



Client: SCREEN CORNWALL
Reporting to:
Cornwall Council Culture Team
&
Cornish Minority Working Group

GMK DEVELOPMENT
PSB Kernow Report

Prepared by Denzil Monk
30^{ves} Mis Ebrel 2020



Department for
Meaningful
Cultural Stuff

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The Department for Meaningful Cultural Stuff (DMCS) helps to drive growth, enrich lives and promote Kernow abroad. We protect and promote our cultural and artistic heritage and help businesses and communities to grow by investing in innovation and highlighting Kernow as a fantastic place to visit. We help to give Kernow a unique advantage on the global stage, striving for economic success.

Requirement overview

Screen Cornwall engaged DMCS to provide freelance Consultancy Services for **GMK Dvelopment 'PSB Kernow Project'** as detailed below:

PSB Kernow Project Requirements

In order to take PSB Kernow forward, the following is required:

A – Summary promotional document. This will be a 10 page summary of the case for PSB Kernow, the benefits of other public service broadcasters to their region, and a development path for achieving PSB Kernow, including next steps. This will be fully illustrated with high quality images in order to build interest with a wider audience and gain the support of key stakeholders. This should provide clear messaging for those who are generally supportive of the concept but need more detail before lending active support.

B – Consultant services. In order to present the findings of the research study and initiate discussions with key stakeholders, the services of a consultant are required. There is no spare capacity in the Cornwall Council Culture Team to undertake this work, but DCMS is currently looking at the future of public service broadcasting in the digital age. DCMS is understood to be interested in new models of public service broadcasting. At the same time, there are decisions being made in Cornwall on the future of the film and TV industry.

The consultant should take forward discussions with key stakeholders to explore the full potential of PSB Kernow and build support. This appointment will also create capacity for Cornwall to take part in national discussions on the future of broadcasting and make the case for media provision in Cornwall.

Timetable and reporting

- Both projects will be managed by the Cornwall Council Culture Team (Tamzyn Smith and Mark Trevethan) with outputs reported to the Cornish Minority Working Group.
- Draft document design and content to be approved by Cornwall Council (Culture and Creative Industries Manager) by 28 February 2020. The document should convey the innovative, forward-looking aims of PSB Kernow.
- Promotional document to be published by 9 March 2020 in time for British Irish Council meeting on creative industries and languages to be attended by Cornish Language Lead.
- Engagement through from February to April 2020
- Interim report on progress to the Cornish Minority Working Group on 7 April 2020. The Working Group has funded this grant but only meets quarterly.
- An end of project report must be submitted to the Culture and Creative Industries Manager by 30 April setting out the outcome of discussions with stakeholders and recommendations for the next stage of developing PSB Kernow.

Forecasted end date: **30^{ves} Mis Ebreil 2020**

Context

A Case for Cornish Public Service Media

In recent decades, minoritised languages in Europe have become increasingly visible and connected, leading to the formation and evolution of minority language Public Service Broadcasters. Cornwall is under represented by the existing public service broadcasters and despite Cornwall's national minority status and Cornish language being recognised by the EU and UK government, it is the only national minority and only indigenous language in the UK without its own media service. It is timely, then, to propose the formation of a Cornish Public Service Media (PSM) – an engaging new model, harnessing technological developments with regenerative, social and environmental principles at its core.

Screen Cornwall is leading the development of a Case for Cornish Public Service Media, working with consultants Denzil Monk and Mandy Berry to drive forward recommendations of a scoping study commissioned by Cornwall Council in 2019 and a summary report published in March 2020. The Screen Cornwall team manages the annual Cornish language short film award 'FylmK' and has recently commissioned a pilot for the first ever Cornish language children's series 'Porth'.

Project Team

Cornish PSM Lead:	Denzil Monk
Specialist Consultant:	Mandy Berry
Design:	Leap
Screen Cornwall Director:	Laura Giles

Report

This report outlines our consultation delivery activities and summarises the outputs and outcomes at the exit point of this contracted piece of work concluding with a set of strategic actionable recommendations **including an urgent request for resourcing time-sensitive opportunities.**

Project Milestones

	Description	Anticipated delivery date	Actual delivery date
1	Initiation of short form document and consultancy	21.02.2020	31.01.2020
2	Delivery of short form report and final project report	30.04.2020	30.04.2020

A – Summary promotional document

A Case for Cornish Public Service Media 16-page A5 summary report conveying the innovative, forward-looking aims of a Cornish PSM was edited, designed, approved and published digitally ahead of deadline:

- PDF delivered 02.03.2020
- 100 x print copies delivered 24.04.2020 (to be disseminated after Covid lockdown)

B – Consultant services

We have taken forward discussions with a number of key stakeholders to explore the full potential of a Cornish PSM, presenting the case, cultivating support and refining the strategy.

We have made representations for Cornwall in national discussions on the future of broadcasting making the case for improving media provision in and for Cornwall.

A key priority was to engage DCMS and the BBC. Due to the strategic DCMS representative being absent on sick leave earlier in the year, the focus of the interim progress report delivered 02.04.2020 (prior to the Cornish Minority Working Group meeting) was on associated projects 2C and 2D and opportunities arising in licensing and versioning.

Happily, we have since been able to meet (virtually) with both DCMS and senior staff at the BBC to discuss the initiative, which along with broader consultation has resulting in a refined set of strategic objectives and significantly in a progressive dialogue with the BBC about Cornish content.

Consultant activities

	GWRIANSOW Activities	ESKORRANSOW Outputs	SEWYANSOW Outcomes
A – Summary promotional document	Produced summary report.	A Case for Cornish Public Service Media summary report PDF 100 x print	
B – Consultant services	Produced Tyskennow Kernow showcase 100+ titles of Cornish content. + Children’s Cornish content showcase + Kernewek learners content showcase	https://vimeo.com/showcase/tk https://vimeo.com/showcase/gwariprys https://vimeo.com/showcase/dyski	Detailed in Tyskennow Kernow section below
	Updated 38 Degrees public petition to A Case for Cornish PSM.	https://you.38degrees.org.uk/petitions/bbc-kernow-1	Greater public engagement generating further 100 + signatures and supporting comments.
	Designed temporary campaign page to bring both reports, petition and showcase into single space.	https://www.bosena.co.uk/tk	Increased awareness of initiative.
	Drafted stakeholder message outlining the initiative, sharing the PDF summary report, linking to the Scoping Study report and campaign page and requesting support.	Dissemination of messaging to 300 + stakeholders from creative and cultural industries, PSM, academia, government, and Cornish language community. See Dissemination organisations list below.	Letters of Support received from: <ul style="list-style-type: none"> • CloS LEP • Twt Productions • Creative Kernow <i>+ more promised</i>

KEVRENNNEK Stakeholders	GWRIANSOW Activities	ESKORRANSOW Outputs	SEWYANSOW Outcomes
DCMS	Meeting 20.04.20 Jamie Donald Head of BBC and S4C Sponsorship, Media Team, DCMS	Confirmation that long-term vision is solid. Advice to refine focus on short-term milestone: making the business case for a Cornish Language Content Fund. Strategy outlined below.	DCMS door is open for ongoing dialogue. Invitation to write formally requesting DCMS support (at apposite time)
BBC Board	Communicated the initiative to several non-executive members of the BBC Board.	Initiative was passed onto Board member responsible for regions, then onto Kenny MacQuarrie, Director of BBC Nations and Regions & BBC Board executive member. Kenny tasked Stephanie Marshall to →	‘explore what might be the most appropriate way of taking things forward with the BBC... how we could be more involved in your work... and look together at what possibilities there would be for us to supply and make Cornish content for all our platforms ’
BBC	Meeting 28.04.20 Stephanie Marshall Head, BBC West/South West and Sport, BBC England	Exemplar content shared with BBC: <ul style="list-style-type: none"> • Screen Cornwall commissioned children’s series pilot, <i>Goolan</i> • FylmK 2018 winner <i>Yn Mor</i> • <i>The Henry Jenner Story</i> Requesting Cornish content placement on BBC iPlayer platform Meeting booked 26.05.20 Follow up to discuss achieving ‘quick wins’	Opportunities: <ul style="list-style-type: none"> • Opening pipeline for distribution of Cornish language content on the BBC iPlayer • BBC supported talent development • Opening commissioning strands for new Cornish content
KEVRENNNEK Stakeholders	GWRIANSOW Activities	ESKORRANSOW Outputs	SEWYANSOW Outcomes

Llywodraeth Cymru Welsh Government	Meeting booked 22.05.20 Bethan Webb and Jeremy Evas, Is- adran y Gymraeg - Welsh Language Division		
BFI	Ongoing dialogue with BFI YACF seeking to utilise fund to support Cornish language children's content.	Introduction to DCMS	Opportunity Cornish language children's content <ul style="list-style-type: none"> • Development funding • Co-production finance
National discussions			
DCMS	Screen Cornwall submission made to DCMS inquiry into ' The future of public service broadcasting '.	SCREEN CORNWALL SUBMISSION The future of Public Service Broadcasting.pdf	Cornwall's voice included in national debate about the future of Public Service Broadcasting.
Ofcom	Submission made to Ofcom Small Screen Big Debate	Overview statement with links to Scoping Study, Summary Report and initiative webpage submitted.	Cornwall's voice included in national debate about the future of Public Service Broadcasting.
Centre for the Study of Media and Culture in Small Nations	Dialogue initiated	Invitation to contribute to Centre for the Study of Media and Culture in Small Nations blog	Cornwall's voice included in international academic debate about the future of Public Service Media.
Falmouth University	Dialogue with Creative Industries Futures research programme lead (& Falmouth University external funding team)	Falmouth University Creative Industries Futures research programme looking to host a conference in response to and centred around A Case for Cornish PSM activity	Opportunity Cornwall leading from the edge in international debate about the future of Public Service Media.
KEVRENNNEK Stakeholders	GWRIANSOW Activities	ESKORRANSOW Outputs	SEWYANSOW Outcomes
Supply Chain development			

Talent development	Phillippa Giles (Chair of Screen Cornwall) has been working with Anne Edyvean, Head of BBC Writersroom towards establishing Cornish new writing scheme	BBC Writersroom Cornish Voices – TBC	Opportunity Opportunities for Cornish writing talent across BBC platforms.
	Meeting booked 12.05.20 TV & radio comedy producer Simon Nicholls to discuss Cornish Comedy talent development.		Opportunity Establish comedy strand with Cornish Voices scheme
	Meeting 28.04.20 Andy Chatfield Discuss Cornish Citizen News & Journalism development.		Opportunity Establish Cornish News & Journalism project: <ul style="list-style-type: none"> • Next round of Nesta Future News pilots
Commissioning	Frist Cornish language children’s series pilot episode delivered <i>Porth: Goolan</i>	Knowledge transfer between two leading Cornish companies: <ul style="list-style-type: none"> • Engine House completed first Cornish language service contract • Golden Tree delivered first broadcast-ready commission <i>Goolan</i> screener to BBC, BFI YACF	Opportunity <ul style="list-style-type: none"> • <i>Porth</i> series development funding • Returnable series commission • international version sales
KEVRENNNEK Stakeholders	GWRIANSOW Activities	ESKORRANSOW Outputs	SEWYANSOW Outcomes
	Other Screen Cornwall partnership commissioning / support	<i>Yn Mor</i> <i>An Tarow</i>	Providing opportunities for Cornish talent

	<ul style="list-style-type: none"> • FyImK • BBC New Creatives • Hypatia Short Films 	<i>Agan Geryow Yw Kana Hwath/Our Words Sing Still</i> (audio)	Producing new Cornish content Building Supply Chain capacity
Co-productions	Speculative dialogue with HoHo and with Breton feature / series co-production partners	<i>Chickpea & Friends</i> international co-pro potential Cornish/Breton series idea in early stage development.	Opportunity <ul style="list-style-type: none"> • HoHo seeking co-pro partners • Support fund for Cinematographic and Audiovisual Creation in the Brittany Region – FACCA 2019
Versioning	<i>Caru Canu</i> <i>Byd Cyw</i>	<i>Kara Kana</i> series. First 5 x nursery song animations in production.	Opportunity <ul style="list-style-type: none"> • detailed in DMCS GMK DEVELOPMENT PROJECTS 2C & 2D Report.pdf
Subtitling	Meeting 28.04.20 Anja Jones AJT translation services Newquay based international translation service.	<ul style="list-style-type: none"> • AJT interested in adding Cornish translation & subtitling service to their portfolio and working with CC to expand translation service capacity and commons shared translation memory • AJT staff interested in learning Cornish • Gala-Global CAT tool adding Cornish to language list. 	Building Supply Chain capacity

Dissemination organisations list

ACE	Cornwall Museums Partnership	European Languages Equality Network	Mac TV	States of Guernsey
afûk	Cornwall Wildlife Trust	Euskal Pen Kluba	Magic Lantern	TG4
Audio Content Fund	Creative Industries KTN	Falmouth University	MG ALBA	The Motion Farm
Awen	Creative Industries Policy and Evidence Centre	FEAST	Millennium FX	The University of Edinburgh
Bandit Television	Creative Kernow	Ffilm Cymru Wales	National Trust	Three S Films
BBC	Crow Creative	Filedgrazer Productions	Northern Ireland Screen	Tita Productions
BFI	Cube Recording	Foot Anstey	o-region	Tournages Bretagne / Brittany Film Commission
British Film Institute YACF	Culture~Heritage~Gaeltacht	FRANCE 3 Bretagne	Pixel Rain	Triangular Pixels
British Irish Council	Daoulagad Breizh	Gorton	Porth Sound	UKRI
Cannibal Films	Dead Interesting Productions	Gwriansow Gwedhen Owr / Golden Tree Productions	Radyo an Gernewegva	University of the Highlands and Islands
Cardiff University	Denham Productions Ltd	Hoho Entertainment Limited	Rondo Media	University of Warwick
Celtic Media Festival	Department for Communities and Local Government	Ikandi Media	S4C	UPV/EHU
Channel Four Television Corporation	Department for Digital, Culture, Media and Sport	JFMC	Scottish Government	Wax Films
Childseye TV	disAbility Cornwall & Isles of Scilly	Joint Effort Studios	Screen Cornwall	Welsh Government
Communities NI	Doughnut Economics	Knowledge Transfer Network	Service To Film	Wildly Brilliant
Cornish Stuff	Eden Project	L'Office du Jërriais	Shiver Me Timbers	Wildworks
Cornwall Channel TV	El Carousel West	Lang Bennetts	Sideways	XPY Films
Cornwall Council	Engine House	Le Festival Du Film Russe De Paris	Siwan Jobbins	
Cornwall Development Company	Europa-Universität Flensburg	leap.eco	South London Employment Tribunal	
Cornwall Film Festival	European Centre for Minority Issues	Lightbox	Spider Eye	

Recommendations

Strategy

The scoping study recommends a Cornish Media Service: Gonis Media Kernewek (GMK) be established with support from DCMS and the BBC, to cultivate the Cornish media production supply chain and begin to grow public service provision of Cornish content. This long-term aim is clearly defined in both the Scoping Study and A Case for Cornish Public Service Media summary report.

Following consultation with stakeholders, in line with the strategy outlined in the scoping study recommendations, the focus short-term must be on defining a clear ask, with a clear business case, and then delivering this vital next milestone – the establishment of a **Cornish Language Content Fund**.

We propose that this be managed by Cornwall's de facto screen agency Screen Cornwall. The fund would provide a crucial stepping stone to develop the Cornish supply chain whilst in parallel lobbying for legislative changes required to secure Cornish PSM for the future (establishing GMK) through a Private Members Bill.

DCMS responds to Government requests. So how do we create a climate where ministers are open to the idea?

- By making submission to DCMS Inquiry from Screen Cornwall and from Cornwall Council
- Engaging Cornish MP(s) to lobby for
 - short-term capacity building public funding to establish a Cornish Language Content Fund and
 - a long-term legislative basis providing a public funding agreement for a Cornish PSM.
- Backing this lobbying up with LOS (prioritise securing these from: S4C, Alba, BFI, YACF, NI Screen)
- Evidencing that this is a local priority e.g. Cornwall Council / LEP making it a priority in economic development plans e.g. Local Industrial Strategy, providing support for Screen Cornwall, resourcing urgent development activities, securing LOS from Cornwall's economic stakeholders (e.g. CIB)

Then come back to DCMS formally – coordinated with Cornish MP backing, pitching to government.

Arguments to government should have *less focus on European legislation* and more on the opportunity business case:

- a 'contestable fund' style Cornish Language Content Fund managed by Screen Cornwall is a better value proposition of license fee spend
- Stronger economic arguments – a key post Brexit/Covid local economy driver
- Stimulus for regenerative creative connected communities
- Strengthening the language.

We should simultaneously continue directly lobbying the BBC to establish a working partnership with the aim of:

- securing designated space for Cornish content on BBC platforms e.g. iPlayer & Sounds
- prioritise 'quick wins' getting existing Cornish content on iPlayer thus establishing route to audience for new commissions. e.g. children's animated series *Porth*.
- commissioning of Cornish talent development and content production

Opportunity

In addition to the range of new opportunities generated by the activities outlined in the table above, a **Cornish Language Content Fund** will enable Cornwall to:

- increase end to end supply chain capacity and establish process flows from talent development through to technical delivery of content for international markets
- commission a set of original pilot programmes across a range of genres: arts, sport, music, current affairs, children's, drama, archive
- further develop S4C Cyw early years properties (animations, apps and learning materials) into Kernewek versioning
- contribute to and benefit from generative co-production collaborations such as The Celtic International Fund, even if initially only a small drop in the ocean in [the Celtic new wave](#)
- develop co-production partnerships with other minoritised languages and peoples e.g. Freisian, Nisenan, Basque.
- provide local stimulus for creative sector development contributing to Local Industrial Strategy outputs

Funding opportunities to co-finance some of this work include:

- BBC
- BFI YACF
- Nesta Future News pilot (when next round opens)
- Knowledge Transfer Network
- Support fund for Cinematographic and Audiovisual Creation in the Brittany Region – FACCA 2019

Important dates

It would be prudent to establish the Cornish Language Content Fund prior to the mid-term review.

- BBC current funding settlement runs to 2021-22
- Government will conduct a mid-term charter review in 2022 (current Charter ends 31 Dec 2027)

The opportunity has been cultivated. What is required now is an immediate priority focus within CC/CIoS LEP to bring onside a Cornish MP to make a request to the Secretary of State for Digital, Culture, Media and Sport for an initial £500,000 Cornish Language Content Fund to enable:

- Commissioning of a minimum 10 hours of original Cornish language content.
- Instigating co-productions with e.g.
 - Arts, culture and heritage funders (CIB)

- Celtic PSM providers (S4C, MG Alba, TG4, France 3 Bretagne)
- Commercial partners
- Licensing and versioning of low cost, high value early years and children's content e.g.
 - Kyw (Cyw, S4C)
 - Kara Kana (Caru Canu, Twt)
- Developing the Cornish language production supply chain
- Establishing a distribution pipeline for Cornish language content to digital platforms including BBC iPlayer.

Risk

We are presented today with an opportune convergence between a pressing government focus on re-evaluating the future of public service broadcasting and a set of impacts from our development activities: making the case, establishing relationships and opening doors (DCMS, BBC, BFI, etc), producing demonstrative examples (commissioning Porth, FylmK; Kyw app, Kara Kana nursery songs; showcasing content through Tyskennow Kernow)

The opportunity cost if momentum were to be lost at this crucial time is a **significant risk**. A risk of squandering the benefits of capitalising on the significant progressive development work we have achieved in this space to date. Now is not a time for complacency nor sporadic circumspect short-term tentative steps – it is time now to prioritise building the future we have defined. This opportunity has matured and is ripe for the reaping.

Resource requirement

Urgent funding is required to support:

- continued stakeholder engagement, in particular with DCMS, BBC, BFI, Welsh Government, S4C, BBC Alba to administer ongoing dialogue, meetings and letters of support.
- consultation to add capacity and provide specialist knowledge to support Cornwall Council Culture Team and Screen Cornwall work towards key objective of establishing a Cornish Language Content Fund
- continued strategic support and development of 'easy win' developments with BBC aiming to get Cornish language content distributed on BBC platforms, notably BBC iPlayer
- maintenance of Tyskennow Kernow curated channel as a showcase for Cornish Screen Culture quality content
- cultivation of a Cornish National Archive audio visual partnership and develop a project to:
 - protect and digitise at-risk unique audio-visual archive materials
 - consolidate Cornwall's audio-visual collections, clarifying rights, assets, availability
 - establish future-proof archiving protocols for Cornish Language Content Fund commissions

Letters of Support (excerpts)

'There is a powerful and growing argument for developing a service that gives voice to Cornwall's distinctive shared cultural expression and creates connections across a dispersed rural region and its communities. This initiative can play a significant part in the talent supply chain and the further development of Cornwall's fast growing creative economy... I endorse the Case for Cornish Public Service Media as a key development in the evolution of the UK's Public Service Media.'

Glenn Caplin, CEO, Cornwall and Isles of Scilly Local Enterprise Partnership

'I am writing to express my strong support for the Case for Cornish Public Service Media. The importance of strong and locally relevant public service media has never been clearer than it is today. Its role in journalism and the dissemination of information, in promoting and supporting learning, creativity and entertainment and its ability to reach large sections of the community and support a sense of belonging and inclusion matters to us all now, more than ever before.'

Ross Williams, Chief Executive, Creative Kernow

'S4C, through its continued investment in people and great content, has helped grow both the industry and the Welsh economy. In much the same way, investment in a Cornish Media Service would lead to a growth in engagement with the Cornish language and allow its people greater access to Cornish culture. In doing so, it would help local, existing media companies to grow and new ones to be established, thus growing the local, creative economy. There is an excellent opportunity here, with support from a new Cornish language broadcaster, for Cornish producers to access UK wide funds to create new, dynamic content for Cornish children to enjoy, whilst also creating content that could travel internationally and pay back into the Cornish economy.'

Siwan Jobbins, Company Director, Cynyrchiadau Twt Productions

Recent public comments on 38 Degrees petition

'So important that people see their own culture and hear their own voices in the media of today. In a globalised world we need to be able to understand our own communities and be represented. Authentic Cornwall is not seen or heard, this proposal is very important.'

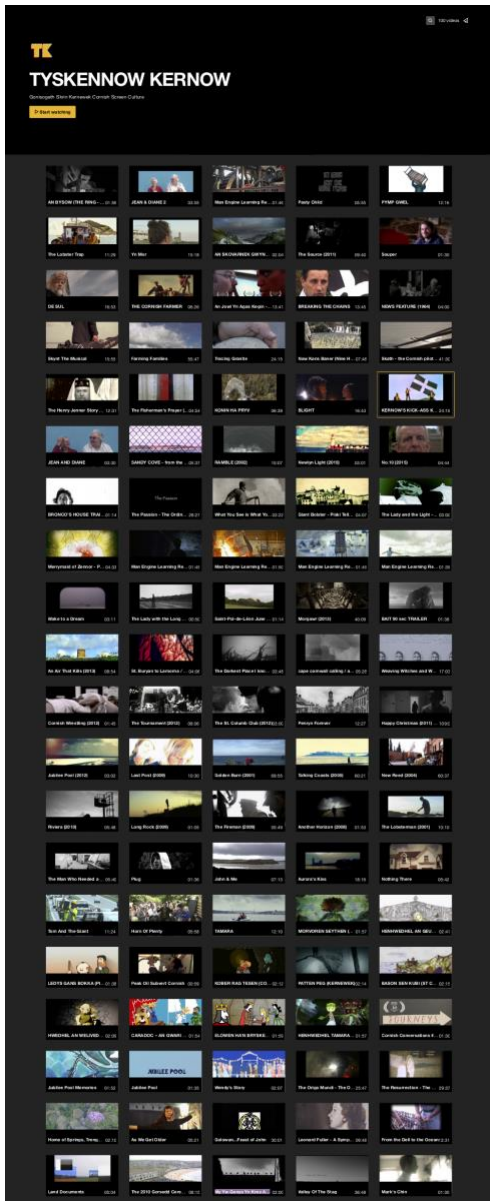
'Cornwall has a strong, distinctive cultural identity and language which is absent from mainstream media and sidelined by tourism. It's time that a dedicated Cornish service was established to share local stories and talent with the world, reflect it back to the people who live here, and boost awareness of its indigenous language.'

'Gives an important voice to an area that is distinct in culture from the rest of Britain. Cornwall is an area unrepresented currently, but an area that is clearly talented and has things to say. (Example: Bait winning a BAFTA).'

'As a new learner of the Cornish language I've been struck by the lack of media resources - when you compare to other Celtic languages like Welsh and Gaelic, and see how much good their TV providers have done, it makes a lot of sense for Cornwall to have its own.'

Tyskennow Kernow

Cornish Screen Culture – a showcase of mix of Cornish and English language films with a distinctive Cornish flavour.



An evolution of the DVD collections produced in 2007/8 to share Cornish films to local and diaspora audiences and sustain through sales the Govyn Kernewek Award, precursor to FylmK.

Hosted on Vimeo with a refreshed ‘hero’ film topping the playlist every few days promoted with a single bi-lingual social media post on Twitter, Facebook and LinkedIn.

The collection comprises an eclectic curated selection of Cornish animations, short and long form drama, documentaries and experimental films in both Cornish and English languages, totalling 100 titles to date.

Many titles made available for public viewing for the first time, existing available content highlighted. FylmK 2018 winner *Yn Mor* released on Tyskennow Kernow over Easter weekend.

Analytics	01.02.20 – 30.04.20
Impressions	3796
Views	1122
Total viewing time	86.5 hours
Most popular title Yn Mor	(321 views)

These analytics are only available for directly hosted content (approx. 50% titles). A crude reckoning suggests the accumulated collected content would total over 20,000 views to date (extrapolated this would equal over 1500 viewing hours).

To reiterate – this snapshot is a *limited* selection of content, with very *little* promotion, *zero* advertising, on a *single* platform (Vimeo). Whilst the data is patchy, it suggests two trends:

1. A significant number of people are interested in watching Cornish content.
2. The number who watching curated, promoted content is significantly higher.

The purpose of this intervention has been to showcase content directly to an underserved audience in the absence of public service media provision whilst also providing an exemplar of the type of Cornish content that should be made available more visibly to audiences on iPlayer.

Appendices

- A CASE FOR CORNISH PSM – Summary.pdf
- SCREEN CORNWALL SUBMISSION The future of Public Service Broadcasting.pdf
- DMCS GMK DEVELOPMENT PROJECTS 2C & 2D Report.pdf