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**S4C Authority Meeting Minute**  
16 May 2013, S4C, Llanishen, Cardiff

**Meeting No. 366**

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Present:	Huw Jones	(Chairman)
	Carol Bell	(Member of the Authority)
	Aled Eirug	(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)
Apologies:	John Davies	(Member of the Authority)

### **Opening remarks**

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

#### **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 365 and matters arising**

##### **2.1 Minutes 365**

The minutes of meeting 365 were presented.

The Authority approved the minutes.

##### **2.2 Matters Arising**

The following were noted:

### 2.2.1 **Ofcom Pension Plan**

[**Summary:** Matters relating to the Ofcom Pension Plan were discussed.]

2.2.2 **Summary:** Reference was made to the information needs of the Authority.

### 2.2.3 **Review of the performance of BBC programmes in 2012 under the Strategic Partnership**

It was noted that the meeting with David Liddiment has not yet been held, but there was an intention to seek a meeting in due course.

### 2.2.4 **Performance Measures**

[**Summary:** Officers have agreed in principle with the BBC Trust officers on the 3 minute weekly measure of reach as the primary measure of reach for S4C.]

### 2.2.5 **DCMS Finance**

It was noted that officers are continuing to discuss the S4C financial period with officers at DCMS.

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

[**Summary:** The information provided to the Authority on a monthly basis was discussed.]

### 2.2.7 **iPlayer - update**

[**Summary:** The plan has been approved by the relevant strategic and editorial issues committees of the BBC Trust. The Trust will need to hold a public consultation on the changes required to the BBC complaints process.]

It was explained that the BBC has indicated that the presence of S4C on iPlayer offers additional opportunities for S4C and the BBC to cooperate on projects such as a digital archive (buy and download) associated with the iPlayer. This was welcomed by the Authority.

### 2.2.8 **Commercial Matters**

It was noted that the Head of Commercial Development will present the commercial strategy to the Authority in September.

### 2.2.9 **Sports Rights**

[**Summary:** It was reported that Sky has won the rights to broadcast the RaboDirect Pro12 games on Saturday. A new Sports strategy will be presented to the Authority in due course.]

## 2.2.10 **Language Guidelines for S4C Programmes**

[**Summary:** Cylch yr Iaith have been offered a meeting with officers to discuss their letter regarding the consultation on the Operating Agreement.]

## 3. **Chairman's Report**

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

### 3.1 **David Jones MP, Secretary of State for Wales**

The Chairman and IHJ had met with the Secretary of State for Wales. The meeting was constructive and David Jones had offered to facilitate a meeting with Maria Miller, Secretary of State for Culture, Media and Sport.

### 3.2 **The Celtic Media Festival**

The Chairman congratulated GLL, vice-chairman of the festival committee, on the success of the festival in Swansea last month.

### 3.3 **John Griffiths AM, Minister for Culture**

The Chairman and the Chief Executive had had a constructive meeting with the new Minister for Culture, John Griffiths.

### 3.4 **The Commission on Devolution**

It was noted that an invitation to submit written and oral evidence to the Silk Commission on the devolution of broadcasting had been received and that the written evidence will be presented before the Chair gives oral evidence on 24 May. ECS will also attend the session on behalf of the BBC Trust.

## 4. **Chief Executive's Report**

IHJ submitted his written report and specific reference was made to the following matters.

### 4.1 **5 year plan to 2017 - update**

It was suggested that an update to the five-year financial plan should be presented to the Authority in July.

### 4.2 **Finance**

[**Summary:** The decision was made to report on S4C's cash flow as part of the financial report, and that the Audit and Risk Management Committee should further consider the policy for transfers and under-spends.]

### 4.3 **The new schedule**

[**Summary:** S4C launched a new schedule on 22 April. The Authority welcomed the

new schedule and praised the format of **Newyddion 9**. In the Viewers Evening held in Llanddarog different age groups reacted differently on the question of the slot for **Newyddion**. Officers will continue to monitor the performance.]

#### 4.4 **The Fegan Report**

EM presented an update on the recommendations of the Fegan report. Officers have held a series of positive meetings with TAC to discuss their implementation. EM was thanked for the update and the main points of the discussions with TAC were considered.

#### 4.5 **The Joint Partnership Board / Relocation - update**

[**Summary:** The work of the group on the business case is continuing therefore there will not be a presentation for the Authority until June. A shortlist has been selected and officers will visit each area within the next few weeks to hold discussions.]

#### 4.6 **DCMS**

It was noted that the Chairman and the Chief Executive had sent a letter to the Secretary of State at the DCMS - referring to the potential impact of cuts on S4C services - as part of the DCMS' process of preparing for the 2015 to 2016 Spending Review to be published on 26 June.

#### 5. **Update on the Digital Fund**

[**Summary:** EM presented an update on the Digital Fund's investments. There was a discussion about the process for approving the investments and for ensuring a balance between the commercial objectives of the fund and the aims of the public service.]

#### 6. **Discussion on the 2012 Annual Report**

PW presented a draft Annual Report for 2012. It was noted that the Financial Statement is not included and that this will be submitted to the Audit and Risk Management Committee at its meeting in June.

There was a discussion about the format and style of the report. The Chairman's introduction and the Chief Executive's introduction will be included following the completion of the rest of the report; making relevant reference to the decisions of the Spending Review in June. The introductions will provide an opportunity to present and repeat the key messages of the Authority.

It was explained that the purpose of the Review of Quality was to provide an objective assessment of the performance of S4C's service in 2012. This was a further development of the form of report published last year which was a first step in the process of introducing the Authority's assessment of the performance of the service. The intention of this evolution is to lead to the assessment of performance that the Authority needs to submit to the BBC Trust for 2013-14.

A discussion was had about the content and style of the draft report and several improvements were suggested in the section on Quality. In addition, the need to

ensure that the Report and Financial Statement will in due course be presented using clear and appropriate language was underlined.

It was noted that the draft report seeks to provide a broader picture of the performance and the audience's use of S4C's services during the year, including the use of digital platforms and social media.

Following the discussion, it was decided that the Content Committee will receive a further draft of the report for their consideration and that the Authority Members should submit any specific suggestions to the Authority's office.

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

[**Summary:** DRh submitted his written report. As well as pointing out certain programmes he referred to developments in the digital domain and the success of the **Creadigidol** conference held on May 9.]

**8. Monthly Research Report**

[**Summary:** The monthly research report was presented. There was a discussion about the reach of the service and of developments in the field of measuring online viewing.]

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

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

9.2 GLL gave an update about the promotional campaigns. The Promotions Department has been promoting the new schedule as well as working on campaigns related to the summer events.

9.3 He noted that the department works in partnership with several organizations, such as **Twf**, to distribute information about S4C's children's services. As part of the community campaigns strategy, a weekend of **Cyw** events was held at Folly Farm and received a positive response with over 5,000 visitors.

9.4 During the last two weeks, an informal evening was held at Pontyberem RFC with members of the Rugby Club and the Gwendraeth Valley Motor Club and a Viewers Evening was held this week in Llanddarog . There was positive response to both evenings and a report of the evenings will be distributed in due course.

**10. Financial Report**

KM presented the financial report and referred to the discussion above on the management and monitoring of cash flow and on under-spending and transfers from previous years.

**11. Report from the Content Committee**

[**Summary:** AE presented a report from the two Content Committee meetings held in April.]

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

The complaints report was submitted.

The Viewers Hotline report was noted by the Authority.

13. **Any other business**

No other issues were discussed.

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

Members were referred to the guidance paper on the subject of considering the “value” of S4C. The main purpose of the discussion session was identified as providing guidance for the draft Annual Report. As the Authority has already discussed the draft report no further discussion about “value” is needed at the moment, but the Audit and Risk Management Committee will continue to develop its work plan on value for money and will report on it to the Authority.

15. **Date of next meeting:**

The next meeting is to be held on June 13, 2013 in Cardiff.