



Present:	Huw Jones	(Chairman)
	Carol Bell	(Member of the Authority)
	Aled Eirug	(Member of the Authority)
	Marian Wyn Jones	(Member of the Authority)
	Elan Closs Stephens	(Member of the Authority)
	Siân Lewis	(Member of the Authority)
	Hugh Evans	(Member of the Authority)
S4C staff:	Ian Jones	(Chief Executive)
	Elin Morris	(Director of Corporate and Commercial Policy)
	Dafydd Rhys	(Director of Content)
	Phil Williams	(Secretary to the Authority)
	Bethan C. Williams	(Assistant to the Secretary to the Authority)
	Carys Evans	(Head of Insight)
	Sharon Winogorski	(Chief Finance Officer)
Apologies:	John Davies	(Member of the Authority)
	Guto Harri	(Member of the Authority)

1. **Opening remarks and Declarations of interest**

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

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

2. **Minutes of Meeting 382** (held on 11.12.14)

The minutes of meeting 382 were presented.

The Authority approved the minutes.

3. **Matters Arising**

Devolution of Broadcasting / S4C

[**Summary:** The future funding of S4C and the wider context of the discussion about the devolution of further powers to the Assembly, including broadcasting, were discussed.]

Learners Strategy

Officers were asked whether there had been any further developments regarding the implementation of the learners' strategy and it was explained that officers are continuing to develop plans, including ideas on collaboration with Radio Wales.

Programme Policy/Obituary Items

It was explained that officers had discussed re-defining the details of the policy with the BBC following changes to the BBC's policy, and that a revised draft of the policy will be presented to the Content Committee at its next meeting.

4. Minutes of the Discussion Day (held on January 8)

Summary minutes of the main points raised during the Discussion Day were presented and the following issues were discussed.

Reference was made to the discussion on S4C's revised strategic priorities and a draft of the strategic priorities was presented for the Authority's consideration. Members asked whether the suggested wording gives sufficient prominence to S4C's desire to ensure that its content is available to the audience wherever they are. It was noted that the wording does not limit S4C's ability to provide content wherever the rights permit, and that S4C's statutory remit includes geographical restrictions ("wholly or mainly for reception in Wales"). It was decided that the suggested wording is sufficiently clear in stating S4C's desire to provide content for the widest audience possible.

The revised Strategic Priorities were approved.

[Summary: The discussion held on the Authority's targets was noted.]

The summary minutes from the Discussion Day were approved.

5. Partnerships

There was a discussion on how to assess the performance and value of individual partnerships to S4C, and the Authority decided to ask officers to consider how to define the success of S4C's array of partnerships.

Identifying the Audience

There was a discussion about the project on identifying the audience and it was explained that a progress report would be submitted to the Authority in April. The project will continue until the end of the year when further presentations will be provided for the Authority with the results also being shared with the independent producers.

[Summary: There was a further discussion about targets for reach.]

Stabilisation Agreements

[Summary: There was a discussion about the strategy of using stabilisation agreements.]

Meeting with TAC

With reference to the suggestion to hold a meeting between the Authority and TAC representatives once a year, it was suggested that there should be a meeting with TAC in September.

Strategic changes to the schedule

There was a discussion of plans for strategic changes to the schedule in the future, including a number of areas presented in the revised Content Strategy in July 2014. It was noted that the Authority is keen to receive an assessment of the potential impacts of any strategic changes in future.

6. Minutes of Meeting 383

[Summary: a special business meeting had been held to discuss a specific commercial matter and minutes of the meeting were provided.]

The minutes of business meeting 383 held on January 8 were presented.

The minutes of meeting 383 were approved.

7. Chairman's Report

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

He noted that he had met with Rona Fairhead and ECS to introduce S4C and to initiate a discussion about the future relationship between the S4C Authority and the BBC Trust, the intention is to meet again before the general election. It was a friendly and positive meeting. Officers also want to continue to meet to try to develop a framework and to agree on principles for the next phase of the unique partnership between the Authority and the Trust in order to present them to the Chairs at their meeting.

8. Welsh Government Language Use Survey, 2013-15

CE presented a summary of the conclusions of the Welsh Government's Language Use survey published recently, and it was explained that the findings would be considered further as part of the project to identify the audience.

9. Content and Insight Report Q3, 2014-15

The Content and Insight Report for Q3, 2014-15 was presented.

[Summary: Following the presentation a discussion was held on specific topics relating to the programme service.]

10. Online Viewing

[Summary: There was a discussion about online viewing to S4C's programmes.]

Reference was made to the iPlayer interface on some platforms, such as Sky boxes, noting that not all S4C's output is available on the boxes. It was explained that officers are continuing to discuss the development of the service with the iPlayer team in order to ensure a consistent experience for the viewer on the iPlayer across different devices. Plans were also underway to allow viewers to

download content via the iPlayer.

11. **SPA Image Tracking Presentation**

It was noted that John Priest from SPA will present the fruits of their research on image tracking to the Authority at its meeting in March.

12. **Q3 programmes**

[Summary: There was a discussion about a number of programmes and genres broadcast during the period, with reference to specific examples.]

13. **Programmes from the last month**

[Summary: In addition to the quarterly discussion reference was made to programmes broadcast within the month since the last meeting of the Authority.]

14. **Financial Report Q3 2014-15 and Draft Budget until 2016/17**

The Quarter 3 Financial Report and Draft Budget for 2015-16 was presented by SW.

[Summary: There was a discussion about S4C's income levels and spending priorities.]

Following the discussion the budget for 2015-16 was approved, whilst noting that further work was needed on the financial plans for 2016-17 subject to confirming S4C's funding levels.

15. **Chief Executive's Report**

The Chief Executive presented his report and referred specifically to the following issues.

[Summary: IHJ gave an update on the negotiations regarding S4C's redundancy policy in relation to planning for the relocation of S4C's headquarters to Carmarthen.]

He referred to recent staff changes. He noted that GD has left S4C, and he thanked her for her service to S4C. ERh and SB were welcomed to their new positions in the fields of Entertainment and Sports.

He noted that the revised Staff Handbook has now been completed and that it would be presented to a meeting of the Personnel Committee in March.

16. **Ofcom consultation on PSBs – Prominence of S4C on EPGs**

There was a discussion about Ofcom's consultation on Public Service Broadcasting and it was explained that officers would respond on behalf of S4C delivering the corporate messages that are relevant to the consultation.

Reference was made to the prominence of PSBs on the EPGs and it was decided that S4C's response to Ofcom's consultation should include references to issues relating to the prominence of S4C's service on the EPGs, and in particular:

- (i) Consideration of S4C's EPG number on the Virgin Media service within Wales, and

(ii) Consideration of prominence on online platforms across the UK.

17. **Complaints and Compliance Report**

The Complaints and Compliance Report was presented.

18. **Work Programme**

A draft Work Programme of the Authority's work until July 2016 was presented and it was explained that the work programme incorporates the new quarterly reporting pattern. Changes to the programme will be included for information in the form of track changes in the Authority's monthly papers.

The work programme was approved.

19. **Any other business**

No other matters were discussed.

Date of next meeting: Thursday, March 12, 2015 in Cardiff