

**Present:
Non-Executive Board
Members:**

Rhodri Williams	(Chairman)
Owen Derbyshire	(Board Member)
Anita George	(Board member)
Siân Lewis	(Board member) – items 6-10
Hugh Hesketh Evans	(Board member) – item 1-6; 10-15

**Executive Members of
the Shadow Unitary
Board:**

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

**Also present:
S4C staff:**

Gwyn Williams	(Director of Communications)
Owain Lloyd	(Board Secretary)
Sue Butler	(Sports Commissioner) – items 8 & 9
Alun Jones	(Social Media Manager) - item 12
Eilir Jones	(Head of Research) – item 13
Bethan C. Williams	(Assistant to the Board Secretary)

STANDING ISSUES:

1. **Welcome and Declarations of Interest**

The Chairman welcomed everyone to the meeting of S4C's Unitary Board.

He asked any members with an interest in the business of the meeting to declare their interest. There were no declarations.

See the Register of Interests in S4C's Unitary Board section of the S4C website for general declarations.

2. **Minutes of Meeting on 23 April 2020.**

The Minutes of meeting number 438 held on the 23rd April were presented. The minutes were approved by the Board.

3. **Matters Arising**

[Summary: HHE referred to the BBC with respect to digital news. RhW noted that there would be a discussion about the BBC later in the meeting.]

OD had had a conversation with GE about the digital news project and asked if the Board was happy for him to be part of the project board. The Board was more than happy for OD to help and advise.

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

The register was noted. A number of the action points in relation to Covid-19 and co-location would arise as part of the discussions.

5. **Chairman's Report**

[Summary: RhW presented his oral report. He said that he had had a conversation with David Clementi, chairman of the BBC. He had also had a general conversation with Rhodri Talfan Davies.]

6. **Chief Executive's Report**

OE presented his report. It was reported that a Facebook Live event took place two weeks ago with OE and AR taking part. The response was positive, and it was suggested that it would be an idea for the Chairman to join the next one in order to present his vision of the future of the service.

It was agreed to hold a Facebook Live session with OE and RHW in June.

COVID-19 Staff Survey

[Summary: It was noted that the results of the COVID-19 Staff Survey had arrived, and OE shared the main headings with the Board. It gave a picture of the change in the work pattern and the impact on the workload of staff.]

Scheme for Lifting Restrictions

OE noted that EM had been working on a scheme outlining the steps to lift the restrictions when appropriate. EM said that it was difficult to see offices re-opening soon, but it was important to plan for the possibility at some time. Physical measures would be needed to meet the 2 metre rule as well as co-ordination with the landlords in Caernarfon and the Egin. The intention is to plan for staff to come back by team and it will be necessary to work out the pattern of who needs to be where and when. There was an opportunity now to look anew at how people work and at the balance between flexibility and the business requirements.

OD suggested that there was a need to focus on those who find it difficult to work from home. CW noted that she was beginning to get details of the challenges faced including childcare. EM highlighted that there had been no deterioration in performance during the period and that staff had tackled the work and taken personal responsibility. OE noted that between 80-90 staff continued to join the weekly staff meetings. AG believed that it was important for staff to feel physically part of a team, and that it was a challenge to do so if they are not in the same office. GW reiterated that this was important particularly with new staff.

HHE noted that it was an interesting situation for organisations. The question was how to benefit and take the opportunity to work in a different way. Consideration could also be given as to how others have adapted and, perhaps,

to attracting partners to fill or share buildings such as the Egin and the Caernarfon office. AG and OD agreed that this was an opportunity to think about the role of our sites. OE felt that there may be room in the market to offer smaller office spaces, as people will not need large spaces in the current economic climate. AR suggested that establishing a creative hub could be looked at in the Egin, aiming to attract producers in order to make the most of the resources available.

The Board felt that the responses to the Staff Survey were very encouraging and showed that S4C had done its best to look after staff during the recent period.]

7. **An Update on the BBC's Statutory Provision of Programmes to S4C**

OE presented a paper outlining the latest position on the supply of the BBC's statutory programmes to S4C.

[Summary: OE had written to BBC Wales accepting that it was not practical for the BBC to produce the statutory hours required up to the end of the financial year and suggesting ideas to overcome the deficit. Following a meeting with the BBC's Ken MacQuarrie to discuss further the BBC had written to S4C. A response would be required after further consideration.]

8. **Sports Presentation**

SB presented an update on Sports.

[Summary: A loss of 170 hours of Sport is estimated between March and August this year due to COVID-19. Alongside some content from the archive SB was trying to commission new content from the sector.

There was some discussion about plans to bring back the football and rugby leagues, but SB noted that it was very difficult to get any firm date. The only definite things at the time were the Tour de France at the end of August, and the Giro d'Italia race in October.

The domestic football league in Wales had finished but there may be Welsh Cup matches over the summer. In terms of rugby, it might be possible to finish the current Pro14 season with 4 hours coming from the BBC. SB was working on a strategic plan for Sport

AR added that the money for Sports was protected in the budget but that the BBC hours were an important factor. Strategy 22 was an opportunity to look again at the priorities and at the place of Sport in the schedule.

SB reminded the Board that the Pro14 Rugby contracts expire in May 2021, and the football contract in May 2022.]

9. **Content Budget**

[Summary: AR thanked OLI for preparing the presentation on the latest position on the content budget. The situation was complicated by the loss of so many hours.

Officers were asked what the impact would be on the budget if COVID-19 continues for some time. It was difficult to predict what the exact impact would be, but the loss of dramas and the soap operas would have major implications. Securing insurance for productions was increasingly challenging as well as the increase in production costs.

It was clear to the Board that a lot of planning was taking place and that was reassuring. Expenditure on content this year was important but there was also a need to try to ensure that next year is not unduly affected.]

SL thanked S4C for the pioneering work and for taking risks with the Eisteddfod T. AR noted that 2,500 children and young people had competed, and that the week had been a great success.

10. **Co-location**

It was noted that S4C had written to the BBC since the last Audit Committee meeting and had received responses. Meetings of the JPB and the Steering Group had since taken place.

RhD provided an update on the project. The BBC was continuing with plans to re-start the project and was keen to complete the work as soon as possible.

[Summary: There had been discussions about S4C moving after Radio. S4C officers were emphasizing the need to finish the work in order to ensure continuous broadcasting from Central Square. A more detailed timetable will be required reflecting the implications of the COVID-19 restrictions.

There would be an opportunity for further scrutiny by Members in June when the BBC will present an update to the Audit Committee.

AG asked about the situation with the project savings. EM said that discussions had taken place prior to the lockdown but officers would raise the matter at the next JPB noting that the Board had requested an update.]

11. **2022 Strategy**

OE provided an update on the plans for the 2022 strategy. He noted that work was continuing in the background and RhD explained the different work streams including: the purpose of S4C; the content curator, digital news; and the technical scheme.

A steering group had been established for the digital news project and RhW thanked OD for his input to the plans. OD was invited to join the internal steering committee in charge of S4C's Digital News schemes.

[Summary: OD said that the progress was encouraging to see and asked whether it would be possible to see a project plan / Gantt chart at some point.

HHE noted that with so much happening such as co-location, COVID-19, and the work on 2022 Strategy, S4C's long-term plans would need to be thought through.]

Members were keen to have a specific meeting on the 2022 Strategy before the summer break.

12. **Social Media Presentation 2019-20**

AJ reported on the performance of social media during 2019-20.

[Summary: There had been significant growth across the platforms during the year. The Facebook partnerships were a huge part of the work with the team working with various organisations across Wales. AR asked if there was a point in continuing with the old accounts and AJ noted that some were still visiting the accounts.

AJ said that April 2020 was S4C's best month ever in terms of viewing sessions across the platforms. He mentioned Iaith ar Daith as a model for the future. They had started from scratch and not from a clip that had been cut for television. These were some of S4C's best clips ever in terms of viewing sessions.]

13. **Monthly Performance**

EJ reported on April's monthly performance.

[Summary: It was clear that the lockdown period had an impact on S4C's weekly figures due to losing all the sports and the fact that Pobol Y Cwm was down to two programmes a week. "Core" programmes were bringing in very good "reach" figures to the channel on a weekly basis during the lockdown period. Series such as Iaith ar Daith and Priodas Pum Mil had been very popular.

The loss of sport had significantly affected S4C's "reach" whilst this is not the case for other PSBs. However, S4C's "thousands" figure during peak hours had been constant since the start of the year. The figures for S4C Clic had not been unduly affected by the lack of sport and highly popular programmes such as Iaith ar Daith had adequately filled the gap.]

OD and AR noted the service's reliance on sport. It would be important to include the matter as part of the narrative for the Annual Report. The



performance also showed that the audience had become more "core" during the period.

14. **NAO**

OLI reported that the work with the NAO is continuing, and that ShW and the team are working together on a report being prepared for the next Board. There is also more work to be done on writing the Annual Report.

15. **Commercial Board**

[Summary: EM noted that the Commercial Board had met the previous day. They were given a presentation from Sky about the latest situation with the UK market. The scheme to offer adverts to charities had been popular and a positive story. The NAO had submitted a draft of the commercial accounts.]