



Present:	Huw Jones	(Chairman)
	John Davies	(Member of the Authority)
	Carol Bell	(Member of the Authority) items 1-9
	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)
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) items 7-10
Apologies:	Guto Harri	(Member of the Authority)
	Hugh Evans	(Member of the Authority)

1. **Welcome and Declaration 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 384** (held on 12.02.15)

The minutes of meeting 384 were presented.

The Authority approved the minutes.

3. **Matters Arising**

[**Summary:** There was a discussion on a specific matter relating to programme performance measures.]

Partnerships

IHJ said that he had considered how to assess and report on the performance and success of S4C's partnerships, and is proposing to assess this using the annual operational objectives. It was noted that the Authority is keen on seeing S4C's partnerships providing value to S4C and to its partners, and that ensuring the purpose of a limited number of partnerships is more important than creating a range of partnerships.

It was suggested that information on S4C's corporate partnerships could be provided separate to those partnerships closely involved with the service.

It was decided to present a report assessing the performance of S4C's key partnerships as part of the report on the annual operational objectives.

iPlayer – Subtitles

[**Summary:** There was a discussion about the pros and cons of open subtitles.]

4. Chairman's Report

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

He noted that the Secretary of State has now formally ratified the reappointment of Elan Closs Stephens as a member of the Authority until October 2018. The Chairman extended the Authority's congratulations to ECS.

Since his meeting with Rona Fairhead, Chair of the BBC Trust, she had delivered a lecture at Oxford regarding the future of the Trust and the governance of the BBC.

[**Summary** ECS gave an explanation of the context of the speech to the Authority.]

There was a discussion about the relevance of RF's speech to S4C and it was agreed that the Chairman should continue to negotiate with the Chair of the Trust and other officers to try to reach an understanding regarding the structure of the agreement and funding of S4C in the period of the BBC's next Royal Charter.

MG Alba reception

The Chairman recently attended a reception hosted by MG Alba in London. He explained that MG Alba want to receive a significant increase in their income to £30m - £40m and that they present a depiction of the service's success and the importance of indigenous language services to UK culture.

5. Chief Executive's Report

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

IHJ had held several meetings with representatives of the production sector recently and had an opportunity to discuss a number of elements of the partnership between S4C and the sector including marketing, the digital strategy and the use of data. He noted that the sector supported cooperating to promote S4C's programmes.

[**Summary:** The meeting discussed the stabilisation process and the desire to provide more information on the distribution of the content budget to the Authority.]

Y Clwb

[**Summary:** The question of the provision of the elements within the slot for Y Clwb was raised.]

Digital Strategy

IHJ explained that the development work is continuing on the proposed Digital Strategy, and that he hoped to present the strategy to the Authority by May at the latest. He noted that the consultant, Denise Lewis, will continue with the task of reviewing S4C's marketing and promotional activities. It was likely that there would be an overlap between questions relating to the Digital Strategy and those on Marketing. He would wish to consider this relationship carefully before submitting his recommendations on Marketing to the Authority shortly thereafter.

The New Interface for Clic

He reported that the work of preparing a new interface for the Clic service, along with a new app, has been completed and that it will be launched soon. Development work was continuing to give users the ability to personalise the site and to collect data from them. The officers are working with two companies - Havas and Model Citizen.

Relocation and Co-location

[**Summary:** An update was presented to the Authority on the Relocation and Co-location projects.]

Rugby Rights

[**Summary:** The challenge of competing for Rugby Rights was discussed.]

6. Programmes from the last month

[**Summary:** There was a discussion about last month's programmes.]

7. Image Tracking Presentation by Jon Priest, SPA Future Thinking

Jon Priest was welcomed to the meeting.

[**Summary:** JP presented the main findings of this research undertaken in November 2014.]

JP was thanked for his presentation. It was decided to distribute a copy of the presentation to the Members for their further consideration, and it was noted that there will be an opportunity to discuss the research findings at the next meeting of the Authority.

8. Q3 Communication Report 2014-15

IHJ and JFR presented a report on the work of the Communications Department during Q3 2014-15. They referred to the key priorities and campaigns for the

period, explaining the main elements of the planning and promotional work.

[**Summary:** They described the promotional activities relating to a particular series.]

Hacio'n Holi

There had been a positive response to the event, which provides an opportunity for young people to discuss and learn more about S4C's services. It was noted that the questionnaires showed that 71% of respondents still watch TV content live rather than on demand.

It was difficult to assess whether the scheme has increased the use of S4C among young people.

JFR explained that a pilot scheme using ambassadors in schools has been in operation since November with sixth form pupils in eight schools. It was difficult to measure the success of the project at the moment. It was noted that plans are being developed to extend the project further.

Database use

The use of a database and e-mails in order to promote S4C's output to a wide audience on a regular basis was mentioned. JFR stated that 'e-flyers' will be sent via e-mail, the database does not exist at the moment, but work is being undertaken to establish a database, and it was hoped that it would be ready by the end of the year.

Eich Dewis Chi

The campaign undertaken during 2014 – **Eich Dewis Chi** - with a view to increasing awareness of the viewing options for watching S4C across broadcast and online platforms was discussed. The campaign was an opportunity to visit towns across Wales to present information on Clic, the use of S4C on social media, the website and the elements of the service.

Cyw Christmas Tour

The response to the **Cyw** Christmas Tour had been extremely positive, with all the tickets for many shows sold within hours of going on sale.

9. **Report from the meeting of the Relocation and Co-location Scrutiny Committee**

John Davies, the Committee Chairman, presented a report and draft minutes of the latest meeting of the Relocation and Co-location Scrutiny Committee.

[**Summary:** Some commercial matters relating to the project were discussed.]

It was noted that Carmarthenshire Council have confirmed their intention to build a link road to the university campus that will facilitate access to the site from the main road.

A question was asked about the relationship between the Egin and the proposed Welsh Centre to be established in Carmarthen town centre. It was explained that UWTSU intend to use the new centre as a shop window for the Welsh language

and for the activities and resources at Egin.

10. **Report from the meeting of the Audit and Risk Management Committee**

The draft minutes of the meeting of the Audit and Risk Management Committee were presented by PW, in the absence of HHE. He explained that the main work of the committee's last meeting was to consider drawing up a recommendation for the appointment of S4C's internal auditors.

[**Summary:** The details of the tender and the Committee's recommendation were discussed.]

The Authority approved the reappointment of PriceWaterhouseCoopers as S4C's internal auditors in accordance with the recommendation submitted, and agreed to inform the company of the conditions of the appointment in a letter from the Committee Chairman.

11. **Report from the meeting of the Content Committee**

AE presented a verbal report from the Content Committee meeting held on March 11, 2015 and explained that the main work of the Committee was to consider the performance of BBC CymruWales' provision for S4C during 2014-15 and the proposed programme plan for 2015-16 for submission to the BBC Trust. It was noted that the assessment of the performance of the BBC's provision during 2014-15 and the Programme Plan for 2015-16 discussed by the Committee will be presented to the Authority at its meeting in April.

12. **Election Broadcasts – Major Parties List**

It was explained that the S4C Authority has a duty to determine and to publish a list of the major parties and guidelines for political and electoral broadcasts. Usually, the Authority has followed Ofcom's decisions (which are relevant to the commercial public service broadcasters) and the BBC. S4C officers discuss issues relating to electoral and political coverage in a group that includes all the public service broadcasters.

Ofcom had planned to announce their decision last week, but it has not yet been published.

It was agreed to provide a recommendation to Members by e-mail regarding the list of major parties for the purpose of offering election broadcasts during the General Election following the publication by Ofcom of their list of the main parties.

13. **2015-16 Work Programme**

The latest draft of the 2015-16 Work Programme was presented to Members for information.

It was noted that the work programme includes the dates for the Authority meetings and a number of the committees until July 2016 to enable Members to plan their diaries for the S4C meetings.

14.

Any other business

No further issues were discussed.

Date of next meeting: Thursday, April 9, 2015 in Cardiff