs one Senior Press & PR Officer to handle corporate and news management issues (total cost £30,000).

There are, however, another two staff with the title 'Press Officer' based at the National Museum and Gallery and the Museum of Welsh Life (total cost £40,000) which operate as an integral part of the NMGW Marketing Department. Their role is confined to the consumer promotion of individual museums as visitor attractions through generating free editorial coverage for such highlights as the permanent collections, exhibitions, public events and educational activities.

I believe it would be wrong to describe these two as 'NMGW Press Officers' in that they do not promote the NMGW the ASPB as an organisation.

I hope that the above responses are what you require. Please contact me if there is any other way in which NMGW could be of assistance to you.

Yours sincerely
Eurwyn Wiliam —

Dr Eurwyn Wiliam
Acting Director General

cc: National Assembly of Wales's Library
Margaret Evans, Director of Culture, Sport and the Welsh Language, NAW
Ann John, Head of Museums Branch, NAW
Rob Morris, Compliance Office, NAW