

Kas Rag Media Gonis Poblek Kernewek

A Case for Cornish Public Service Media



Denzil Monk & Mandy Berry
March 2020

The Cornish language, Kernewek, is a treasure at the heart of Cornish culture and Cornwall's unique cultural identity.

Our vision is for Cornish language to be valued, embraced and spoken by all.

Our strategy is based on inclusivity – building a connection to Cornish culture for Onen hag Oll, One and All.



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Darlesor Gonis Poblek Kernewek Agwedh
Onan – Studhyans Arhwilas Derivas.
Cornish Public Service Broadcaster
Research Project Phase 1 – Scoping
Study Report. Published July 2019.

Full report available at:
cornwall.gov.uk/leisure-and-culture/culture-team/

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Dallethieth Oryon Nowydh arghesys
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Public service media contexts

Cornwall Council commissioned a scoping study in 2019 to investigate potential business and development models for Cornish Public Service Media; responding to the current status and future developments of minority language public service broadcasting in the context of significant changes in viewing trends and technology. This document is a summary of that study.



A global perspective

The world of media is undergoing rapid change.

- Reach and scale of online content providers has grown exponentially over the last decade
- Global media giants have created new definitions of market scale, with unprecedented levels of resources channeled into content production.
- Viewing has shifted to online streaming on laptops, tablets, phones and other devices.
- Algorithms directing our viewing, help us navigate choice, but also narrow our horizons, limiting discovery, reinforcing our views and rarely challenging them.

The traditional model of the Public Service Broadcaster (PSB) struggles to deliver meaningfully to a wide range of audiences in the 21st century media universe.

Minority languages

Minority languages in Europe have become increasingly visible, connected and legally protected over the last few decades, leading to the formation and evolution of minority language Public Service Broadcasters. The Welsh language channel S4C launched in Wales in 1982, and has inspired BBC ALBA in Scotland, TG4 in Ireland and globally indigenous television movements such as Māori Television in New Zealand.

With guidance and encouragement from the network of established Celtic minority language broadcasters, and in response to favourable aligning trends, it is timely to propose the formation of a Cornish PSM - an engaging new model, harnessing technological developments with regenerative, social and environmental principles at its core.

The precipitous status quo

So far the BBC has tended to group Cornwall as part of South West England and in an arbitrary manner blending out Cornish issues... The Advisory Committee regrets the minimal profile of Cornish on mainstream media. (Council of Europe, 2016).

Providing 'local' news and radio within the framework of a SW Region of England, the current public service broadcasting provision from BBC fails to deliver meaningful representation of Cornish language and people placing the BBC in direct contravention of its General Duties (14) Diversity requirements.

The Council of Europe's (unheeded) Advisory Committee continues to criticise the ongoing lack of media provision for the Cornish, contrary to Article 9 of the Framework Convention, reiterating its recommendations for 'immediate action' to:

Take resolute action to ensure that the revision of the BBC Charter improves access to mass media for persons belonging to national and ethnic minorities; increase funding and ensure a variety of programmes for minority languages... and introduce such support for the Cornish language (Council of Europe, 2018).

Cornwall is the only national minority and only indigenous language in the UK without its own media service.

Cornwall has been constructed, from the outside, as a perpetual destination. The Cornish are failed by current media provision, lacking any proper representation.

- the Cornish language is stifled
- divergent realities of contemporary Cornish culture are hidden: the housing crisis, poverty, digital tech clusters, ancient festivals, a space industry
- where visible, Cornish-ness is diminished to a 'local curiosity' to view as part of the commodified 'picturesque romanticization' Cornish lifestyle or visitor experience, a picture postcard world of cream teas, romantic ruined mines and quaint fishing villages.

But what if our view was wider than a postcard?



The opportunity

The formation of a Cornish Media Service: Gonis Media Kernewek creating an original and authentic voice, driving growth, developing skills and improving cultural participation in the region's creative economy.

The Cornish have:

- a proud history, unique culture and a distinctive language
- their own stories to tell, that should be told in their own voices
- a particular perspective on the world, shared by families and communities in pubs, social clubs, village halls, with theatre and music, at feasts and festivals around the year, the length and breadth of Kernow
- an under-acknowledged impact on current & future cultural developments through their inherent creative & innovative nature

Cornwall is a Nation.

Cornwall's national minority status and the Cornish language are recognised by international legal instruments: the European Charter & the Framework Convention, which according to the UK Government's own words

‘now affords them the same status under the FCPNM as the UK's other Celtic people, the Scots, the Welsh and the Irish’

Cornwall Council unanimously adopted the Cornish language plan 2019-2022 outlining the authority's commitment on developing the use of the language in both spoken and written form across Cornwall.

Kernewek is a living language with several hundred fluent speakers, and with a wider community of around 10,000 who would like more opportunities to use the language - people with a direct interest in or who are studying the language, alongside those who want to use some Cornish phrases in everyday life.

The creative sector is a cultural and economic asset - and it's growing at twice the rate of the UK economy. Cornwall and the Isles of Scilly have a flourishing creative economy, fed by the region's cultural heritage and strengthened by a rapidly growing UK digital sector. (Cornwall & Isles of Scilly LEP: 10 OPPORTUNITIES, 2018)

Investment is required on an appropriate scale to enable the development of Cornish Public Service Media (PSM):

- to respond to and redress over 100 years of picturing Cornwall on screen which has elided the Cornish voice, experience and culture,
- to invoke a self-determined, vibrant new place-myth reflecting the language, culture, innovation and diversity of Cornish life.

The service will be responsible for editorial policy, commissioning, development and publication, nurturing creative talent, growing a sustainable production supply chain to:

- provide the necessary rebalancing of indigenous production
- generate high value jobs in the fastest growing part of the UK economy
- test a new model for 21st century PSM provision

This will create a flagship example of Cornwall leading from the edge, demonstrating a progressive, world-leading technological, environmental and socially responsible future PSM model.



Audiences

Delivering to underserved local audiences and resonating globally

Audience behaviour is changing:

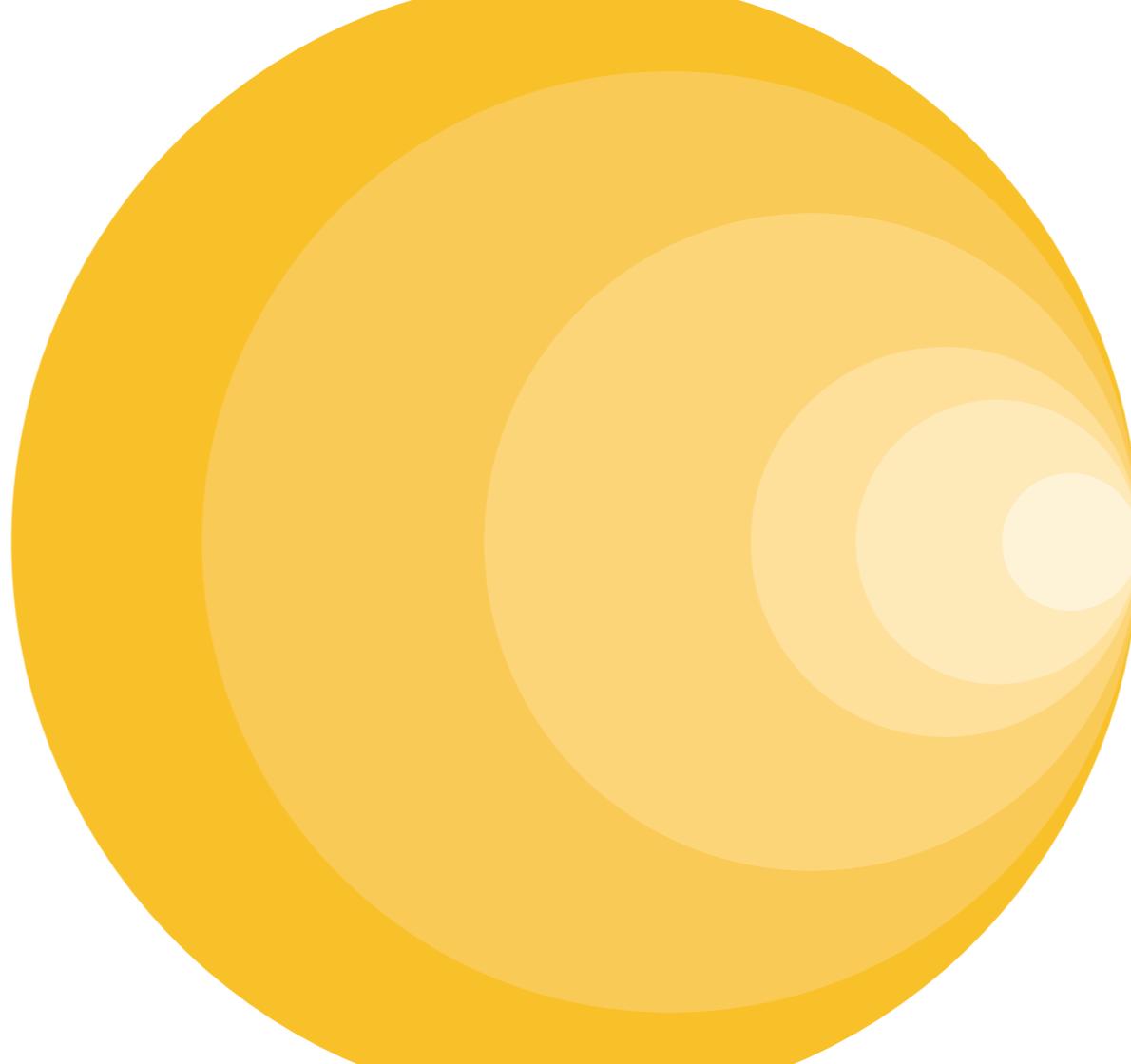
- 2018 TV streaming services overtake pay TV for the first time (Rethink, 2019).
- TV advertising value is collapsing moving towards a point of convergence with online advertising.
- Audiences (particularly younger audiences) want effortless access to content on-demand, everywhere, across multiple devices and data is key to success.

An opportunity example:

- BFI's new Young Audiences Content Fund 'One of the priorities of the Fund is to support content that reflects UK cultural identity and the nations and regions - both on screen and off screen - and content in UK indigenous languages' (BFI, 2019).

Total addressable market

There are 25.5 million people who discernably have a direct interest in Cornwall and Cornish culture, and could reasonably be expected to view and engage with Cornish PSM content.



- 25.5 million Addressable market comprising:
- 19 million Annual visitors
- 6 million Cornish global diaspora
- 549,400 Resident population
- 281,910 Cornish ethnicity
- 9,340 Cornish language community

A wider national context: a rural creative economy

Creating a new rural model for the creative industries

A recognition of the importance of the rural creative economy is growing amongst policy makers regionally and nationally. Cornwall is recognised as a nationally significant creative region with a heritage of creativity and innovation, industry and art, celebrated exceptional spaces and immersive inspirational places.

Cornwall Council and the CloS LEP have recognised the potential of the creative industries and the LEP has made the sector number one in its list of '10 Opportunities' in growing the regional economy.

Placemaking

Place and cultural identity are recognised as essential to developing strong, confident and resilient communities. This has become even more critical post Brexit with still divided communities and the wide gap in equality between London and the South East and the rest of the UK.

Great place-making makes people feel a renewed love, passion and pride for their 'place'. It draws on the combined assets of heritage, people, buildings and landscape to create places for people to fall in love with. Cultural identity is strongly tied in with a person's sense of engagement, belonging, understanding and appreciation of their 'place'.

A Cornish PSM would give a voice to the communities of Cornwall, create a shared cultural expression and connections across a dispersed rural community.

Economic impact

The creative industries are the fastest growing part of the UK economy - £111.7bn in 2018 (film and TV £20.8bn). (DCMS Sectors Economics Estimates 2018: GVA, February 2020)

The cultural sector £32.3bn in 2018 (film, TV and music £21.3bn). (ibid)

Investment in a Cornish PSM would have a significant positive economic impact both through direct activity and indirect and induced multipliers, generated through:

- direct employment
- commissioning of content and services
- the related supply chain of mostly SMEs, micro businesses and freelancers
- spill-overs into the wider regional economy

Ownership of IP in some of the content would create an opportunity to sell on ideas, programmes and formats both in the UK and internationally, particularly through the Celtic nations and global Cornish Diaspora.

Impact would not only be in the directly related sectors of media, film and TV, arts, culture and entertainment but also heritage, tourism and hospitality, etc.

The existing UK minority language PSMs economic impact estimates:

- MG ALBA budget of £13.8m impact of every £1 spent is £1.07
- S4C budget of £83.8m impact of every £1 spent is £2.09



The PSM value chain doughnut

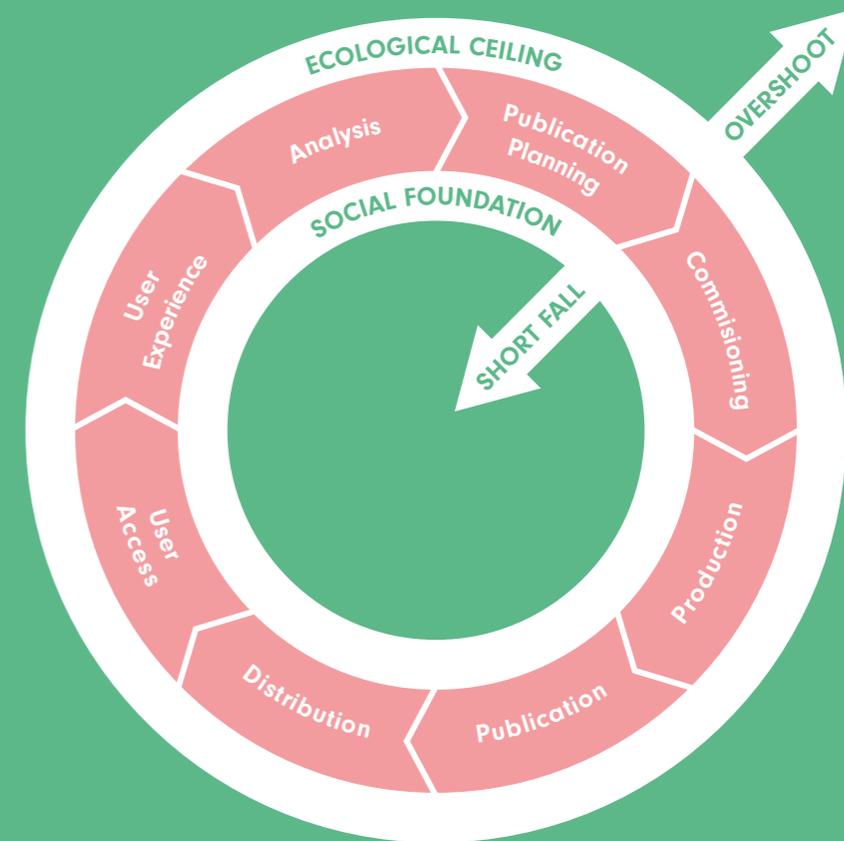
Creating a principle based local value chain

In light of the climate emergency and rising wealth inequality - Cornwall remains one of the poorest areas of the UK and the second poorest region in Northern Europe (Eurostat, 2014) - it is essential that any new public service intervention be designed with regenerative principles at their heart.

By applying the public service resonant principles of a social foundation and ecological ceiling described in Kate Raworth's Doughnut Economics theory, we can define a PSM Value Chain Doughnut: a 21st century model for regenerative public service media provision; a tool for planning and measuring value and impacts with process flows of people, finance and data from supply chain to user experience.

- embedding sustainability principles like those 'Albert' advocates, as a baseline rather than an optional extra.
- addressing social inequalities like unpaid internships

A Cornish PSM could model and help establish a set of standards to better reflect the society we live in and that raises the bar of expectation for a fairer, greener Cornwall to which all stakeholders aspire.

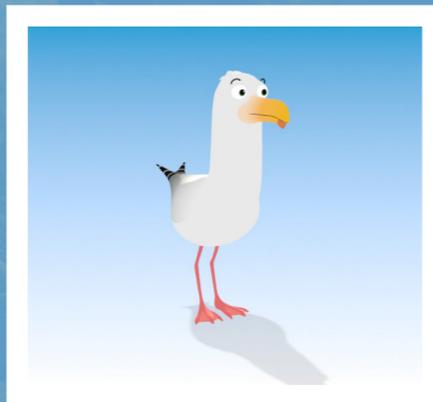


Cultivating talent and infrastructure

From Cornwall's culture, arts and heritage investment partnerships to its fast-growing tech sector; from a nascent screen industry drawing global attention, to a flourishing community radio and citizen journalism news network; and the multi-arts cross-disciplinary Falmouth University and Launchpad incubation accelerator, as a nodal networked, digital, creative rural economy Cornwall is poised to exploit this opportunity.

- World-leading superfast broadband & a fast growing digital cluster
- Screen Cornwall: a new screen agency to drive screen sector growth
- Talent supply chain growing out of Falmouth University (300+ film, TV & animation graduates annually) and Falmouth Launchpad
- Cultivator Cornwall: sector specific business support

We know from previous arts and cultural events and interventions (e.g. the Man Engine project which saw 150,000 people chanting in Cornish on the streets and a global media reach of over 100 million people) that the world wants to get more Cornish.



Authentic Cornish stories told in Cornish voices:

- Mark Jenkin's BAFTA winning feature film 'Bait' – a working class story set in a Cornish fishing village – evidences the broader audience appeal of such stories far beyond an assumed, projected 'local' reach.
- Annual Cornish language short film commission FylmK established.
- First ever Cornish language children's animated series pilot commissioned
- Co-productions have begun with S4C, France 3 Bretagne, and independent Celtic language producers

Table of recommendations

Investment and partnerships to create a vibrant and distinctive new PSM model for the UK

1. Provision of transitional arrangements delivering high quality content and serving Cornish speaking audiences.

That a Cornish Media Service: Gonis Media Kernewek (GMK) be established, under the following principles:

- Platform agnostic, data-aware commissioning and multi-platform distribution
- Social foundation and ecological ceiling (PSM value chain doughnut)
- Future-proof technical specifications and action research

That a Cornish language content fund be established, managed by GMK, to cultivate the Cornish production supply chain and begin to grow the public service provision of Cornish content

That a partnership be negotiated between the GMK, DCMS and BBC to support Cornish language and cultural content commissioning and distribution (e.g. through BBC iPlayer)

2: Securing Cornish PSM for the future

That in line with current public service media funding principles, to provide for the commissioning and delivery of a minimum 200 annual original content hours at an average cost/hour not less than £40k; an annual license fee funding agreement be negotiated and settled with DCMS for GMK of not less than £10m per annum

That legislative changes are sought to secure a legal basis for the provision of Cornish language public service media, e.g.

- Amendment to Communications Act (2003)
- Royal Charter definition of 'regional and minority languages'

That 'Cornish' is included with parity in:

- Nation status in BBC Nations & Regions in line with the UK's other national minority Celtic people, the Scots, the Welsh and the Irish
- Diversity monitoring e.g. Diamond
- Part III (Article 11) of the European Charter for Regional and Minority Languages

The impact of establishing a Cornish Public Media Service: Gonis Media Kernewek (GMK)

Economic impact:

Magnifying Cornwall's creative industries and cultural multipliers, attracting Celtic co-productions, playing in a growing global market.

Language impact:

Transforming the Cornish learning ecosystem providing rapid significant enhancement of high-quality audio-visual resources.

Cultural impact:

Burning brighter than the Tansys Golowan midsummer bonfires, igniting a Cornish cultural renaissance, giving voice to a quieted nation.

A flagship example of Cornwall leading from the edge, demonstrating a progressive, world-leading technological, environmental and socially responsible new model of Public Service Media provision for the 21st century.

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