

**S4C Authority Meeting Minute**

12 May, 2016, S4C, Llanishen, Cardiff

**Meeting No. 398**

<b>Present:</b>	Huw Jones	(Chairman)
	Hugh Hesketh Evans	(Member of the Authority)
	Marian Wyn Jones	(Member of the Authority) (until item11)
	Siân Lewis	(Member of the Authority)
	Elan Closs Stephens	(Member of the Authority) (until item11)
	Guto Harri	(Member of the Authority) (until item11)
<b>S4C Staff:</b>	Ian Jones	(Chief Executive)
	Dafydd Rhys	(Director of Content)
	Elin Morris	(Director of Corporate and Commercial Policy)
	Gwyn Williams	(Director of Communications and Engagement)
	Carys Evans	(Head of Insight) (items 6-6.2)
	Sharon Winogorski	(Chief Finance Officer) (item 8 on)
	Gwenllian Griffiths	(Director of Partnerships) (item 6.1)
	Steve Thomas	(Strategy and Policy Advisor) (items 6-6.2)
	Phil Williams	(Secretary to the Authority)
	Bethan C. Williams	(Assistant to the Secretary to the Authority)
<b>Apologies:</b>	John Davies	(Member of the Authority)
	Carol Bell	(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.*

The Chairman noted that the White Paper relating to the new BBC Charter would be published by the Secretary of State during the day and he was keen to give the Authority the opportunity to discuss and consider the implications of the recommendations. As a result he wanted to adjust the order of the agenda and to submit his report after the announcement in Parliament.

He referred to the Authority's decision to hold an informal meeting before the Authority's business meetings from now on explaining that he was eager to implement the new system from July, as the pattern of meetings in June was different from the usual arrangements, with the Authority meeting on Wednesday evening and an away day for discussing strategy on Thursday.

**Minutes and Matters Arising**

**[Summary:** The minutes of meeting number 397 (held on 10.03.16) were presented and a number of factual issues were identified to be corrected.]

The Authority approved the minutes based on the amendments identified.

## **Matters Arising from the Minutes**

Planning application for the Llanishen estate

**[Summary:** A report was presented regarding the next stages of the process of preparing for a planning permission application for the Llanishen estate.]

## **Relocation and Co-location financial plans**

**[Summary:** An update was received regarding a number of issues related to the financial plans of the Relocation and Co-location projects.]

## **Maes B**

An update was requested on the plans to broadcast items from Maes B and DRh confirmed that he was still discussing the options, but that a final decision had not yet been made.

## **S4C Film Policy**

It was noted that the Content Committee will receive an update regarding S4C's film policy at its June meeting.

### **6.1.3 - Image Tracking Presentation**

It was reported that Beaufort had provided additional material to the Insight Department regarding the performance of other channels, and that it will be included in the next Insight report.

## **Request for DCMS to confirm the details of S4C's Borrowing Powers**

It was reported that HJ and IHJ had met with DCMS officers on Monday and that the DCMS officers are continuing to discuss the application with the Treasury.

### **13.1.15 - Length and content of Authority reports**

The discussion regarding the preparation of information for the Authority was referred to and it was noted that it would be useful to include an executive summary for each paper and report submitted to the Authority.

**It was decided to review the style and content of papers - to include clear summaries and to prepare concise reports.**

## **2. Register of Decisions and Action Points**

The Register of Decisions and Action Points was presented, and it was explained that the document now indicates changes from the previous month in the form of 'track changes' to indicate where issues have been removed from the register once they have been implemented.

**It was decided that a delivery date should be clearly stated during the meetings so that it may be included in the register.**

## **3. Canolfan yr Egin**

The discussion about the location of S4C on the second floor of yr Egin was raised

and officers were asked if they had considered whether this could affect S4C's presence within the centre. IHJ explained that the space dedicated to S4C is now on the first floor of the Egin as it offers a more suitable space for S4C's needs. He was confident that S4C would also have a presence on the ground floor next to the entrance in order to ensure that S4C's brand was clearly visible at the centre.

#### 4. **Chairman's Report**

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

PW presented a summary of the main headings of the White Paper issued by the Secretary of State earlier in the day.

- It is intended to offer a Charter for a period of 11 years (instead of 10 as at present),
- The establishment of a unitary board, in accordance with Clementi's main recommendations;
- The Chair and Vice Chair to be appointed by the Government;
- The BBC to be responsible for the arrangements for the appointment of non-executive members;
- The updating and streamlining of the Public Purposes giving a leading place to ensuring 'distinctiveness' within the BBC's services;
- The Unitary Board to include representatives from the nations;
- Issues such as regulatory responsibility, complaints, the framework license, an element of performance assessment to transfer to Ofcom;
- Rona Fairhead to continue as BBC and Unitary Board Chair until the end of her term in 2018;
- Prioritising and protecting the funding of the World Service;
- Setting targets and additional requirements in terms of Diversity;
- Further requirements for content for the nations;
- A commitment to broadcasting minority languages;
- Positive references to S4C, including the intention to continue with the partnership with S4C;
- Open the BBC archive and share content with external partners;
- Support local news providers;
- Revised efficiency targets;
- Consent to BBC Studios scheme;
- New element of money dedicated to children's content;
- Confirmation of the content of the License Fee Settlement (from July 2015), including the CPI element, the commitment to the 'iPlayer loophole', and the funding of licences for people over 75, and
- Consideration of the principles and long-term process for funding the BBC.

It was explained that the White Paper included a number of positive references to S4C and that officers had been discussing these with the DCMS and the BBC during the last week.

ECS proposed that she should leave the meeting to allow other Members the opportunity to discuss S4C's response to the White Paper. The other Members decided that ECS should remain and contribute to the discussion as a Member of the Authority.

The Chairman was pleased to read positive references to S4C in the White Paper.

**[Summary:** He referred to meetings with the Secretary of State for Wales and then DCMS officials recently where there had been an opportunity to present an update on issues relating to S4C.]

The Chairman noted that discussions were also ongoing with BBC officials. The discussions suggested a desire to reach an agreement shortly after the publication of the White Paper regarding the form and content of the next phase of S4C's partnership with the BBC, including principles for the long term if a Unitary Board were to be established, the financial 'read-across', respecting the principles that are important to S4C and the BBC and preparing for the 2017 Review.

**[Summary:** A discussion was held about the principles that would be important for S4C within a future arrangement and the wider context and it was noted that there would be further opportunities to discuss such issues in the away day in June.]

It was noted that the meeting with Rona Fairhead and the BBC Trust on 19 May will be very important in terms of discussing the next phase of the partnership, in terms of the 'read-across' and of the contents of the White Paper.

## 5. **Preparing for the Away Day**

The Chairman referred to the Away Day to be held in June and indicated that he was keen to receive suggestions from Members on the aims and agenda of the meeting. He was eager to ensure that the meeting was an opportunity to shape and agree a clear narrative and strategy for S4C and the period of preparation for the 2017 Review.

The Chairman noted that he had been considering the structure of the day, including the use of an external facilitator to run some sessions, but he had concluded that it would be difficult to expect an external person to have sufficient knowledge of S4C's strategy. Instead, he was eager for John Davies, as the lead non-executive Member, to chair some of the meeting's sessions.

It was explained that background documents would be provided to Members in advance to assist with their preparatory work. He was keen to use the day as an opportunity to produce a narrative and a clear strategy for the preparation period for the 2017 Review.

**It was decided that John Davies would lead some sessions during the meeting, and that sufficient time would be set aside at the end of the day to agree on the outcomes and conclusions of the away day.**

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

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

### 6.1 IHJ explained that he was keen to present an update on the work of the Partnership department to the Authority.

Gwenllian Griffiths presented a report to the Authority on the work of the department. She explained that the department had been created in 2012, and that it was implementing the strategy that was compiled at that time. She was eager to present information on current partnerships and the work taking place in developing a future strategy, including criteria for assessing the value of proposed partnerships and assessing the success of partnerships once they are established.

She referred to the department's objectives for 2016-17 pointing out that political work will be a priority during the year.

It was also intended to establish and employ a smaller number of partnerships in the future. A large number of bodies and organisations were still keen to partner with S4C, but it was necessary to ensure that new partnerships would provide value to S4C and contribute to S4C's operational objectives and strategic priorities. In order to do this, the department intended to develop criteria for assessing how partnerships could contribute to the realisation of S4C's objectives. It was explained that there is no intention to use these criteria for assessing partnerships that have already been established.

It is also intended to draw up specific parameters for new partnerships to enable their performance to be assessed against the original objectives.

It was explained that substantial work was taking place at present across a number of departments within S4C in the field of education, and that the partnership department co-ordinates several elements of the work. **It was noted that an update on education partnerships would be submitted to the Authority in September as part of the update on options for the Education Portal.**

The department also cooperates with the content and communications departments on community projects and supporting content.

GG was thanked for her presentation, and there was an opportunity to ask her about the work of the department.

She was asked whether consideration had been given to targeting the 11-16 age group within S4C's partnerships. GG noted that a partnership had been established through the Ambassadors scheme in a number of secondary schools that can target the 11-16 age group. The WJEC had agreed to develop the current Ambassadors scheme to be an element within the Welsh baccalaureate.

Discussions were also underway with the Welsh Department within the Government, and there were also plans to extend the existing partnership with the Gwynedd Language Charter to provide a similar scheme across Wales.

A competition had been launched in conjunction with the Boys and Girls Club of Wales (mainly in the South East) to create a short video, with the best six available to view on the S4C website.

It was suggested that it could be beneficial to develop a partnership with the Education Consortia rather than individual schools.

## 6.2 **TRP Viewing Figures Panel**

CE submitted a report on the TRP viewing figures panel provided by TRP as part of the contract for the Response Panel.

There was a discussion about the methods of measuring viewing figures and it was noted that there is still frustration that BARB cannot measure composite viewing across platforms. TRP's data provides a means of measuring cross platform viewing.

It was explained that the data collection methods used by BARB and TRP differ from each other, with BARB using set-top equipment to record viewing, while TRP was creating a self-selecting panel through Media Panel Wales. BARB offers information on UK-wide viewing among both Welsh and Non-Welsh speakers but TRP was only currently able to offer information on Welsh Speakers in Wales.

**[Summary:** The Reach figures from BARB and TRP were discussed, and it was noted that it could be difficult to explain the methods of measurement with the different systems.]

It was explained that TRP offers an alternative method of assessing viewing levels and the ability to understand more about television and online viewing patterns, but that there was no intention not to subscribe to BARB, or not to use BARB data. Further work was to be undertaken to understand more about the differences between BARB and TRP, in terms of the size of Reach, but also to see what differences there are in the weekly patterns.

### 6.3 **The Director of Content Post**

IHJ noted that the interviews for the Director of Content will be held within a week.

### 7. **Communications Report - Quarter 4 2015-16**

GW presented the Communications Report for Q4 2015-16 and specifically referred to a number of series and programmes.

#### **The Valleys Season**

The Periscope App was used to stream live video and host activities each night following the broadcast of the programme.

#### **The Philip Jones Griffiths Programme**

Photography clubs were contacted to target specific audiences, but as a whole the response from the clubs was disappointing.

#### **Restructuring the Communications Department**

It was explained that the process is continuing. Two members of staff had decided to leave the department as a result of the restructuring and they will be leaving over the next few months.

GW was thanked for his report and there was a discussion about the promotional activities during the period.

He was asked if it was difficult to promote individual programmes and GW explained that it could be difficult to promote such programmes, but that some programmes could create a significant impact, such as *Fy Nhad y Swltan*, where more people watched the repeat rather than the first broadcast. The ability to provide a story about such a programme to the media, such as the Daily Mail and the Mirror, offers distinct opportunities to promote the provision to new audiences.

### 8. **Financial Report - Quarter 4, 2015-16**

SW presented the Q4 Financial Report to the Authority for information.

IHJ noted that the budget included provision for 1% pay increases in line with Government guidelines and previous Authority discussions. As yet no discussions had been held with BECTU, and he was awaiting information from the BBC. It is intended to submit an update to the Audit, Risk Management, Personnel and Remuneration Committee in due course.

[**Summary:** The nature and format of the Annual report was discussed.]

9. **Report of the meeting of the Audit, Risk Management, Personnel and Remuneration Committee held on 12.05.16**

HHE referred to the meeting of the Audit, Risk Management, Personnel and Remuneration Committee held before the Authority's meeting, to which all members of the Authority were invited.

He noted that the draft Statement of Accounts for 2015-16 had been submitted to the Committee by the officers and Grant Thornton and following consideration of the draft the Committee had resolved to recommend that the Authority should approve the Statement.

It was explained that there was more work to be done on a number of the notes and the introduction to the accounts following the introduction of new accounting standards and that officers would continue this work in conjunction with Grant Thornton, but that this would not affect the content of the statement. As a result the Committee was prepared to present it to the Authority.

**The Authority approved the 2015-16 Statement of Accounts in accordance with the recommendation of the Committee, whilst delegating the right to approve the further work on the notes and the introduction to the accounts to the Chairman and HHE.**

10. **Report of the Content Committee meeting held on 28.04.16**

The Authority's Performance Assessment of the BBC's programmes in 2015-16, which is to be submitted to the BBC Trust, was presented to the Authority. The Assessment was approved by the Authority.

11. **Note - Quorum at Authority meetings**

*It was explained that the Authority's Standing Orders state that 3 Members of the Authority need to be present at a meeting in order for there to be a quorum, and that therefore there was no longer a quorum of Members present at this meeting. Consequently, it would not be possible to complete the meeting's work or to take any decisions on behalf of the Authority.*

*The Chairman noted that he wanted to give the Members present the opportunity to discuss the issues on the agenda, whilst accepting that there was no quorum and that therefore any remaining matters would need to be re-submitted to the next meeting.*

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

The report of the Complaints and Compliance Committee was presented in relation to a programme complaint and it was noted that as there was no quorum of members present the report would have to be re-presented to the Authority at its June meeting.

13. **Update - Welsh Lottery**

The update on the Welsh Lottery project was discussed and it was noted that there would be an opportunity to discuss the project and wider questions regarding projects that could affect or create risks in terms of S4C's reputation when an update on the work of the Commercial Board is to be presented to the Authority at

its July meeting.

14. **Discussion on last month's programmes**

There was no discussion about the past month's programmes.

**OTHER ISSUES:**

15. **Viewers' Hotline Report**

The viewers' Hotline report was presented for information.

16. **2016/17 Work Programme - Update**

The updated Work Programme covering the work of the Authority in 2016 / 17 was presented for information.

17. **Any other business**

No other matters were discussed.

**Date of next meeting:**

Thursday, 9 June, 2016