

6 February 2026

Dear

**ATISN 26557 - Welsh Government involvement with the Wales Media Awards and the Journalists' Charity.**

**Information requested**

1. Details of any public funding, grants, sponsorship, or financial support provided by the Welsh Government (including via sponsored bodies or arm's-length organisations) to:

- The Journalists Charity and/or
- The Wales Media Awards

from 1 January 2020 to the present.

2. Details of any:

- Ministerial attendance, participation or representation.
- Official endorsements, forwards, statements, or promotional activity.
- Use of Welsh Government branding or formal association.

3. Copies of correspondence (emails, letters, meeting notes) between Welsh Government Minister's or officials and:

- The Journalists Charity; and/or
- Wales Media Awards Organisers

relating to support, sponsorship, participation, or endorsement.

4. Copies of any internal briefings, submissions or decision papers relating to:

- Whether to support or engage with the Wales Media Awards
- The rationale for such engagement

**Our response**

A copy of the information I have decided to release is enclosed.

The sponsorship of the Wales Media Awards currently sits within the Welsh Government's Creative Wales department, who took responsibility for support in 2023. The Welsh Government team responsible for sponsorship prior to 2023 has since disbanded.

As your request currently stands, I believe it will be too time consuming for me to deal with fully. Your request is extensive and the time it will take to locate, retrieve and extract the information requested from our electronic filing system, namely iShare, will be substantial and likely exceed the appropriate time limit. Given that the team who initially agreed the rationale for support of the Wales Media Awards have since disbanded, I estimate it will take more than 24 working hours to determine whether we hold the information you request. The Freedom of Information and Data Protection (Appropriate Limit and Fees) Regulations 2004 allow me to refuse to undertake this task, with the appropriate financial limit specified for central government being £600, representative of the estimated cost if taking over 24 working hours of time.

An initial iShare search for “Wales Media Awards” yielded 289,791 items and as such I have decided to only provide the information that could be retrieved within set times, namely that related to your questions 1 and 2 and some relating to question 4. You may wish to refine your request by narrowing its scope. If you do refine your request in this way, this will be treated as a new request.

If you are dissatisfied with the Welsh Government’s handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government’s Freedom of Information Officer at:

Information Rights Unit,  
Welsh Government,  
Cathays Park,  
Cardiff,  
CF10 3NQ

or Email: [Freedomofinformation@gov.wales](mailto:Freedomofinformation@gov.wales)

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner’s Office,  
Wycliffe House,  
Water Lane,  
Wilmslow,  
Cheshire,  
SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely

**Details of any public funding, grants, sponsorship, or financial support provided by the Welsh Government (including via sponsored bodies or arm's-length organisations) to:**

- **The Journalists Charity and/or**
- **The Wales Media Awards**

**from 1 January 2020 to the present.**

**Answer –**

The Welsh Government has supported the Wales Media Awards annually since 2020 with funding of –

2020 – Postponed due to the COVID Pandemic.

2021 – The Wales Media Awards 2020 took place as an online event due to the COVID Pandemic, whereby WG sponsored the event to a sum of £3500.00 (no VAT charged by Journalists' Charity).

2022 – Sponsorship totalling £3,500. The event was held in person.

2023 – Sponsorship totalling £10,000. The event was held in person.

2024 – Sponsorship totalling £10,000. The event was held in person.

2025 – Sponsorship totalling £10,000. The event was held in person.

In return for sponsorship, the Welsh Government received the following benefits:

- Branding across all Awards collateral as a support sponsor
- Speaking opportunity at the Awards Dinner
- A table for ten guests at the Awards Dinner
- Verbal acknowledgement as a support sponsor during the Awards ceremony
- Sponsorship acknowledgement and presentation of two category trophies on stage
- Opportunity to display Creative Wales lightboxes at the entrance and during the pre-Awards reception
- Full A5-page advert in the printed Awards glossy programme (artwork supplied)
- Full A5-page company profile in the printed Awards glossy programme (copy and images supplied for design)
- On-screen branding during the Awards Dinner and ceremony
- Branding on the Awards website
- Inclusion in sponsors' social media posts
- Post-event publicity via press release and social media

The Welsh Government engagement with the event is managed via Marsh Marketing, who act on behalf of the Journalists' Charity. The charity receives the funding directly from the Welsh Government.

Details of any:

- Ministerial attendance, participation or representation.
- Official endorsements, forwards, statements, or promotional activity.
- Use of Welsh Government branding or formal association.

Answer –

**2020** – Event postponed due to the COVID Pandemic.

**2021** – The Awards were conducted as an online event, with no ministerial representation.

**2022** – Ministerial attendance by Dawn Bowden MS, then Deputy Minister for Arts and Sport, and Chief Whip, to present the “Specialist Journalist of the Year” Award, hosting a table of 10.

**2023** – Ministerial attendance by Dawn Bowden MS, then Deputy Minister for Arts and Sport and Chief Whip, to deliver opening speech, present the “Community Journalism of the Year” award and to host a table of 10. (speaking note attached at annex A)

**2024** – No Ministerial attendance. Table of 10 hosted by officials.

**2025 (postponed until Jan' '26)** – The Awards were delayed until January 2026; there was no ministerial attendance or foreword. Table of 10 hosted by officials.

Each year Welsh Government branding and formal association is via:

- Branding across all Awards collateral as a support sponsor
- Speaking opportunity at the Awards Dinner
- Verbal acknowledgement as a support sponsor during the Awards ceremony
- Sponsorship acknowledgement and presentation of two category trophies on stage
- Opportunity to display Creative Wales lightboxes at the entrance and during the pre-Award's reception
- Full A5 page advert in the printed Awards glossy programme (artwork supplied)
- Full A5 page company profile in the printed Awards glossy programme (copy and images supplied for design)
- On screen branding during the Awards Dinner and ceremony
- Branding on the Awards website
- Inclusion in sponsors' social media posts
- Post event publicity via press release and social media

**Copies of any internal briefings, submissions or decision papers relating to:**

- **Whether to support or engage with the Wales Media Awards**
- **The rational for such engagement**

**Answer –**

The original rational for support of the Wales Media Awards by Welsh Government can be found at Annex B.

**Annex A –Deputy Minister for Arts and Sport and Chief Whip – Wales Media Awards 2023 - opening speech**

- Noswaith dda pawb, good evening everyone and thank you for inviting me to tonight's awards ceremony.
- I'm delighted to be here this evening at the Wales Media Awards and for the opportunity to celebrate the very best in Welsh Media - the Welsh Government is incredibly proud to be sponsoring this wonderful event.
- The media in Wales is the bedrock of our society. It shapes our perspective on issues and informs us all about stories that are relevant to communities across the country.
- It also plays an essential role in showcasing both the cultural and political landscape to the Welsh public and wider world, highlighting a country that cherishes its past but is excited for its future.

- Importantly, it provides a vital service in holding government and public bodies to account. It uncovers and reports on both local and national issues and stories that directly matter to the Welsh public, fundamental to a democratic society.
- Media in Wales is vital for informing, connecting and empowering society. It strengthens the Welsh language, ensures accountability, entertains, and helps to preserve the countries unique culture.
- It provides a voice to some of the most marginalised within our society, shining a light on stories and issues that might otherwise be ignored.
- But we are all too aware of the current challenges that the sector faces. The economic pressures that are impacting every aspect of our lives, the spread of misinformation, the need for greater media literacy, all obstacles that we, collectively, have to work to overcome to ensure a sector that continues to deliver.
- And this is why the Welsh Government is committed continuing to support the media in Wales.
- We have engaged widely with stakeholders to establish the Wales Public Interest Journalism Working group, with the aim of identifying the actions required to ensure an inclusive, representative, accessible and sustainable sector.
- Working with the NUJ, JOMEC, local and national newspaper representatives, we have provided substantial financial support to pilot projects that supports content creation, opportunities to marginalised groups and Welsh Language news.
- We have also provided financial support on an arms- length basis to create the first dedicated Senedd reporter, providing free content to all news outlets across Wales.
- And our work with Public Service Broadcasters continues through our Memorandums of Understanding and productive relationships, aimed at ensuring an aligned focus on exceptional content delivery for Wales.
- Underpinning this work, Creative Wales also continues to deliver support for skills provision, both to those working in front of and behind cameras.
- As we can see from tonight's nominees, the media sector in Wales is in very good hands. Let us all celebrate the dedicated individuals and organisations that work tirelessly to provide stories that matter to the people of Wales.

- I congratulate all those nominated this evening and look forward to continuing to see a vibrant and thriving media landscape in Wales.
- Diolch.

#### **Annex B – Original rationale for supporting the Wales Media Awards 2015**

To:	1. Andrew Mathias 2. Edwina Hart MBE CStJ AM	cc	PS First Minister Des Clifford (via PS First Minister) PS Minister for Finance and Government Business PS Counsel General PS Special Advisers PS Permanent Secretary Jo Kiernan Andrew Bold Jeff Godfrey Peter Greening Jo Salway Marion Stapleton SB Mailbox CGU Mailbox FOI Mailbox	James Price Tracey Burke Dean Medcraft Simon Jones Mick McGuire Kelly Morgan WG Official OCG mailbox Cynllun. Iaith Mailbox FM Delivery Unit Mailbox Policy Integration Team Mailbox DGOT Financial Clearance EST Compliance and Audit EST Government Business
From:	WG Official. Communications			
Date:	14 August 2015			

#### **APPROVAL OF COMMUNICATIONS PROGRAMME FUNDED EXPENDITURE**

##### **Issue**

1. To ask for your approval of communications programme expenditure associated with the sponsorship of awards at the Wales Media Awards 2016.

##### **Timing**

2. In the course of normal business.

##### **Recommendation**

3. You are invited to agree:
  - a. The content of the Statement of Information at **Doc 1** and its publication within a Decision Report following your decision of this Submission Folder.

b. Approve one option of the following two for expenditure associated with the sponsorship at the Wales Media Awards 2016. Details are outlined in paragraph 9, officials recommend Option 1;

Option 1 - £3,500 (inc VAT) sponsorship of the Business Journalist of the Year at the Wales Media Awards 2016.

Option 2 - £6,000 (inc VAT) sponsorship of the Business Journalist of the Year Award and Outstanding Contribution to Journalism Award at the Wales Media Awards 2016.

c. Provision of up to £300 (inc VAT) as a contribution to guest refreshments, which may or may not include alcoholic beverages.

## Background

4. The Statement of Information at Doc.1 contains the facts and analyses relating to the submission. This statement should be read in conjunction with the following advice, which is considered potentially exempt from publication under the Freedom of Information Act 2000 or the Environmental Information Regulations 2004.
5. We have been approached by the Journalists' Charity to sponsor a category or categories at the Wales Media Awards event on Friday 4<sup>th</sup> March 2016. The awards will be hosted by the Charity's president, BBC broadcaster and presenter Huw Edwards and are to be held in Cardiff at the Mercure Holland House Hotel. The awards were re-established in Wales in 2015 after an absence of seven years.
6. The awards will be launched in north and south Wales in October at Glyndwr University, Wrexham and the Mercure Holland House Hotel, Cardiff. Following this the organisers will commence a six month business to business marketing campaign including social media.
7. The organisers are expecting an audience of 300 attendees for the awards dinner and ceremony. It is anticipated that approximately 25% will be from outside Wales (primarily London), 1% of which being international guests. The other sponsors to date include; Comtek, Western Power Distribution and Glyndwr University.
8. The judges and winners of the 2015 event are attached at Docs 2 and 3.

## Advice

9. The organisers have approached the Welsh Government with two requests for sponsorship. The following options are provided for your consideration;

**Option 1 - Sponsorship of the Business Journalist of the Year Award to the value of £3,500 (inc VAT).**

Benefits to include;

- Six exclusive invitations to private VIP reception on the evening of the Awards, prior to the event with high-profile media guests;
- Six complimentary tickets for the awards dinner and opportunity to purchase up to 4 more at a 20 % discount;
- 6 invitations to north Wales and south Wales launches;
- Welsh Government logo alongside other category sponsors on all e marketing to the media promoting the awards, inviting entries and encouraging take-up of tables (up to four mailings). Email contact of this kind will encompass information about the awards going to journalists at three TV broadcasters, 65 print outlets English and Welsh and nearly 40 radio stations across Wales;
- Welsh Government logo and click through alongside the award category on the awards website, on the printed awards programme on the night and beside the award category on the night;
- Up to 2 promotional pop-ups at the ceremony and launch events;
- Sponsored category award and Welsh Government title introduced/announced by the host;
- Sponsor representative to present the Award(s) on stage at the ceremony (no speech);
- Facilitated introductions to Wales Media Awards partner organisations
- Opportunity to network on the night with hundreds of journalists from media outlets across Wales; and
- Opportunity to send a post event congratulatory email from the Welsh Government to all delegates.

**Option 2** – Sponsorship of the Business Journalist of the Year Award and Outstanding Contribution to Journalism Award, to the value of £6,000 (inc VAT).

Additional benefits to those in Option 1 include;

- Ten complimentary tickets instead of six for the awards dinner; and
- Two Welsh Government presentations on stage with the opportunity to deliver one five minute speech.

10. Officials are recommending you agree Option 1 at a cost of £3,500 (inc VAT), as the additional benefits and increased expenditure of Option 2 do not represent value for money.

11. By supporting this event and award(s) it will demonstrate the Welsh Governments' recognition of the importance of Welsh-based media communication. The quality of journalism news and current affairs programme making, newspaper publishing in Wales and the role of the Welsh media and journalists reporting on Wales for Wales.

The sponsorship of the Business Journalist category also reinforces the message of Welsh Government as a business-friendly government amongst a key audience of opinion formers and journalists.

12. If you are content to approve sponsorship of the award(s) you will be invited to attend to present. If you are not available this could be offered to the Deputy Minister or a senior official of your choice.

### **Legal Advice**

13. There are no issues arising from the expenditure associated with this submission that require the provision of legal advice and therefore, no legal advice has been sought.

### **Powers**

14. Welsh Ministers have the power under Section 60(1) (a) of the Government of Wales Act to do anything they consider appropriate to achieve the promotion or improvement of the economic well-being of Wales.

### **Statistics**

15. No statistics have been used in the advice and therefore no advice has been sought from the Statistical Directorate.

### **Financial Requirements and Governance Implications**

16. The expenditure concerns programme related costs of either option 1 - £3,500 (inc VAT) or option 2 - £6,000 and up to £300 for refreshments, for which there is appropriate budget provision within the Communications budget under the Marketing BEL 4230 in 2015/16. Proposed expenditure is inclusive of VAT as it is not considered recoverable under HMRC rules for Government.
17. As Communications budget holder, Andrew Mathias has seen this submission and is content.
18. This submission raises no novel or contentious issues and likewise, there are no issues of regularity or propriety. EST Corporate Finance has provided clearance under EST/CF/15/437.

### **Press and Publicity Arrangements**

19. The main press and publicity objective is to promote positive news stories about the Welsh Government. EST Communications will work closely with the Ministerial Communications team to counter any negative publicity or commentary that may arise. The Press and Publicity number is 17713.

### **Statutory Consideration & Policy Compliance**

20. The expenditure proposed is within programmes that have been subject to due policy consideration and approval in compliance with the Welsh Government Policy Compliance Guidance.
21. I have considered the advice set out within this submission and I can confirm that there are no issues relating to children's rights (UNCRC).
22. As this submission raises no issues regarding the Welsh Language and as such guidance has not been sought from the Welsh Language Unit.
23. I have considered the advice set out within this Submission and I can confirm there are no implications relating to the Tackling Poverty Agenda.

#### **Specialist Policy Advice**

24. Specialist policy advice is not applicable and therefore, no advice has been sought from policy professionals employed by the Welsh Government.