
S4C Authority Meeting Minute
13 June 2013, S4C, Llanishen, Cardiff

Meeting No. 367

Present:	Huw Jones	(Chairman)
	John Davies	(Member of the Authority)
	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)	

Opening remarks

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

1. Declaration of interest

The Chairman 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 366 (16 May 2013) and matters arising

2.1 Minutes 366

The minutes of meeting 366 were presented.

The Authority approved the minutes.

2.2 Matters Arising

2.2.1 The following were noted:

2.2.2 [**Summary:** The policy to provide information about the meetings of the Authority was discussed.]

2.2.3 **Performance Measures**

PW noted that officers have agreed with BBC Trust officers that the 3-minute weekly measure should be used as the main measure for S4C's reach.

2.2.4 **Language Guidelines for S4C Programmes**

[**Summary:** It is hoped to arrange a meeting with Cylch yr Iaith representatives to discuss the Language Guidelines for S4C Programmes.]

2.2.5 **Digital Fund Update**

The question of the relationship between S4C's Digital Fund and the Welsh Government's Digital Development Fund was raised. EM explained that there was a desire to cooperate with the government fund where appropriate.

2.2.6 **Monthly Research Report**

It was noted that the work of considering methods for measuring our Clic service which are equivalent to the 3-minute weekly reach are continuing.

2.2.7 **[Use of Twitter]**

[**Summary:** Officers have drafted guidelines for the use of social networks and it is proposed to hold a discussion with staff about them.]

3. **Chairman's Report**

3.1 The Chairman presented his written report and referred specifically to the following matter.

3.2 **The Commission on Devolution (Silk Commission)**

There was a discussion about S4C's written evidence to the Silk Commission. The Chairman had given evidence to the Commission during the session in which ECS had also given evidence on behalf of the BBC Trust.

4. **Chief Executive's Report**

4.1 **To Consider the Co-location and Relocation of S4C's activities**

[**Summary:** Relevant papers had been presented and an extended discussion held on these issues at a special meeting of the Authority held on the previous night and a further discussion held at this meeting. Following these discussions, and subject to achieving a number of principles set out in the meeting, the Authority approved the principle of the relocation of staff within S4C's new headquarters to be established in conjunction with relevant partners outside Cardiff ("**Relocation**") and the co-location of technical broadcasting services and a number of S4C staff in a new centre in conjunction with the BBC in Cardiff Bay ("**Co-location**").]

4.2 **Spending Review**

It was noted that the Chancellor of the Exchequer will announce the results of the 2015-16 Spending Review on 26 June. S4C has issued a statement about the findings of independent research on the economic value of S4C. The Chairman and Chief Executive are also hoping to hold a meeting with the Secretary of State at the DCMS to discuss the impact of possible cuts on S4C's services and the DCMS' statutory duty to provide sufficient funding for S4C.

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

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

[**Summary:** The Annual Internal Audit Report for 2012 and the Auditors Work Plan for 2013 were presented to the Committee.]

6. **Approval of Annual Report and Financial Statement 2012**

6.1 **Annual Report 2012**

PW presented the revised Annual Report for 2012. The Chairman's Report is included in this draft and the Chief Executive's Report will be included following publication of the Spending Review.

The draft Annual Report was approved and it was decided that the officers will update the report based on any further comments received from members.

6.2 **Financial Statement 2012**

A draft of the Financial Statement 2012 was presented. The Audit Committee had considered the Financial Statements and had agreed to present the Financial Statement to the Authority subject to a number of minor changes recommended at the meeting of the Committee earlier. It was noted that the External Auditors had also approved the Financial Statement. The Authority approved the Financial Statement 2012.

7. **Evaluating the Efficiency of the Authority**

7.1 The Chairman presented recommendations for developing the efficiency of the Authority. The comments and recommendations were based on the Chairman's discussions with Members and with members of the Management Team.

7.2 Reference was made to the format and content of the Authority's papers, and those of its Committees, and the importance of ensuring that the papers for each meeting are provided in a timely and prompt manner. There was a discussion about electronic systems for circulating papers which cited the significant cost of such a system. It was decided that officers should compare the cost of providing hard copies of the papers for each meeting against the cost of installing and operating an electronic system.

7.3 Members approved the recommendation to start the Authority meetings at 9.30 am and to continue until 4.00 pm with the aim of allotting the afternoon session for a discussion on a particular topic. Should there be a committee meeting before the Authority meeting, then the Authority meeting should start at 10.00 am

7.4 There was a discussion about the format and work of the Authority's committees. An element of duplication was possible at times between the discussions in the Content Committee and discussions in the Authority on the content and performance of the service.

7.5 There was a discussion about how to evaluate the performance of campaigns and promotions, and it was decided to add Evaluating the Efficiency of the Communication Strategy to the Authority's work programme each year.

7.6 It was also agreed to add a general discussion session about the future of S4C and the new media environment to the Authority's work program.

7.7 [**Summary:** A report on S4C personnel matters was discussed.]

7.8 It was pointed out that some of the recommendations of the Shortridge report concerning the standing orders had not yet been completed. It was agreed that officers should submit a further version of the revised Standing Orders to the Authority.

8. **Report of the Director of Content**

[**Summary:** DRh presented his written report with reference to a number of recent programmes. As is normal, the intention is to undertake a review of **Cariad @Iaith** and the programmes from the **Urdd Eisteddfod**.]

9. **Monthly Research Report**

[**Summary:** The Monthly Research Report was presented. Measures for Reach were discussed and it was noted that it is not possible to record the location of online viewers at this time.]

10. **Report of the Director of Communications**

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

10.2 GLL gave an update about the presence of S4C in the Summer events. The **Cyw** show was held over the Bank Holiday at Folly Farm and the show had received a very positive response from the audience and from Folly Farm.

10.3 There was a discussion about the promotional campaign for the Urdd Eisteddfod and S4C's activities on the field. The **Cyw** show was popular throughout the week and several successful launches were held in the S4C building during the week.

10.4 It was noted that the next Viewers Evening will be held at Bala on 3 July.

11. **Monthly Financial Report**

KM presented the monthly financial report.

12. **Report of the Complaints and Compliance Committee**

12.1 JD presented a report from the Complaints and Compliance Committee meeting held on 4 June.

12.2 **Revised Terms of Reference for the Committee**

JD presented the revised Terms of Reference for the Committee. The Committee had recommended changes to the Terms of Reference in order to hold at least two meetings each year.

The Authority approved the revised Terms of Reference.

12.3 **Revised Draft Complaints Process for S4C**

The Committee gave further consideration to the revised draft Complaints Process for S4C.

[**Summary:** JD presented a summary of the Committee's conclusions and the next steps.]

12.4 **Update on complaints considered by the Committee**

[**Summary:** An update was presented on the complaints under consideration at present.]

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

13.1 The complaints and compliance report was noted.

13.2 The Viewers Hotline report was presented and the following matter raised:

The Hotline had received several complaints from viewers who had watched the coverage of the Urdd Eisteddfod with an English commentary rather than a Welsh commentary. It was explained that an historical problem was responsible for this and that viewers need to change an option on their TV to automatically receive commentary in Welsh. The Hotline endeavours to explain directly to the viewers how to change their TV option and officers will consider a campaign to provide information on selecting the commentary language prior to future events.

14. **Any other business**

No other issues were discussed.

15. **Date of next meeting:**

The next meeting is to be held on 11 July 2013 in Cardiff.