

<b>Present:</b>	Huw Jones	(Chairman)
	John Davies	(Member of the Authority)
	Hugh Hesketh Evans	(Member of the Authority)
	Guto Harri	(Member of the Authority)
	Siân Lewis	(Member of the Authority)
	Elan Closs Stephens	(Member of the Authority)
<b>S4C Staff:</b>	Ian Jones	(Chief Executive)
	Elin Morris	(Director of Corporate and Commercial Policy)
	Gwyn Williams	(Director of Communications)
	Amanda Rees	(Creative Content Director)
	Gweirydd Davies	(Social Media Manager)
	Phil Williams	(Secretary to the Authority) (Item 1-2)
	Alun Thomas	(Assistant Secretary to the Authority) (Item 2 on)

**STANDING ISSUES:****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. Chairman's Report**

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

PW gave an update on the process of appointing a new Chief Executive. Following the approval of the Authority, four companies had been contacted. The Chairman referred to the positive, kind comments received on the announcement of IHJ's departure.

He drew attention to the Members' approval by e-mail of his recommendation to appoint HHE as a member of the Relocation and Co-location Scrutiny Committee.

**Public questions regarding Relocation**

**[Summary:** There was a discussion about the Relocation project and the recent public attention. The Chairman referred to the Scrutiny Committee's decision to ask him to write to the Vice-Chancellor of UWTSD to outline S4C's position. S4C's processes were being questioned as a result of S4C respecting its confidentiality commitment to UWTSD. The timing of the announcement about the Government grant was problematic - ideally, it is necessary to know before the appearance in

front of the Select Committee. Members discussed the timing and the implications of the announcement about the grant to UWTSD for the development of the Egin.]

A question was asked about the press coverage stating that some companies that had declared an intention to move to the Egin have now withdrawn. IHJ was not aware of any company that had withdrawn.

**[Summary:** The need to ensure that the reasons for going to Carmarthen were clearly communicated in public was discussed. IHJ was confident that the messages, in papers, statements and meetings, had been clear. The rationale of the Relocation and Co-location plans was discussed and it was noted that the combination of relocation, co-location and restructuring would make significant savings for S4C and that this is the main way in which the relocation plan would contribute positively to S4C's service on the screen. It was agreed that a cost neutral benchmark had been set and constantly mentioned in the past, but that the prospects are by now better than that. It was noted that it was not an option to stay in the existing building in Llanishen, due to the escalating costs that would arise in the future.]

**[Summary:** A discussion took place regarding the Authority's scrutiny methods and it was noted that further consideration could be given to how to convey the thoroughness of the audit processes to the Authority.]

### **Co-location**

**[Summary:** An update was given regarding the recent discussions between S4C and the BBC regarding the proposal to co-locate technical services in the new BBC building in Cardiff Central Square. In relation to the co-location scheme, ECS noted that she would cease to be a BBC Trustee within two months. She was keen for the Authority to continue to consider all the positive elements of the relationship with the BBC.]

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

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

The discussions with the production companies about the pre-purchasing plans had been completed and a positive response was received from everyone.

He gave the Authority an indication of the issues that will arise in February and March. He referred to one change in the clause on Training.

He noted that AR intended to present a summary of the Producer Feedback process to the Authority in February and in the same way GLI and AR will report to the Content Committee on the film policy.

## **4. Wales Lottery - Update**

EM presented the update by DB. The project is now public and questions from Radio Wales and X-Ray have been referred to Golley Slater.

The technical work, charitable work and the establishment of boards have been taking place and EM referred to the appointment of Gareth Davies to the board of Wil Enterprises. A subsidiary board of SDML will oversee the project and from the Authority HHE and CB are on the Commercial Board.

Instead of 1st March the launch will be mid-March. A transmission slot has been

confirmed at 8.00 o'clock on Friday nights but as the Wales v Ireland football game is taking place on March 24th, it has been decided to defer the start until the following week.

Officers were asked about a communication plan and it was explained that GW and Golley Slater were working on the plan.

## 5. **Social Media Presentation**

GD gave his presentation on our use of Social Media and referred to the targets for the work that include increasing the following to the main accounts to reach more people. He mentioned some of the main campaigns during 2016.

One of them was the Urdd Eisteddfod when five individuals were allocated to take care of one platform each over the festival (namely, Facebook, Twitter, Snapchat, Instagram and Periscope). There had been a significant increase in the following as a result.

The Euro 16 football competition saw an incredible number choosing to "Like". The "Diolch" video with the Wales team had been seen by nearly 180,000 viewers - no such figures have ever been achieved in the past.

Looking at the specific platforms over the year the following was seen -

- **Twitter** - the following continues to rise regularly
- **Instagram** - it had risen to 4500 with more focus
- **Snapchat** - its use was more frequent
- **Facebook** - S4C's page engagements were higher (i.e. the "likes", "comments" and "shares")

**Grabbyo** allows videos to be shared from amongst S4C's live stream and to schedule and post general videos. An important element is the ability to report back and produce statistics on the use of videos. The leading production companies have the means to select and place material and to learn and adapt their choices by using the statistical feedback.

**Social Sprout** facilitates user response, the timing and sharing of photos / messages and again produces reports on the use.

**Snaplytics** allows the storing of pictures and the production of reports.

**Calendar** - Social Schedule is useful to avoid conflicts, to ensure consistency and to avoid the posting of the same material too often.

The importance of ensuring that everything that appears on Facebook is of interest was noted.

GW stressed the message that there is a strategy behind our use of social media and that the figures are now available to analyse and modify the usage.

The data available with the systems shown to measure their use - and the inability of BARB to do the same - was discussed. Naturally there is a desire to equate the watching of the video extracts with the number of viewers. Looking at the various

platforms the goal is to try to measure reach but you must avoid mixing data that is on a different basis. GW explained that Facebook can give us a picture of who has watched and who is doing what on the platform.

**[Summary:** There was a discussion on the challenge of converting the viewing of short form content to the watching of the television and online services.]

GD was asked if the video extracts looked backwards or forwards and he answered that most looked forward.

HJ queried the situation with performance rights and GW explained that most of the use was for promotional purposes. EM expanded saying that there are problems with some plans and discussions are taking place with the Urdd and Cwmni Sain at present.

The team was congratulated on the promotion of Byw Celwydd which had stimulated a big debate about the series.

It was noted that the presentation was very exciting and had highlighted the various methods of reaching our audience. There was confidence that we were on top of the developments and members looked forward to timely updates.

## 6. **Draft Minutes of the Authority Committees**

### **Relocation and Co-location Scrutiny Committee (21/12/16)**

**[Summary:** JD presented the committee minutes from the 21st December and discussed the issues arising. He referred to the update received on the discussions over the TSA.]

## 7. **Audit, Risk Management, Personnel and Remuneration Committee**

**[Summary:** HHE presented the committee minutes from the 24th November and also referred to the discussion held regarding the PWC Content Commissioning report.

On an issue of accuracy EM stated that she was present at the meeting and that 55 companies had been contracted last year.]

## 8. **Minutes of Meeting No. 403, Update on the Action Points and Matters Arising**

The minutes of meeting number 403 were presented.

### **Point 4.1.3 Meeting of the Secretary of State**

It was noted that the first 2017-18 in the fourth line should be changed to 2016-17.

**The Authority approved the minutes incorporating the above adjustment.**

### **Decision and Action Points Register and Matters Arising**

**[Summary:** The Decisions and Action Points Register was presented and an update was noted on a number of points]

9. **Discussion on the programmes from the past month**

**[Summary:** A discussion took place about the programmes from the past month, and specifically referred to the output over Christmas and the New Year, identifying a number of highlights across the range of the service].

10. **Viewers' Hotline Report and Complaints and Compliance Report**

**[Summary:** The viewers' Hotline report was presented for information and a complaint regarding the unauthorised use of archive images within a programme was discussed.]

A paper was presented indicating the requirement for S4C to comply with the New Welsh Language Standards together with a new version of the Complaints Procedure showing the necessary changes to comply.

**The Authority approved the changes.**

11. **To consider the Authority's Work Programme for 2017 - 18**

An update to the Authority's Work Programme 2017 - 18 was presented.

12. **Any other business**

Mention was made of the USB memory sticks that were prepared for all staff identifying S4C's Vision, Purpose and Core Values. Copies were available for Members.

The Chairman drew Members' attention to the change to the date of the Viewers Evening in Liverpool. The new date is 15 February 2017.

**Date of next meeting:**

Thursday, 9 February, 2017