

Present:	Huw Jones Carol Bell John Davies Guto Harri Marian Wyn Jones Siân Lewis Elan Closs Stephens	(Chairman) (Member of the Authority) (Member of the Authority) (Member of the Authority) (Member of the Authority) (Member of the Authority) (Member of the Authority)
S4C Staff:	Ian Jones Dafydd Rhys Elin Morris Gwyn Williams Sharon Winogorski Phil Williams Bethan C. Williams	(Chief Executive) (Director of Content) (Director of Corporate and Commercial Policy) (Director of Communication and Engagement) (Chief Finance Officer) (Secretary to the Authority) (Assistant to the Secretary to the Authority)
Apologies:	Hugh Hesketh 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 and Matters Arising**

2.1 The minutes of meeting number 395 (held on 11.02.16) were presented and the following matters were discussed:

Item 4.1.5 – the sentence should finish “subject to a number of matters including the recommendations of the White Paper, the contents of the new BBC Charter and the recommendations of the Review in 2017.”

Item 4.1.8 - It was noted that the Chief Executive not the Chairman presented the information regarding the business plan for the relocation and co-location plans.

Item 5.8.1 - It was noted that the intention is to negotiate pre-purchase agreements by the end of 2016 (and not 2017).

Item 6.1.9 - It was noted that the minute should be moved to the Chief Executive's Report.

Item 7.1.12 - It was noted that the minute should refer to the Queen's Birthday

rather than the Jubilee celebrations.

The Authority approved the minutes based on the above amendments.

2.2 **Matters arising**

[Summary: IHJ reported on the latest discussions regarding HD. He was hoping that the HD service would be re-introduced by June 6th.]

3. **Register of Authority Action Points and Decisions**

The Register of Action Points and Decisions was presented. There was a discussion on how to use and monitor the register at the Authority's meetings. It was suggested that officers should try the use of colour on the register to indicate the priority of items.

The Chairman explained that he wanted the register to be used as a means of keeping track of progress with respect to the Authority's decisions, he did not want to discuss each item monthly, but he was keen that Members should raise points relating to individual items as necessary.

There was a discussion about the register and the following specific points were raised:

Point 5 – Borrowing Powers

It was explained that the Chairman and Chief Executive had held a meeting with Treasury officials, where there was an opportunity to refer to the need to confirm lending powers for the Relocation and Co-location projects. Since then a formal request has been submitted to the Secretary of State by the Chairman and Chief Executive to confirm the details of S4C's lending powers. Officers will continue to discuss the matter with DCMS.

Point 7 - Developing online portals for learners and young people.

Reference was made to the intention to launch the portals by August 2016 and to submit an update to the Authority before then. GW explained that the original intention was to hold a conference for young people on 5 March but unfortunately that date coincided with the Urdd county Eisteddfodau, and so it was decided not to continue with holding the conference.

There was a discussion about other methods of targeting young people at events such as Maes B, the National Eisteddfod and the Royal Welsh Show.

It was noted that there had been collaboration between S4C and Radio Cymru over the Selar awards, in addition C2 and S4C have been collaborating on webcasting projects.

It was suggested that the live broadcasting of the activities from Maes B at this year's Eisteddfod should be considered. DRh explained that discussions were ongoing with the Eisteddfod in terms of co-operating to promote the activities from Maes B, including the use of S4C's Snapchat stream to target young people, but that there were no current plans to broadcast from this year's Maes B.

It was suggested that a specific strategy should be considered for young people, and IHJ confirmed that that was the intention. He explained that preparatory work was

underway but that there was further research before a draft strategy could be presented to the Authority.

An element of concern was noted regarding progress in reporting back on the portals for young people and learners since the Away Day in November 2015.

It was decided that strategies for young people and learners should be developed, for discussion by the Authority in due course.

It was also noted that officers would give further consideration to what use can be made of the 2016 Maes B activities.

Relocation and Co-location Scrutiny Committee

It was resolved that a meeting of the Scrutiny Committee should be held within the next two months to receive an update on the Relocation Project.

4. Chairman's Report

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

[Summary: He referred to S4C's funding issues and the BBC Trust's decision to maintain the income level for S4C in 2016/17 at the same level as the previous year. He had received a further response from RF stating an appetite to discuss relevant arrangements for 2017-18.]

The Clementi Report

[Summary: He referred to the brief summary of Sir David Clementi's recommendations in the Authority's papers for the Authority's discussions regarding the relevance of Clementi's recommendations to S4C.]

5. Chief Executive's Report

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

Restructuring

He gave an update regarding the restructuring plans for the Communications Department and the Kitchen discussed by the Audit, Risk Management, Personnel and Remuneration Committee at its last meeting. It was explained that it is proposed to present the next steps in the Relocation and Restructuring plans of S4C's workforce to the Authority in July.

Following the marketing review IHJ and GW were keen to start restructuring the communications department.

It was noted that the Audit, Risk Management, Personnel and Remuneration Committee had approved recommending the changes to the scheme to the Authority.

[Summary: There was a discussion about the duties of the Insight team.]

Following a discussion of the plans the recommendations for the restructuring of the Communications Department and Kitchen were approved.

Launch of the Philip Jones Griffiths programme

IHJ reported that he had attended the launch of the programme at the Frontline Club, London, and indicated that it was a successful event, with a large number of people attending.

He was asked how the plans for such programmes fit with the partnership agenda. It was suggested that an opportunity had been lost in the context of the Philip Jones Griffiths programme to work with the National Library who had held an exhibition of the photographer's work in 2015. Closer collaboration in the timing of the exhibition and the broadcast could have increased awareness of the activities of the Library and S4C and could have increased the value and impact of both organisations.

It was explained that discussing plans for proposed programmes was part of the partnership agenda but it was not always possible to co-ordinate the S4C timetable with the partners.

It was suggested that consideration should be given to how to develop the co-ordination of similar projects between S4C and partners in the future.

It was noted that the programme had attracted positive attention on social media, including from a non-Welsh journalist who was aware of the work of Philip Jones Griffiths. This was an example of a programme that had the ability to appeal widely to a new audience using social media to target specific cohorts and to have others recommending the watching of S4C content.

It was decided to continue to consider how to plan long term opportunities in order to benefit from partnerships and to achieve the greatest impact from investment in content.

6. Last Month's Programmes

[Summary: Members discussed the programmes broadcast during the past month. Many programmes were praised but it was suggested that at times some programmes that were too similar were broadcast too close to each other in the schedule. The coverage given to women's sports within S4C's provision was praised and it was noted that S4C are leading the field in this area.]

QUARTERLY ISSUES:

7. Communication Report Quarter 3 2015-16

GW presented his report to the Authority on the activities of the Communications Department during Quarter 3 2015-16.

He noted that the priority in the marketing campaigns was being put to attract viewers under 35, mixed language families and those that are less fluent.

[Summary: He referred to a number of recent plans to change the emphasis from using the print media to the use of social media.]

100,000 people had seen the Ceffylau Cymru video on Facebook. It was noted that there was a need to be able to add figures of this kind to the total viewing measured by BARB in the future.

Promotional campaign in Caernarfon

The promotional campaign that was located in shops in Caernarfon was raised. It was clear that the campaign was more successful in persuading people to give contact details when a member of staff was present. The intention is to conduct a similar campaign in another location in order to assess whether this type of campaign is an effective use of the department's time and money.

Hacio'n Holi

The findings of the Hacio Holi questionnaires were referred to which showed that 53% of those surveyed watched S4C programmes, but fewer than 50% were aware of S4C's presence on Twitter.

Data project

It was reported that a number of technical and legal issues had arisen in the use of S4C's existing database for e-marketing. The historical database has approximately 8,000 e-mail addresses and the intention is to send them one e-mail to persuade them to subscribe to the new e-mail service. There is a strategic goal of reaching 15,000 email addresses by March 2017, and a total of 60,000 within three years.

It was suggested that the content of the e-mails should be tailored for special groups, rather than sending common content to all. The co-operation of our partners should also be sought in order to promote the e-mail scheme.

Corporate Campaigns

A promotional campaign was created in December for Un Seren - a promotional video for the Christmas programmes, with Alys Williams singing. However, Wynne Evans's song from the Wynne ar Waith series was released as S4C's charity song during the same period. As a result, it was difficult to prioritise the promotional video at the same time as a song from S4C that was trying to raise funds for charities.

Relationship with production companies

GW explained that he was eager to refine the means for communicating messages between S4C and the production sector, and that he had set up a system to ensure that all corporate statements are provided to the production companies.

The intention is to hold briefing meetings for production companies in the form of regular web-based meetings in future.

Events - The Winter Fair

S4C were present at the S4C building again in December at the Winter Fair. GW had assessed the impact of S4C's attendance and was of the opinion that it did not offer significant value to S4C. He had therefore discussed options internally, and with the officers of the Show. It has been decided to allow the show to use the space, and to let it to stallholders during the Winter Fair. This will not affect S4C's use of the building during the Royal Welsh Show in July.

Byw Celwydd Launch

The launch event for the series was well received with several AMs present.

Cyw Christmas Show

Attendance figures for the Christmas show were slightly lower in 2015 than in recent years, but the date of its announcement may have been a bit late and therefore could have affected numbers. The aim this year is to announce the dates of the shows by the Urdd Eisteddfod.

8. Training

GW explained that he was eager to develop the department's working methods and that as part of the restructuring plan training would be offered to staff in areas such as desktop editing. In due course it is hoped that all departmental staff will be skilled in the editing of clips for marketing and promotion purposes.

GW was thanked for his report and for presenting his new ideas for promoting S4C's content.

GH stressed the importance of trying to ensure that, after a long but successful period of discussing public finances, there is now an emphasis on presenting positive and exciting messages over the next year, and on ensuring that S4C's image as an innovative body and service is being presented ahead of the review.

9. Partnerships Report

The Report on Partnerships for Quarter 3 2015-16 was presented for information.

10. Financial Report - Quarter 3 2015-16

[Summary: SW presented the draft 5-year Financial Plan, including a detailed budget for 2016-17. She presented the introductory notes in order to explain the assumptions within the 2015-16 budget.]

The Authority approved the draft 5-year Financial Plan, subject to income issues and the 2017 Review, and it was noted that the plan would need to be revisited regularly over the next few years.

11. Commercial Report

[Summary: CB presented an update on the activities of the Commercial Board and it was noted that the intention is to submit an update to the Authority on all investments in June. There was a discussion regarding the Authority's involvement with the commercial projects and there will be an opportunity to consider such issues further at the June meeting.]

12. Report of the Audit, Risk Management, Personnel and Remuneration Committee

In the absence of HHE, PW presented the minutes of the meeting of the Audit, Risk Management, Personnel and Remuneration meeting held on 25.02.16. Specific reference was made to the following issues.

Audit and Risk Management Issues

It was noted that the intention is to include an action points register as part of the papers of all the Authority's committees. The Committee will consider the efficiency of the register to see if it helps the Authority to monitor decisions and progress and whether there are ways to further improve the procedure.

There was a discussion about the contracts for the external and internal auditors. The Internal Auditors contract includes a termination clause at the end of the current financial year, and the External Auditors' contract expires this year. The Committee will consider options in due course before submitting a recommendation to the Authority.

Members discussed how to combine the audit, risk management, personnel and remuneration responsibilities of the Committee following the recent restructuring of the committees. It was decided to keep the remits of the Audit Committee and the Personnel Committee separate for the time being in order to assess the effectiveness of the new system of combining the work of both at the end of the year. The committee will change the order of the agenda every other meeting in order to give due attention to the issues arising from each remit.

The Committee received an update from RhB and SC on S4C's support services and health and safety.

13. **Personnel and Remuneration Matters**

GW and GLL presented a report regarding the restructuring of the Communications Department and the kitchen, including updates to the Communications Department's plan, and the Committee agreed to recommend that the Authority approve the recommendations.

14. **Content Committee Report**

MWJ presented a report of the Content Committee meeting held on 27.01.16.

[Summary: There was an opportunity to discuss the Christmas and New Year programmes and it was noted that the subtle use of archive had succeeded in creating an interesting and popular schedule.

A report on the portrayal of diversity within S4C's service prepared by an external expert following a period of monitoring of the service was presented to the committee. It was noted that the Committee was keen to consider the subject more widely in the Authority. The Committee's conclusion, based on the review, was that there was not a general problem in portraying diversity on the screen, but that the subject needed to be considered on an ongoing basis.]

Film Policy / Long-term Content

There was discussion about the importance of film and long-term content within the schedule, especially over a period such as Christmas. It was explained that the Content Department are considering how to develop S4C's involvement in the field of film and that there would be an opportunity to discuss the matter further within the Content Committee following discussions by the officers.

15. **Report from the Viewers Evening at Mold**

The feedback from the Mold Viewers Evening held in November was discussed and the unanimous view of the audience regarding the lack of representation of activities from the North East in S4C's provision was noted. Despite the disappointment over the lack of representation, there was considerable support and appreciation amongst the audience for S4C's service. Since the evening, a series about vets in Ruthin has been broadcast and a series about Ysgol Maes Garmon is to be broadcast this year.

Members discussed how to ensure the fair reflection of Welshness and events in the

area within our daily programmes and the Committee was pleased to understand that DRh was discussing options with officers from Tinopolis.

OTHER MATTERS:

16. **Viewers' Hotline Report**

The viewers' Hotline report was presented for information

17. **Complaints and Compliance Report**

[Summary: The Complaints and Compliance Report was submitted for information. One of the current complaints in the field of our access services was discussed.]

18. **Draft Work Programme for 2016/17**

The updated Work Programme covering the work of the Authority during 2016/17 was presented.

19. **Any other business**

No further matters were discussed.

Date of next meeting:

14 April, 2016