

Jack Sargeant AS/MS  
Y Gweinidog Diwylliant, Sgiliau a Phartneriaeth Gymdeithasol  
Minister for Culture, Skills and Social Partnership



Llywodraeth Cymru  
Welsh Government

Ein cyf/Our ref JS/00340/25

Councillor Beca Roberts  
Chair of the Council  
Gwynedd Council

23 May 2025

Dear Beca,

I am writing in response to your letter of 24 April regarding the motion adopted at a recent meeting of Cyngor Gwynedd calling on the Westminster Government to devolve broadcasting and media powers to the Senedd, and for the Welsh Government to proceed with the preparation and discussion with Westminster on how best to achieve this.

I note the points outlined in your correspondence regarding the lack of control over the media in Wales, the importance of accurate and relevant news reporting for Welsh citizens and the importance of the broadcasting sector to achieve our ambitions in relation to the Welsh language. The Welsh Government considers that the current broadcasting and communications framework does not meet our needs.

The Welsh Government issued [a Written Statement](#) on 12 May setting out the next steps following our response to the report of the Expert Panel on Broadcasting last year. The Statement reflects the panel's central finding that action is needed to protect public service broadcasting and to improve the overall media situation in Wales. It highlights the Welsh Government's ongoing commitment to ensuring that Wales has a stronger voice and is not left behind as the sector continues to evolve. It confirms my intention to act on the Panel's recommendation that further work is needed on the different pathways to devolve broadcasting powers. This will be done by commissioning work to bring together technical advice on the five devolution routes identified in the expert panel report.

With regard to your point on discussions between the Welsh Government and the UK Government, we aim to take advantage of a more positive relationship with the UK Government to work more effectively in partnership on broadcasting issues. Given the current situation in relation to powers, this is essential to ensure that the broadcasting regulatory framework works for everyone. I recently met with Chris Bryant MP, Minister of State, and we discussed the importance of an effective and fit for purpose regulatory framework for broadcasting in order to ensure the success of the creative economy. I am meeting with Stephanie Peacock MP, Minister for Sport, Media, Civil Society and Youth to continue these discussions, and to raise the question of how we could explore options to strengthen Wales' voice in decisions that directly affect us.

The Welsh Government remains committed to ensuring a sustainable, thriving and fit for purpose broadcasting and communications framework that effectively delivers the media Wales needs.

Yours sincerely,

A handwritten signature in black ink that reads "JACK SARGEANT". The signature is written in a cursive style with a large initial 'J' and a long horizontal line extending from the end of the name.

**Jack Sargeant MP/MS**

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