
S4C Authority Meeting Minute
12 December 2013, S4C, Llanishen, Cardiff

Meeting No. 372

Present:	Huw Jones	(Chairman)
	Carol Bell	(Member of the Authority)
	Aled Eirug	(Member of the Authority) (<i>item 4.2 on</i>)
	Glenda Jones	(Member of the Authority)
	Marian Wyn Jones	(Member of the Authority)
	Rheon Tomos	(Member of the Authority)
	Elan Closs Stephens	(Member of the Authority) (<i>item 4.1-5 only</i>)
S4C staff:	Ian Jones	(Chief Executive)
	Garffild Lloyd Lewis	(Director of Communications)
	Elin Morris	(Director of Corporate and Commercial Policy)
	Kathryn Morris	(Director of Finance)
	Dafydd Rhys	(Director of Content)
	Phil Williams	(Secretary to the Authority)
	Sarah-Jane Pritchard	(Assistant to the Secretary to the Authority)
Also present:	Rhodri Talfan Davies	(Director – BBC Cymru/Wales) (<i>item 5 only</i>)
Apologies:	John Davies	(Member of the Authority)

Opening remarks

The Chairman welcomed all present to the meeting.

1. **Declaration of interest**

The Chair asked for any member with an interest in the business of the meeting to declare their interest. No declaration was made.

See the Register of Interests section of the S4C Authority website for general declarations.

2. **Minutes 371 (14.11.2013) and matters arising**

The minutes of meeting 371 were presented and approved.

Matters Arising

Statement by the DCMS on Monday (09/12/2013).

[**Summary:** It was noted that the cuts identified in the Autumn Statement will not affect S4C.]

3. **Chairman's Report**

The Chairman presented his written report with particular reference to the following

matters.

Politician of the Year

The Chairman had attended the Politician of the Year ceremony at City Hall, Cardiff on 12/10/2013.

Meeting the Wales Minister for Culture and Sports

The Chairman and PW met with John Griffiths, Welsh Government Culture and Sport Minister, yesterday morning (11/12/2013).

4. Chief Executive's Report

4.1 The Chief Executive presented his written report with particular reference to the following matters:

4.2 Research and Data Analysis

IHJ has looked at the role that research has performed in the past and how to develop things in the future. The intention is to change the terms of reference to focus more on collecting information about users' daily behaviour and practices and S4C's potential users in a way that is central to the strategy of many departments.

The department will be renamed the Insight Department and will report in the first instance directly to the Chief Executive. It will consider ways to collect personalised data from different sources, to look at all the data collected strategically and to make strategic suggestions for the scheduling, commercial, technical, communications and online units, amongst others. It will also need to consider the nature and the number of reports submitted by the Department to the Authority.

The question was raised of the comparison with how other channels perform. It would be useful to have the context. It might also be interesting to have a broader picture of how some English language programmes perform in Wales where there is a similarity to some Welsh programmes. This may indicate that S4C's situation is more positive. IHJ indicated that the problem is time and resources. Maybe we could compare specific things from time to time.

He noted that RE will be joining the team in January to undertake a more strategic and lead role in relation to the design and management of the schedule.

For the discussion day there is a need for the research department to know the requirements. The need for the Authority's reports to create a narrative on the basis of appropriate data was noted, and the need to ensure the data is used to formulate strategy.

He also referred to the technical advances. There was a Welsh voice recognition project taking place with Canolfan Bedwyr. There would be a partnership with manufacturers such as Samsung or Sony in due course to implement the software.

4.3 **Operational Group to look at departmental work**

IHJ was worried about the amount of work the management team are doing with the reduction in the number of members. There was too large a gap between what the management team do and the rest of the staff. He had created an operational group that will oversee the daily departmental work and make recommendations to the management team.

4.4 **Adverts**

[**Summary:** There was a discussion about advertising revenue. The intention is to remove commercials during children's programmes. Members responded positively to the proposal.]

4.5 **Pobol y Cwm Omnibus**

[**Summary:** An update was given on the discussions with the BBC about the Pobol y Cwm Omnibus. S4C is waiting to hear what the BBC's preferred option is.]

4.6 **Relocation**

[**Summary:** A timetable was circulated to Members for the presentations in each area, together with a timetable for the discussions of the Management Team and the Authority. It was agreed that if it is not possible for a Member to attend one location they should not attend any of them.]

4.7 **S4C's Brand and Personality**

IHJ reported the intention to rebrand elements of S4C's public image in the Spring. Further information would be presented to the Authority in due course.

There was a discussion about the cost of the rebranding. He explained that further information about the costs will be presented later.

He was asked if information was available about the frequency of renewing idents and logos. IHJ suggested it tends to occur as often as every 3 or 4 years in some broadcasting organisations.

5. **Presentation by Rhodri Talfan Davies – an outline of the BBC's relocation plan and possibly S4C**

[**Summary:** RTD presented the background to the decision to relocate BBC Cymru/Wales. He then welcomed questions and there was an open discussion.]

[**Summary:** A short discussion was held to summarise the response of members to the presentation.]

6. **Report of the Director of Content**

Due to lack of time it was decided to discuss the report of the Director of Content at the Content Committee meeting in the afternoon (12.12.2013) but reference was made to the following

Rugby

[**Summary:** There was an agreement on the table but it has not been concluded at this time.]

7. Monthly Research Report

[**Summary:** The report was discussed but there will be more time to discuss the performance measures at the Discussion day.]

8. Report of the Director of Communications

8.1 Members were keen to congratulate the team on the Philippines Appeal Concert, and for creating the event in such a short time.

8.2 GLL presented his written report.

9. Financial Report

[**Summary:** KM presented the financial report. She noted that some projects that were due to take place in 2013 had moved to 2014. These included drama, sitcom and programmes for children and young people. The formal approval of the Authority was required for the relevant change in the Budget and the Authority approved the change.]

10. Draft budget for the 3 months January-March 2014

[**Summary:** KM presented a budget for the 3 months January-March 2014. The Budget was approved.]

11. Approval of the 15-month financial period and change to S4C's accounting period to the fiscal year from April 1, 2014.

KM explained that the DCMS has indicated that they are willing for S4C to change to a 15-month financial period from January 2013, and then to a fiscal year from April 2014 to coincide with the BBC Trust's financial year and the requirements of the Operating Agreement. It is proposed to change the accounting period for the commercial companies to coincide with the Authority's accounting period and that the Commercial Board will approve the change at their next meeting.

[**Summary:** There was a discussion about how to present S4C's public income for the 15-month period in the Financial Statement.]

The recommendation to change the financial period to 15 months from January 1, 2013 was approved and then the change to a fiscal accounting period from April 1, 2014 for the Authority's accounts and the accounts of the commercial companies.

12. **Complaints and Compliance Report and Viewers Hotline**

12.1 The report of the Complaints and Compliance Committee meeting held on November 27, 2013 was noted.

12.2 The report of the Viewers Hotline was noted.

13. **Revised Complaints Process**

[**Summary:** There was a discussion on the draft of the Revised Complaints Process.]

The Revised Complaints Process was approved and it was agreed that it should be introduced and published as soon as possible.

14. **Any other business**

No other matters were raised.

15. **Date of next meeting:**

The next meeting will take the form of a Discussion Day and will take place on 16th January at the Swalec Stadium, Cardiff.

[The next business meeting of the Authority will be held in February.]