

Your ref: S1248 PAC33

27 April 2023

Sent by email to: pac@oireachtas.ie

Ms. Sarah Cremin
Committee Secretariat
Committee of Public Accounts
Leinster House
Dublin 2 - D02 XR20

Dear Ms. Cremin

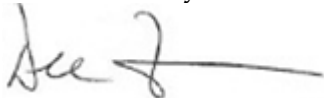
Thank you for your letter on the 12 April concerning further information in relation to *Toy Show the Musical*.

As you will be aware from previous correspondence, in January RTÉ forwarded a comprehensive briefing note on *Toy Show the Musical* to the Public Accounts Committee, detailing the rationale for RTÉ to develop new live events consistent with its remit and purpose, the development process that went into *Toy Show the Musical* and the governance of the project.

As with any project of this scale and ambition detailed analysis of all costs, benefits and risks of developing and staging *Toy Show the Musical* were properly considered and central to the decision making on developing and staging the show. The project was in development for two years and detailed modelling of potential box office receipts, different pricing tiers, group and school's rates, sponsorship, among other factors were all considered.

As we have previously communicated, as a commercial semi-state RTÉ must protect its commercial interests and best public-value negotiating position for any future ventures. Therefore RTÉ cannot disclose the detailed business plans of individual creative or commercial projects. In this instance, we have tried to be as open as we can and have acted in good faith in balancing the Committee's legitimate interest in understanding the rationale and due diligence that was central to this project with RTÉ's commercial interests.

Yours sincerely



Dee Forbes,
Director General, RTÉ