

---

**S4C Authority Meeting Minute**  
11 July 2013, S4C, Llanishen, Cardiff

**Meeting No. 368**

---

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) ( <i>Item 1-3</i> )
	Carys Evans	(Head of Research) ( <i>Item 6 on</i> )
	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 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 367 (13 June 2013) and matters arising**

##### **2.1 Minutes 367**

The minutes of meeting 367 were presented.

The Authority approved the minutes.

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

The following were noted:

## **Providing information about Authority meetings**

[**Summary:** Members were updated on the work.]

[**Summary:** A discussion was held about the guidelines for staff on the use of social networks.]

## **To Consider the Co-Location and Relocation of S4C's activities**

IHJ gave an update on the work of co-locating and relocating S4C's activities. Officers were still working on the framework approved at the last meeting. It was noted that IHJ had met Rhodri Talfan Davies to update him on the recommendations of the Authority and that the BBC Cymru/Wales plan would be presented to the BBC Trust in due course.

## **Annual Report 2012**

It was explained that the 2012 Annual Report will be laid before Parliament on 16 July and published on 17th July.

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

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

### **3.2 Public Spending Review 2015-16**

[**Summary:** The Chairman gave an update on the Public Spending Review 2015-16. It had been announced that S4C will continue to receive £ 6.7 m from the DCMS in the financial year 2015-16. The Chairman thanked the officers on behalf of the Authority for all their work over the past few weeks.]

### **3.3 Y Gynhadledd Fawr**

The Chairman and DRh had attended **Y Gynhadledd Fawr** on 4 July in Aberystwyth. The conference was organised by the Welsh Government to allow public bodies and the public to discuss the future of the Welsh language. The First Minister of Wales led the day's activities. There were discussion sessions on a variety of topics related to the future of the language, but not much attention was given to broadcasting during the day.

The Chairman perceived that ensuring that young people have opportunities to use the language in their communities was the theme most frequently raised during the day. It was suggested that a discussion session should be held to consider whether S4C's current strategy of trying to appeal to everyone succeeds in contributing to the development of the language, particularly amongst young people.

It was pointed out that it is important for officers and Members to attend such events as this conference, and to talk to officers in different areas, in order to plan for S4C's future strategy whilst understanding the needs of the audience and S4C's partners.

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

4.1 IHJ submitted his written report and made specific reference to the following issues.

##### 4.2 **¾ Resolution – Update**

IHJ gave an update on the work to broadcast S4C in full resolution on Freeview. It was noted that Ofcom has confirmed that public broadcasters should be broadcast in full resolution. After discussions with the owner of the multiplex, D3 & 4 Limited conducted successful experiments to improve the service quality by using full resolution for S4C and increasing the digital space set aside for S4C on the multiplex. S4C's service will be broadcast in full resolution from 24 June.

##### 4.3 **Five-year plan to 2017**

[**Summary:** KM and IHJ introduced the five year financial plan up to 2017. There was a discussion about the Content budget and reference was made to the costs of providing S4C on different platforms.]

The Authority approved the framework of the five-year plan and asked officers to consider Members' comments whilst converting the plan into fiscal years.

##### 4.4 **Restructuring Review**

It was noted that the officers will be reviewing last year's work on the restructuring and will present their findings to the Authority in September.

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

[**Summary:** DRh presented his written report and there was a discussion about Drama and Agricultural programmes.]

#### 6. **Second Quarter 2013 Research Presentation and Monthly Research Report**

##### 6.1 **Second Quarter 2013 Research Presentation**

[**Summary:** CEv gave a presentation on the research findings for the Second Quarter 2013. The need to consider viewing figures over an extended period due to changes in the BARB panel and because of exceptional events, such as the Olympics, last year was emphasised. It was agreed that consideration be given as to how to assess the "impact" of S4C and in particular on the development of the Welsh language.]

##### 6.2 **Monthly Research Report**

The Monthly Research Report was noted.

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

7.1 GLL presented his written report and referred to the following issues.

7.2 GLL gave an update on the promotional campaigns in the past month. There was a discussion on the promotional campaign for the **Cynefin** week. The season was

promoted in many ways, including targeting viewers in rural areas. Officers will discuss the timing of other themed weeks before the end of the year in order to plan the promotions work plan.

7.3 It was noted that the building renovations on the S4C building at Llanellwedd have been completed and officers were preparing for the S4C events during the Royal Welsh Show. The Royal Welsh Show App will be launched next week. JD thanked S4C on behalf of the Royal Welsh Agricultural Society for its work and support as the society prepares for the show.

7.4 [**Summary:** There was a discussion about news streams on S4C's new website.]

7.5 There was a discussion about the commercial opportunities to benefit from the **Cyw** service. **Cyw's** Christmas Show tour will visit 13 theatres across Wales this year. Reference was made to the importance of extending children's experience of Welsh beyond viewing the programmes as part of S4C's impact on language development.

## 8. **Financial Report**

KM presented the financial report.

## 9. **Report of the Audit and Risk Management Committee**

It was noted that the Committee meeting had been postponed and that it will now take place in September.

## 10. **Report from the Commercial Board**

CB presented a report from the Commercial Board meeting held on 19 June.

[**Summary:** The Commercial Fund's investments were discussed and the Board approved the setting up of an Investment Committee to consider potential investments.]

## 11. **Report from the Content Committee**

[**Summary:** The Committee received a comprehensive presentation on the provision of Entertainment and Youth programmes and a discussion of programme appreciation across the genre.]

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

12.1 The Complaints and Compliance Report was presented.

12.2 The Viewers Hotline report was noted.

## 13. **Any other business**

The NAO report on redundancy payments to BBC Executives was raised. In the light of the report, it was agreed that the Personnel and Remuneration Committee should consider the policy and processes for redundancy at S4C.

14. **Date of next meeting:**

The next meeting will be held on September 19, 2013 in Cardiff.