
S4C Authority Meeting Minute
14 February 2013, S4C, Llanishen, Cardiff

Meeting No. 363

Present:	Huw Jones	(Chairman)
	John Davies	(Member of the Authority)
	Aled Eirug	(Member of the Authority)
	Dyfrig Jones	(Member of the Authority)
	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)
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)
	Carys Evans	(Head of Research) <i>(Items 6 & 8 only)</i>
	Phil Williams	(Secretary to the Authority)
	Sarah-Jane Pritchard	(Assistant to the Secretary to the Authority)
Also present:	Emyr Byron Hughes	<i>(Item 6 only)</i>
Apologies:	Carol Bell	(Member of the Authority)

Opening remarks

The Chairman welcomed all present to the meeting. Apologies had been received from CB.

1. Declaration of interest

The Chair asked for any member with an interest in the business of the meeting to declare their interest. No interests were declared.

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

2. Minutes 362

2.1 The minutes of meeting 362 were presented.

The Authority approved the minutes.

2.2 Matters arising from minutes 362

The following were noted:

2.2.1 **Sports**

The discussions with the WRU to extend the Colleges Rugby competition are continuing.

2.2.2 **Financial Report**

[**Summary:** KM presented her Financial Report to the Authority.]

3. **Minutes of the special meeting (January 10, 2013)**

The minutes of the special meeting held to approve the Operating Agreement between the BBC Trust and the S4C Authority were presented.

The Authority approved the minutes.

4. **Matters arising from the Discussion Day (10 January 2013)**

4.1 The Chairman presented a summary of the main points from the Discussion Day.

4.2 There was a discussion about attracting Welsh speakers who do not watch S4C currently. It was noted that officers are considering several ways to attract viewers back to S4C including considering the promotion of the channel and the linguistic register of its programming.

4.3 It was suggested that the Authority Members could assist the Chairman and Chief Executive by representing S4C at events and by promoting S4C's work to organizations across Wales. Officers will consider the opportunities to do this.

4.4 The Authority was keen to continue the discussions on topics raised at the discussion day. It was decided to allocate the last hour of each Authority meeting in the future to discuss a specific topic.

5. **Chairman's Report**

5.1 **Publication of the Operating Agreement**

It was noted that the Operating Agreement between the BBC Trust and the S4C Authority had been published on 30 January. Officers were thanked for their work during the process of negotiating the agreement with the BBC Trust.

5.2 **Westminster Hall debate to mark S4C's 30th Anniversary**

A debate had been held in Westminster Hall to mark the 30th Anniversary of S4C on 31 January. There had been supportive and personal contributions from members of all parties and a positive response from the Minister, Ed Vaizey.

6. **Chief Executive's Report**

6.1 IHJ presented his written report.

6.2 **Restructuring**

IHJ gave an update on the restructuring process and noted that staff had now moved

to the new way of working in teams.

There was a discussion about the meeting with staff representatives held earlier in the day.

Reference was also made to the need to report on the Authority's work to the public. Consideration had been given in 2012 to developing alternative ways of providing information to the public, but no recommendations have been submitted to the Authority. Further consideration will be given to this as part of the work on the information requirements of the Authority.

6.3 **DCMS Finance / Financial Period 15 months**

[**Summary:** An update was given on the positions of the DCMS and the BBC Trust to the change in S4C's financial year.]

6.4 **Broadcasting in 3/4 Resolution on Freeview**

IHJ presented an update on the problems with the picture quality of S4C on Freeview. The Hotline has received several complaints about the picture quality during rugby internationals.

[**Summary:** By now S4C is the only public service broadcaster broadcasting in 3/4 resolution. Reference was made to the original agreement whilst noting that S4C was trying to move to full resolution.]

6.5 **Report on Audience Measures**

[**Summary:** Following a presentation by EBH there was a discussion of appropriate measures for monitoring Cyw. EBH suggested suitable measures for further consideration by the officers prior to their recommendation to the Authority.]

EBH was thanked for his presentation.

6.6 **BARB**

[**Summary:** The changes to its Viewing Panel to be introduced by BARB at the start of March were explained.]

6.7 **Digital Fund Investments**

[**Summary:** The Authority was given an update on the Digital Fund's investments.]

6.8 **Outsourcing Broadcasting - Update**

[**Summary:** IHJ presented an update on the feasibility work on the outsourcing of broadcasting.]

6.9 **BBC**

IHJ noted that the feasibility work on co-location by the joint Partnership Board is continuing. A progress report will be presented to the Authority in April.

6.10 **BECTU**

[**Summary:** Salary matters were discussed.]

6.11 **The Commercial Board**

It was noted that Gwyn Roberts has accepted an invitation to join the Commercial Board as a non-executive director.

6.12 **iPlayer**

[**Summary:** IHJ gave an update on the discussions on iPlayer. The Authority approved the request of the Chief Executive to continue with the negotiations.]

7. **Report of the Director of Content**

[**Summary:** DRh presented his written report relating to S4C content over the last two months.]

8. **End of Year Research Presentation 2012 and Monthly Research Reports for January and February**

[**Summary:** CEv gave a presentation on the performance of S4C's service in 2012. There was a specific discussion about the impact of live sports programmes on reach.]

9. **Report of the Director of Communications**

GLL presented his written report and referred to the following topics:

9.1 **In Your Community**

A meeting was held with a group of people in Cwm Gwendraeth to discuss a proposed S4C campaign in the area. The feedback received suggests that their preference would be for S4C to attend events that already exist rather than organising a specific viewers evening. It was suggested that consideration could be given to organising a series of smaller events in the area instead of a single regular Viewers Evening.

A similar meeting will be held in Bala next week. There have been problems recently with S4C broadcasts in the Bala area. The meeting is an opportunity to update people about the technical position.

9.2 **Relocation**

It was noted that the invitation to express an interest in discussing co-locating with S4C across Wales has been published and it has already received a positive response.

9.3 **Llanelwedd**

[**Summary:** Matters relating to the S4C building at the showground in Llanelwedd were discussed.]

9.4 **Subtitles**

Reference was made to the lack of information about subtitles during programmes. Currently information is available at the start of programmes only. An experiment has been planned to show the subtitles logo at the start of the programme and before and after each ad break in order to increase awareness of the subtitles service.

9.5 **Twitter**

A selection of tweets has been included in the Hotline Report to give the Authority a flavour of the kinds of discussion that are taking place around S4C content.

10. **Financial Report**

KM presented an update on the financial report.

10.1 Reference was made to the restructuring process. It was noted that all the costs of restructuring have been completed within the year in 2012.

10.2 The external auditors will audit the accounts in April.

10.3 There was a discussion about the project to accept programmes from the production companies without the use of tapes. Officers will report to the Authority on the project cost and financial benefits of the project to provide a better understanding of the financial implications of the project for the companies and for S4C.

11. **Report of the Content Committee**

AE presented his written report from the Content Committee.

12. **Statement of S4C Content Policy 2013**

The Statement of S4C's Content Policy for 2013 was presented. The draft statement had been discussed by the Content Committee at its last meeting and had been amended to reflect the Committee's recommendations.

The Authority approved S4C Content Policy Statement for 2013.

13. **Approval of the Review of the S4C Content Policy Statement 2012**

The Review of the S4C Content Policy Statement 2012 was submitted for approval. It was noted that the purpose of the report is to report to Ofcom against last year's Content Policy Statement.

The Authority approved the review of the S4C Content Policy Statement 2012.

14. **Report of the Audit and Risk Management Committee**

RhT presented a verbal report following the meeting of the Audit and Risk Management Committee held earlier.

The Committee had received several reports from the internal auditors, including their annual report. The Committee had asked the auditors to provide more information about their views on S4C's assurance processes during 2012.

[**Summary:** The recommendations of the Shortridge report were discussed. A small number of them are dependent on the approval of the Operating Agreement with the BBC Trust.]

15. **Report of the Commercial Board**

[**Summary:** The Chairman of the Commercial Board presented a report from the meeting.]

16. **Complaints and Compliance Report and Viewers' Hotline**

16.1 [**Summary:** The Authority was given an update on the current complaints.]

16.2 The reports from the Hotline were presented. It was noted that currently the report does not show complaints about technical problems separately. This will be adjusted for the next meeting of the Authority.

17. **Any other business**

It was noted that the Authority's work programme will be updated once the Audit and Risk Management Committee work programme has been updated.

18. **Date of next meeting:**

The next meeting will be held on March 14, 2013 in Cardiff.