



S4C Board Meeting Minute

16 January 2020, - S4C Caernarfon

Meeting No. 434

Present:

Non-executive Board Members:

Rhodri Williams	(Chairman)
Hugh Hesketh Evans	(Member of the Board)
Siân Lewis	(Member of the Board)
Anita George	(Member of the Board)
Owen Derbyshire	(Member of the Board)

Shadow Unitary Board Executive Members:

Owen Evans	(Chief Executive)
Amanda Rees	(Director of Content)
Elin Morris	(Chief Operating Officer)

Also Present: S4C Staff:

Gwyn Williams	(Director of Communications)
Eilir Jones	(Head of Research)
Catrin Hughes Roberts	(Director of Partnerships)
Ruth Meadows	(Head of Digital Strategy)
Owain Lloyd	(Board Secretary)
Bethan C. Williams	(Assistant to the Board Secretary)

Apologies:

STANDING ISSUES:

1. Welcome and Declaration of interest

The Chairman welcomed all to the meeting at Canolfan S4C Yr Egin.

He asked any member with an interest in the business of the meeting to declare their interest.

See the Register of Interests under the Board section on the S4C website for general declarations.

2. Minutes of Board Meeting 433 - 11 December 2020

The minutes of meeting number 433 held on 11 December 2020 were presented.

The Authority approved the minutes.

3. Matters arising from Minutes 433

Viewers' Evenings - it was noted that arrangements were being made for evenings at Pontypridd (20 February) and Aberystwyth (18 March).

Meeting with the Urdd – Officers were in the process of arranging a meeting for further discussions. SL suggested the possibility of jointly organising 'roadshows ' in the future.

VAT - [Summary: It had been agreed at the December Board meeting that officers should write to the DCMS about the VAT position. Since then, S4C had received more encouraging news. Formal confirmation would be given in due course.]

The Comprehensive Spending Review - [Summary: The preparations for the comprehensive spending review were discussed. OE mentioned his recent meetings with the new Wales Office Ministers.]

4. **Register of Decisions and Action Points**

The Register of Decisions and Action Points was presented for information. OL reported that the register had been updated.

5. **Chairman's Report**

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

Appointment of the New Chairman

[Summary: The DCMS is expected to announce the appointment of our new Chairman soon, subject to a joint Welsh Affairs and Culture, Media and Sport Committee hearing in early March with Rhodri Williams the prospective Chair.

OL noted that one of the implications of the delay with the appointment of the Chairman is that the DCMS is unlikely to start the process of seeking new Non-executive members until the spring.]

Co-location

Following the discussion at the December Board meeting, the Chairman wrote to BBC officials on 18 December 2019 and received a response from Gareth Powell of the BBC on 19 December 2019.

6. **Chief Executive's Report**

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

Co-location Project Update

[Summary: OE updated the Board on the Co-location Project. A meeting had been arranged with the BBC on 6 February to discuss the financial details of the project. Officers were expecting to receive the revised financial model.]

Politicians

Following the general election, a political liaison scheme was in operation. OE would be in Westminster regularly over the coming months meeting as many new MPs as possible and continuing the contact with returning MPs. He had already met the new Secretary of State for Wales earlier in the week.

S4C's evidence to the Assembly's Culture Committee on the devolution of Broadcasting

OE noted that the engagement with Assembly Members was ongoing and he had had meetings with two members of the Culture Committee during December.

The Committee was undertaking a consultation on the devolution of broadcasting and was considering the future of PSBs as part of Ofcom's "Small Screen, Big Conversation". OE was giving evidence to the Committee on 22 January and the briefing for the session had been shared with Members for information. The Board thought that the brief had hit the right tone.

Paper on the Tape Archive

EM introduced the paper and explained the background. With respect to the digitisation of the archive, the internal work was almost finished. The next step is the ingest of those files into the BBC system and that is expected to take a further 18 months. The question remaining was what should happen to the tapes afterwards.

[Summary: EM explained the five options in the paper. The priority for S4C was to ensure that the programme archive and any relevant content since 1982 were secure and accessible for future broadcasting. It was agreed that the dialogue on the future of the tapes should be continued.]

7. Re-branding S4C

GW presented a paper on the intention to re-brand S4C. Firstly, the intention was to use a specialist company to run focus groups across Wales to explore what our Viewers, and those who don't watch, think of and expect from S4C. The second part of the process would be, in the light of the research results, to consider the strategies for S4C's content and multi-platform content. Thirdly, collaboration with a specialist company would be required, to build on the results of the research and the 5-year content strategy to create new values, branding and a visual identity for the service in order to guide us through the 2022-27 period. The engagement of a specialist company would need to go through the tendering process.

[Summary: The timetable was discussed, bearing in mind the need for the work on the 22 Strategy to be completed first, before tendering for this work. AR believed that this summer period with the language campaign is important to S4C and was a perfect opportunity for the public to discuss and feed into the 22 Strategy and the future and the role of S4C.

The opportunity to include all parts of S4C in the work and the importance of external engagement were also discussed. The Viewers' Evenings did not manage to engage with some specific communities, and the Board was keen to try out new ways of engaging including a dialogue with the production sector.]

The initial approach of the re-branding process was approved.

8. An update on the review of S4C's Communications and Marketing functions - Presentation of initial findings

RM provided an outline of the initial work that had already taken place internally and externally. An internal group had been set up with staff across S4C to look at

different themes and to discuss possible ideas. The first meeting had considered internal communications and was a lively and energetic discussion.

[Summary: There was an attempt to understand audience viewing patterns in terms of age groups but also a desire to look at different communities across Wales. OE was keen to bring the traditional and digital work streams together whilst recognising the challenge of working with dispersed teams. RM intends to submit initial recommendations to the Board in February.]

9. **Digital Project**

RM presented her report in order to update the Board on the digital project.

[Summary: It was noted that registrations for S4C Clic have now reached 90,000 with an increase seen around sporting events. The intention is to undertake research to find out more about the use of S4C Clic. A Member asked about the work of ensuring that S4C Clic was included on Smart TVs. RM had just received a timetable and the aim was to ensure a presence on most Smart TVs by May

An update was requested in due course.

10. **BBC Programme Plan for 2020/21**

[Summary: AR presented the draft BBC Programme Plan for 2020/21 she had received from the BBC. It reflects the changes to the structure of the supply resulting from the changes to the S4C schedule.]

The BBC's draft Programme Plan for 2020/21 was approved whilst noting that discussions were continuing in respect of sport.

11. **Paper on the Diversity of S4C's Content**

CHR explained that S4C has a diversity commitment that has been active since December 2018. The aim of the commitment was to ensure that S4C portrays the diversity of the community and its viewers.

[Summary: The paper looked at how the Diversity of S4C's content could be analysed and measured in order to get a picture of performance.

The recommendation from the officers was option 1 of the paper, which is to commission a university with Welsh-speaking students to work with S4C on a pilot of a week with advice from the Creative Diversity Network. The aim would be to have the pilot in place by March 2020.

It was queried whether a week was long enough and there was a discussion over which week to choose as it could have various implications for diversity portrayal. EJ noted that it would be possible to undertake a longer and more rigorous pilot, but that this piece of work was aimed at enabling S4C to consider the options for its ambition and the potential targets for the content in due course.]

The importance of ensuring diversity not only on the screen but also behind the camera was noted. AR stressed the importance of demonstrating social diversity as well.

Option 1 was approved, which was to commission a university with Welsh-speaking students to work with S4C on a pilot for a week, in order to monitor diversity on S4C.

12. **Monthly performance**

[Summary: EJ presented his report on the performance of S4C's services during the month. The importance of sport to the channel's figures and to the digital services was again seen. The difference in the viewing patterns of content on Clic and on iPlayer was noted with Pobol y Cwm being an obvious influence.]

13. **Communications report**

GW presented the communications report for the quarter.

[Summary: Promotional priorities during the period under review included the drama Craith and S4C's programmes over the Christmas and New Year period.

In terms of promotional activities, the Cyw Christmas Tour had held 31 shows in a tour of 12 venues, presenting Cyw and some of the service's other characters to their audience.]

The Chairman thanked all for the hard work involved in the Cyw Christmas tour.

14. **Report from the Content Committee (held on 15.01.20)**

[Summary: RhW presented the highlights of the previous day's Content Committee. S4C's International Strategy was discussed which outlines S4C's objectives when operating in the international marketplace over the next three years.

RhapD gave a presentation on the Strategy and Plan for Hansh in 2020-22. The Plan looked specifically at Hansh and how to ensure that online content aimed at 16-34-year olds will develop and grow in the next two years. The Board was asked to consider and approve the strategy.]

The 2020-22 Hansh Strategy and Plan was approved.

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

The Viewers' Hotline report was presented for information. OE had requested a short monthly report which provides an overview of the viewers' comments including any obvious themes.

16. **Work Programme 2019/20**

The work programme for 2020 was presented to the Board for information. OL reported that he had met with Ruth McElroy, and that the intention was to invite her to the board in February to discuss the future of PSBs.

It was agreed that the March Board meeting should be an Awayday. The intention of holding a meeting of the Board in Central Square before the Summer was also noted.

17. **Any other business**

The Non-executive Members of the Board were reminded that the Declaration of Interests forms need updating.