

Reference no.: 16-007

8 March 2016

REQUEST FOR INFORMATION – *Information relating to film-related revenue – National Museum Wales*

Thank you for your request for information. As Museum Secretary for Amgueddfa Cymru - National Museum Wales ('the Museum'), I am responsible for responding to your request for information.

I refer to your email of 13 February 2016, in which you asked for the following information:

- 1. How much revenue has been received by your organisation for services rendered to film and television productions? This could include location rental, permits and all other services related to film productions using your personnel or resources.*
- 2. Please outline the type of work or service rendered, in each case and disclose the revenue received for each type of service.*
- 3. How much has your organisation spent on facilitating such arrangements between 2006 to 2015, inclusive, broken down by year?*

Response

Please find below the Museum's response to your request.

- 1. How much revenue has been received by your organisation for services rendered to film and television productions? This could include location rental, permits and all other services related to film productions using your personnel or resources.*

The *Breakdown of filming income and cost sheet* sets out the total filming revenue received for the financial years 2005/6 to 2014/15 inclusive.

- 2. Please outline the type of work or service rendered, in each case and disclose the revenue received for each type of service.*

The type of filming activity that is undertaken at the Museum, and that the Museum itself undertakes, varies greatly. The range of activity includes, but is not limited to, the following areas:

- TV production shows such as Stella, Dr Who, Sherlock, Coming Home
- TV shows such as Antiques Road Show, Flog It, Dickenson's Real Deal
- Public Interview Panel Shows
- Blockbuster Movies
- Independent Movies
- Local News
- National News
- Specialist topic filming
- Curatorial filming and interviewing
- PR/commercial filming – there is an overlap of Amgueddfa Cymru benefit and sales to production companies
- Interviews with Directors
- Children's Programmes
- In addition we have a large number of PR requests where no income is received either by Amgueddfa Cymru or the member of staff

Amgueddfa Cymru – National Museum Wales and NMGW Enterprises Limited will work together to maximise the benefits of professional filming and photo-shoots.

The objectives are:

- To maximise positive publicity from the media
- To ensure that no filming and photo shoots could in any way be detrimental to the
- good name and reputation of Amgueddfa Cymru – National Museum Wales
- To ensure that filming and photo shoots do not in any way compromise Museum
- collections nor detract from the enjoyment of visitors
- To maximise income from commercial opportunities
- To ensure consistency in policy, procedure and charges across all museums

The Museum does not record the revenue it receives by type of activity and therefore I am unable to provide this information as part of our response to your request.

3. How much has your organisation spent on facilitating such arrangements between 2006 to 2015, inclusive, broken down by year?

The *Breakdown of filming income and cost* sheet also contains details of the direct costs that are attributable to filming.

Your request was considered according to the principles set out in the National Assembly's Code of Practice on Public Access to Information (third edition). The Code is published on the Internet at www.information.wales.gov.uk.

If you are unhappy with the service you have received in relation to your request and wish to make a complaint or request a review of our decision, you should write to the Director Finance and Corporate Resources at the following address:

Mr. Neil Wicks
Director of Finance and Corporate Resources
Amgueddfa Cymru – National Museum Wales
Cathays Park
Cardiff
CF10 3NP

When dealing with any concerns, we will follow the principles of the National Museum of Wales's Code of Practice on Complaints, which is available on our website at www.museumwales.ac.uk/en/45/.

Internal review requests should be submitted within two months of the date of receipt of the response to your original letter.

You also have the right to complain to the Information Commissioner's Office (ICO) if you are not content with the outcome of your complaint or review. Generally, the ICO will not make a decision unless you have exhausted the complaints procedure provided by the Museum.

The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

If you have any further queries or concerns then please contact me via my email address.

Yours sincerely

Elaine Cabuts
Museum Secretary