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

Meeting No. 364

Present:	Huw Jones	(Chairman)
	John Davies	(Member of the Authority)
	Carol Bell	(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)
	Phil Williams	(Secretary to the Authority)
	Sarah-Jane Pritchard	(Assistant to the Secretary to the Authority)

Opening remarks

The Chairman welcomed all present to the meeting. There were no apologies.

1. Declarations of interest

The Chairman asked for any member with an interest in the business of the meeting to declare their interest.

The Chairman declared that his son works as a researcher for the company Aden.

It was noted that several members have permanent declarations of interest in the register of members' interests and that these do not have to be declared individually at each meeting unless they are directly relevant to the subject under discussion.

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

2. Minutes 363

2.1 The minutes of meeting 363 were presented.

The Authority approved the minutes.

2.2 **Matters arising from minutes 362**

2.2.1 The following were noted:

2.2.2 **Restructuring - Forum**

There was a discussion about Forum - the monthly staff meeting. After the first meeting the feedback received was that the meeting was too formal. The second meeting was changed to a less formal setting and the feedback was positive.

2.2.3 **Providing information about Authority meetings**

[**Summary:** The Authority discussed possible ways to provide information about its meetings. It is hoped to establish a new system to replace the Bulletins in future.]

2.2.4 **Broadcasting in ¾ Resolution on Freeview**

It was noted that S4C had been broadcast in ¾ resolution on Sky recently as well as Freeview. However, S4C is now broadcast on the Sky platform at full resolution.

2.2.5 **In Your Community**

It was explained that the technical problems in the Bala area have now been resolved.

2.2.6 **Subtitles**

IHJ explained that the experiment to always show the symbol for subtitles at the start of each programme and before and after each ad break will start soon.

2.2.7 **Commercial Board**

[**Summary:** There was a discussion about the commercial strategy and the need to ensure a clear vision of the relationship between commercial projects and public service objectives. It was decided to arrange a presentation to the Authority by the new Head of Commercial Development in May.]

3. **Discussion Day (10 January 2013)**

[**Summary:** A list of topics had been drawn up to be discussed further by the Authority in the future.]

4. **Chairman's Report**

4.1 **Meeting with Huw Lewis AM, Minister for Heritage**

The Chairman emphasized the constructive nature of the meeting between himself, the Chief Executive and the Minister.

4.2 **Feedback from the lunch with staff**

[**Summary:** There was a discussion on the feedback from staff attending the lunch as staff representatives. The Authority approved their suggestions and the proposal to move the location of the meeting.]

4.3 **Events in association with the BBC**

The officers of the BBC Audience Council Wales have invited the S4C Authority to share two events with them to coincide with the annual conference of the Women's Institute in April. An event over breakfast with representatives of the Women's Institute on April 17 at the Venue and an event on Thursday night in Llanrwst with Conway Valley residents. The aim of the events is to gather feedback about broadcasting in Welsh in general. The Authority welcomed the invitations whilst referring to the start of the partnership between the BBC Trust and S4C in April. The events will demonstrate the two organizations working in partnership. Acceptance of the invitation was approved.

4.4 **Review of the performance of BBC programmes in 2012 under the Strategic Partnership.**

S4C is required to comment on the contribution of BBC programmes to S4C, for consideration as part of the annual performance assessment of the BBC Trust. This was a different matter to the review by the Trust and the S4C Authority of S4C's services under the Operating Agreement. Members discussed the relationship between the two reporting processes and the relationship with S4C's Annual Report itself, and what kind of response should be provided. It was decided that the Secretary should submit a draft for approval by the Content Committee.

5. **Chief Executive's Report**

5.1 IHJ presented his written report.

5.2 **Performance Measures**

[**Summary:** IHJ presented an update on our performance measures with the aim of ensuring consistency with the figures for the BBC Trust and which, in the opinion of the Authority, give a true and proper reflection of the performance of the service. These measures will be used in the Annual Report in due course.]

5.3 **DCMS funding**

[**Summary:** IHJ presented an update on the meeting held with officers from the DCMS. They will need the consent of the Treasury and, possibly, the NAO before formalising the change to reporting on a financial year of 15 months to enable S4C to move to reporting on the financial year in the future.]

5.4 **¾ Resolution**

IHJ gave an update on the issue of ¾ resolution for S4C's service on Freeview. A meeting had been held with Ofcom to discuss the matter and they had noted that the Ofcom technical requirements require S4C to broadcast in full resolution.

D3 & 4 are upgrading the multiplex technology in July and further discussions will be held with them to resolve the issue once their new chief executive takes up office within the next few months.

5.5 **Programmes**

There was a discussion about responding to comments on S4C programmes on Twitter and several examples were quoted which highlighted the importance of getting involved in discussions on Twitter. A note of caution was voiced about the over-reliance on responses on social media.

5.6 **Issues relating to the production sector.**

5.6.1 **Delivering programmes via files – Update**

IHJ gave an update on the work taking place in order to receive programmes from suppliers on file.

5.6.2 **The Fegan Report**

[**Summary:** Members discussed the call for S4C to release the Fegan report. As it is based on commercial information provided in confidence the Authority will have to give careful consideration as to the appropriateness of publishing its conclusions.]

5.7 **BBC**

The discussions relating to the presence of S4C on iPlayer are continuing and it was noted that the BBC Executive's presentation to the BBC Trust on the matter was postponed until May.

5.8 **Last month**

IHJ gave an update on the constructive session held with elected representatives.

5.9 **Clic**

It was noted that the development work for the Clic service was continuing. The suggestion of organising a presentation for the Authority in May outlining the proposed changes was approved.

6. **Consideration of the Authority's Information Needs**

6.1 The meeting discussed the needs of the Authority in relation to information about the performance of programmes. The need for Members to receive sufficient information to enable them to perform their role effectively was emphasised.

[**Summary:** There was agreement that unnecessary information requirements should not add to the work load of officers. The need to ensure an accurate understanding of the significance of the various documents that may be under consideration was emphasised.]

It was decided that the easiest way to provide the information would be to circulate

the Overnight Figures, the Unique Reach figures and the Weekly Top Twenty programmes. A short session by the Head of Research could be arranged to follow this meeting.

6.2 It was also decided that the Content Committee should give consideration to the further information needs of the Authority concerning the performance of programmes.

6.3 There was also a discussion about the information needs of the Authority in relation to the recommendations made by Shortridge. Although the format and content of the papers has changed since the summer of 2010 they had not been approved formally.

6.4 The Authority approved the format and content of the papers and decided to add "to consider the information needs of the Authority" to the Authority's work programme annually.

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

[**Summary:** DRh presented his written report and discussed a variety of genres. He noted the recent steady rise in viewing to **Stwnsh** and there was a discussion on the cost of Entertainment. It was noted that there was a clear perception of a positive public response to the recent output. The Authority expressed its appreciation of the efforts of DRh and his team, the production companies and other talent which had generated the content.]

8. **Monthly Research Report**

The monthly research report was noted.

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

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

9.2 **Marketing Campaigns**

There was an update on recent promotional campaigns. A special screening of the programme **Gerallt** had been arranged in Caernarfon. The programme had been promoted in several ways, including by targeting specific viewers, such as those who responded to the **Tryweryn** season, and by providing programme clips on social networks.

9.3 **In your community**

A meeting had been held with a group of local representatives in Bala to discuss a planned promotional campaign in the area. The feedback received suggests that the local people would prefer it if the S4C campaign coincides with other events taking place in the area over the same period.

9.4 **Zeffa**

It was noted that Zeffa Ltd. has won the tender for the service of purchasing media space, and has agreed a contract for the next three years.

9.5 **Partnerships**

The significant number of meetings that are held with partners and potential partners was noted.

10. **Financial Report**

[Summary: KM presented the financial report.]

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

The written report of the meeting of the Audit and Risk Management Committee was noted.

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

PW presented the complaints and compliance report. It was noted that there were no new complaints on the list this month.

The Viewer' Hotline report was noted.

13. **Any other business** - No further matters were discussed.

14. **Discussion Topic – S4C's Supply Chain**

[Summary: In order to allow sufficient time to consider a particular topic in detail the Authority agreed recently to allocate specific time on the agenda for a discussion session. S4C's Supply Chain was selected as the subject this time and an extended discussion was held on the issue.]

15. **Date of next meeting:**

The next meeting is to be held on April 18, 2013 in Cardiff.