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**S4C Authority Meeting Minute**  
18 April 2013, S4C, Llanishen, Cardiff & Caernarfon

**Meeting No. 365**

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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)	(Item 4 onwards)
	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)	
	Dafydd Rhys	(Director of Content)	
	Phil Williams	(Secretary to the Authority)	
	Huw Marshall	(Digital manager)	(Item 5 only)
	Carys Evans	(Head of Research)	(Item 7 only)
	Sarah-Jane Pritchard	(Assistant to the Secretary to the Authority)	
Apologies:	Kathryn Morris	(Director of Finance)	

### **Opening remarks**

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

#### **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 364 (14 March 2013) and matters arising**

##### **2.1 Minutes 364**

The minutes of meeting 364 were presented.

The Authority approved the minutes.

## 2.2 **Matters arising**

2.2.1 The following were noted:

2.2.2 [**Summary:** The methods of presenting information about the Authority meetings were discussed.]

### 2.2.3 **Meeting with the Heritage Minister**

The Chairman noted that he is to meet the new Heritage Minister, John Griffiths, in May.

### 2.2.4 **Review of the performance of BBC Programmes in 2012 under the Strategic Partnership**

The review of the performance of BBC programmes in 2012 has been sent to David Liddiment, Audience and Performance Committee Chairman, BBC Trust. It was suggested that a meeting be arranged with David Liddiment to discuss the future assessment of the BBC provision under the Strategic Partnership.

### 2.2.5 **Performance Measures**

[**Summary:** PW gave an update on the discussions with the BBC Trust.]

### 2.2.6 **DCMS funding**

IHJ explained that discussions with the DCMS officers continue to confirm the S4C financial reporting period. The officers have assumed that they will report on a 15-month period to the end of March 2014 rather than the calendar year 2013.

### 2.2.7 **Fegan Report**

Members had received a copy of the key findings of the Fegan report. The officers had been working with TAC and an update on matters arising from the report's recommendations will be submitted to the Authority at its next meeting.

### 2.2.8 **Consideration of the Authority's Information Needs**

There was a discussion about the information needs of the Authority. The need to gather information throughout the year for the assessment of BBC programmes was noted. This should be a regular item on the agenda of the Content Committee. Some members want to see the continuous consideration of the value for money of individual series presented. It was agreed to discuss this further in a specific session on "Value" later in the meeting.

Reference was made to the pressure on officers to provide reports for each meeting of the Authority but the Authority's need to receive regular competent reports was also noted. There was an aspiration that the Director of Content's report should include information which allows for the comparison of programmes and genres and the relative investment made in each. It was noted that the primary responsibility of the Content Committee is to monitor S4C's output.

It was decided that the Management Team and the Secretary should consider the monthly reports received by the Authority and the procedure for preparing reports to

ensure that the appropriate information is being prepared for the Authority without adding unnecessarily to the work load of officers.

3. **Chairman's Report**

The Chairman's report was noted.

4. **Chief Executive's Report**

4.1 IHJ presented his written report.

4.2 **DCMS - update**

[**Summary:** IHJ presented an update on the financial situation with the DCMS. They have confirmed further reductions to their contribution to S4C to 2014-15 and a Spending Review for 2015-16 will be held in June.]

4.3 **iPlayer - update**

The proposed schedule was presented and it was noted that S4C content should be available on most platforms within three months of launch. Officers will continue to discuss the clauses and the timetable for S4C's presence on iPlayer with BBC officers.

4.4 **Commercial Group**

EM presented an update on the activities of S4C's Commercial Group. The update was welcomed by the Authority and reference was made to the considerable work that officers undertake on commercial projects. The Head of Commercial Development will give a presentation on the activities and the commercial strategy at the next meeting of the Authority.

4.5 **Financial**

[**Summary:** The meeting discussed the means of dealing with any savings within the Content budget. It was decided that from now on recommendations should be made to the Authority for approval.]

4.6 **The joint Partnership Board - BBC / S4C - update**

[**Summary:** EM presented an update on the work of the Joint Partnership Board whilst explaining that no decisions were required at this meeting. Reference was made to the timetable suggested by the BBC and it was recognised that the Authority will need to consider the co-location project at the same time as the relocation project.]

5. **S4C Digital Strategy Presentation**

5.1 HM presented S4C's Digital Strategy which aims to attract viewers to S4C content over different platforms and devices.

5.2 The presentation and the digital strategy were welcomed by the Authority. There was a discussion about the Clic service. In order to ensure that the S4C brand is as visible as possible, in the future every method of viewing S4C content will come under the S4C brand rather than the Clic brand.

[**Summary:** The meeting discussed the development of Apps for S4C and the guidelines for extending to new platforms.]

5.3 [Summary: Reference was made to the plans to upgrade S4C's Home page and the aspiration to stream content from other providers.]

5.4 The field of children's content was discussed along with the HWB service. Officers are in discussion with Welsh Government officers to determine how S4C and the Welsh Government could work together to increase the provision of Welsh educational material.

5.5 HM was thanked and the Authority was looking forward to seeing the work bearing fruit.

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

[Summary: DRh presented his written report with reference to Drama, Entertainment and Music in particular.]

## 7. **First Quarter 2013 Research Presentation and Monthly Research Report**

7.1 [Summary: CEv gave a presentation on the research findings for the First Quarter 2013. There was a discussion on the measures used for assessing Reach and S4C's Impact.]

7.2 The Monthly Research Report was noted.

## 8. **Report of the Director of Communications**

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

8.2 GLL gave an update on the promotional campaigns. The Promotions Department has been considering the ways in which viewers receive programme information. Reference was made to the importance of using social media to advertise programmes for young people as 62% of the people who use Twitter in Welsh are young people under twenty.

8.3 There was a discussion about the forthcoming Viewers Evenings. The Promotions Department will be holding two events in the Gwendraeth Valley in May. An informal viewers evening will be held on May 2 in Pontyberem, and a normal Viewers Evening at Llanddarog on 14 May.

## 9. **Financial Report**

[Summary: The financial report was presented.]

## 10. **Report of the Content Committee**

[Summary: AE gave a verbal report and presented the Authority with the Content Committee's conclusions regarding the Language Guidelines for S4C Programmes and the BBC Programme Plan for 2013 under the Strategic Partnership.]

11. **Report from the Commercial Board**

[**Summary:** CB presented a verbal report and referred to the appointment of Gwyn Roberts as non-executive director.]

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

12.1 The Complaints and Compliance Report was presented.

12.2 The report of the Viewers Hotline was presented.

It was noted that the amount of comments received by the Hotline has increased significantly since they started recording observations on Twitter.

13. **Any other business**

It was noted that this was Dyfrig Jones last meeting as a member of the Authority. The Chairman thanked Dyfrig Jones for his contribution over the last four years, particularly as Chairman of the New Media Forum.

14. **Discussion Topic – To Consider the "Value" of S4C**

Members received a guidance note on "value for money" and the "value" of S4C. It was decided to defer the discussion session on this topic until the next meeting.

15. **Date of next meeting:**

The next meeting is to be held on May 16, 2013 in Cardiff.