



Department
for Culture,
Media & Sport

Baroness Twycross
Minister for Museums, Heritage and Gambling
1st Floor
100 Parliament Street
London SW1A 2BQ

E: enquiries@dcms.gov.uk

www.gov.uk/dcms

Lord Vaizey of Didcot
House of Lords
London
SW1A 0PW

17 September 2025

INT2025/09121/DC

Dear Lord Vaizey

I committed to writing to you in response to your question during Oral Questions on 11 September regarding progress made by the UK Soft Power Council in putting together an effective soft power strategy for the UK.

As you know, the UK Government set up the Soft Power Council in January to help us develop a more strategic approach to the use of soft power, including advising on a new UK Soft Power Strategy. A draft strategy was discussed at the third Soft Power Council meeting on 23 July, which was jointly chaired by the Foreign Secretary and the Secretary of State for Culture, Media and Sport. Extensive consultations have continued over the summer and the strategy is still being developed.

I hope this response is helpful in answering your question and I will deposit a copy of this letter in the Libraries of both Houses.

With best wishes,

Baroness Twycross
Minister for Museums, Heritage and Gambling