



S4C Board Meeting Minute

27 June 2019, Canolfan S4C Yr Egin, Carmarthen

Meeting No. 428

Present:

Non-executive Board Members:

Huw Jones	(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)
Rhodri Williams	(Member of the Board)

Shadow Unitary Board

Executive Members:

Owen Evans	(Chief Executive)
Amanda Rees	(Director of Content)

S4C Staff:

Gwyn Williams	(Director of Communications))
Sharon Winogorski	(Chief Finance Officer) - Item 8
Carys Evans	(Team Leader Data and Insight) – Items 9-10
Huw Jones	(Senior Statistical Officer) – Items 9-10
Hanna Davies	(Data and Insight Assistant) - Items 9-10
Alun Jones	(Social Media Manager) - Items 9-10
Phil Williams	(Board Secretary)
Bethan C. Williams	(Assistant to the Board Secretary)

Apologies:

Elin Morris	(Chief Operating Officer)
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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 427 (held on 16.05.19)

The minutes of meeting number 427 held on 16.05.19 were presented. After noting one correction the Board approved the minutes.

3. **Matters arising from Minutes 427**

It was noted that a number of the issues in the minutes arise in the Action Points and on the agenda for this meeting. No other issues were discussed.

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

The Register of Decisions and Action Points were presented for information.

Point 30 - Welsh Public Record

It was noted that the Welsh Public Record had now been published up to April 2019. The May Public Record had been prepared and was available for publication following the approval of the minutes by the Board at this meeting. English translations will be published soon.

[Summary: The most effective timetable for publishing the Public Record in future was discussed.]

Point 29 - Updating the Website

It was noted that preparatory work had already been undertaken to update the corporate section of the website, including the Board's pages.

5. **Chairman's Report**

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

5.1 **The New Chair**

It was noted that the Chair's job advertisement had now appeared, with the closing date of 10th July.

5.2 **Cylch yr Iaith Correspondence**

The Chair submitted a letter from Cylch yr Iaith which noted a number of concerns regarding the language content of S4C programmes.

[Summary: The Chair submitted a draft response and asked the members for their comments on the letter. There was a discussion about the use of English within programmes, and AR noted that regular consideration is given by the Commissioning Team to the language and linguistic content of programmes. Commissioners also discuss the relevance of the Guidelines to specific commissions at regular meetings with the production companies.

As well as the use of English in television programmes it was now necessary to consider the specific content for online platforms. Members noted the importance of complying with the Welsh Language Programme Guidelines, and of ensuring that any use of the English language complies with the terms of the Guidelines.]

The Board approved the draft letter and agreed that the Welsh Language Guidelines for Programmes are still appropriate.

5.3 **Annual Report 2018/19 – Update**

It was noted that the Board had received a design copy of the Annual Report on 13 June, with a request for comments and their approval of the document's narrative. Several comments and approval had been received from Members by e-mail.

A draft had also been provided to the DCMS for comment. A small number of comments had been received from DCMS officials. The next step in the process is to seek the Secretary of State's approval for the Report.

[Summary: There was a discussion on a commercial issue relating to the method of evaluating the value of investments and a further discussion on the Drama strategy highlighted in the Report.]

6. **Chief Executive's Report**

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

6.1 **VAT**

[Summary: It was noted that appeal documents had been submitted to HMRC. Discussions are continuing with the officers.]

6.2 **Operational Objectives 2019/20**

The Chief Executive's Objectives for 2019-20 were presented and approved. The Chairman explained that the intention was to use the Chief Executive's objectives as the basis for comprehensive operational objectives for the organisation.

It was decided that draft Operational Objectives for 2019/20 should be submitted to the Board meeting in July, using the Chief Executive's objectives as the basis for the corporate objectives.

6.3 **Editorial Agreement with the BBC**

There was a discussion regarding S4C's proposed Editorial Agreement with the BBC.

OE explained that discussions are ongoing with the BBC regarding a wider range of schemes than the Programme Plan alone, and that these include the provision of digital news and a shared online presence.

[Summary: It was explained that two specific issues need to be addressed, namely digital and online collaboration, and the need to ensure that the new agreement reflects the provisions of S4C's revised terms of trade. The BBC had offered S4C three scenarios on collaborating for consideration.]

It was explained that the intention was to try to reach agreement on the wider provision and any intention to collaborate on joint digital provision, and then to reach agreement on the Editorial Agreement.

It was noted that the review of S4C had commented on the provision of news, including concerns about pluralism and the fact that S4C's news is not sufficiently different from other news sources in Wales.

There was support among Members for the desire to have clear editorial control over the news provision, but it was noted that the Strategic Partnership Agreement (i.e. the predecessor of the proposed Editorial Agreement) already contains provisions for ensuring editorial control for S4C.

[Summary: The meeting discussed the value of the content and the audience's awareness of the brands of both bodies. Whilst focusing on reaching an agreement up to 2022 the need to keep an eye on the long term was noted.]

It was agreed that the priority should be to conclude an Editorial Agreement for the period 2019/20 to 2021/22.

The need to present the 2019/20 Programme Plan to the Board was identified as a priority.]

6.4 **International Awards Policy**

AR introduced the draft of an International Awards Policy, indicating that she was keen to receive the Board's feedback and guidance.

She noted that S4C's programmes have won a number of special nominations and awards this year, and that this is a testament to the quality of the programmes. There had been a deliberate attempt during the year to submit more programmes to a wider range of awards, and the strategy appears to have succeeded.

There was a discussion on the proposed strategy and the general support of the Board for the aim of winning awards and nominations for S4C's programmes was noted, but officers should ensure that commissions are decided on the needs of the audience and the service.

[Summary: In order to ensure a complete picture, the costs of applying for nominations were outlined.]

The Board approved the International Awards Strategy.

When a scheme is developed to apply for a major award or nomination, such as an Oscar, any such plan, and any significant spending plans, should be referred to the Board for its prior consideration

6.5 **Update - S4C Digital: The Way Forward**

OE gave a PowerPoint presentation which updated the Board on the Digital Presentation that RM presented to the Board in March at the Old Library.

The presentation updated the Board on S4C's plans to develop the S4C Clic platform as a homepage for all S4C content, rather than as just a 'player'. It also presented an update on plans to try to create a single data source for S4C's services, a 'login' scheme and marketing and promotion for individual viewers.

[Summary: Mandatory registration had been in place for Clic for 6 weeks. The first newsletter will be sent out in a fortnight.]

The Hansh channel had been launched on Clic, and there were plans to extend the channel provision to include the provision for Welsh Learners.

The viewing of the Box-Sets provision continues to increase, with the Clic figures increasing by 10% as a result of viewing box-sets.

It is hoped that the Walter Presents provision can be launched in the autumn, which will also generate interest in S4C's output.

Work was underway to assess on which platforms the S4C app should be developed. The Digital Strategy presented in January 2018 stated that S4C would not be able to have a presence on all Smart TV platforms due to the significant costs of such an initiative. As such, there will be a need to carry on prioritising the popular platforms together with ensuring the technical and financial capacity and capability to maintain and constantly update them.

6.6. **Ap Tywydd**

[Summary: Problems with the weather app's ability to identify the user's location were raised. Discussions were continuing internally regarding the options for updating S4C's online Weather coverage, including the app.]

6.7. **Industrial Policy / Training in the Sector**

[Summary: OE reported that he had commissioned an expert to undertake research on the training requirements within the sector.]

7. **2019/20 Programme Policy Statement and 2018/19 Programme Policy Statement Review**

A draft Programme Policy Statement for 2019/20 was submitted, whilst noting that some sections needed to be completed.

It was agreed that AR and CHR would complete the Programme Policy Statement, and that AR would produce a Draft Policy Statement Review, based on the Annual Report performance narrative, for submission to the July Board meeting.

8. **Q4 Financial Report 2018/19**

ShW presented the Q4 Financial Report 2018/19. It was noted that the report corresponds with the year-end position presented in the Financial Statement in May.

9. **Monthly Overall Performance Summary and the new Monthly Digital Performance Summary**

[Summary: CE and HJY (Senior Statistical Officer) introduced the new Monthly Overall Performance Summary and the new Monthly Digital Performance Summary. Some of the trends highlighted were discussed together with the reasons behind them.

CE submitted a Monthly Digital Performance Summary. All measures continue to show a year on year increase.]

10. **Presentation on S4C's Social Media Performance 2018/19**

HD and AJ reported on S4C's social media performance during 2018/19.

[Summary: A number of different patterns were seen on the different platforms, with individual viewing or clips responsible for much of the viewing, often occurring naturally, and unplanned by S4C. Within these patterns, the number of followers, viewer sessions and engagement increased. An update was presented on print and post-performance assessment work, explaining that the number of posts had been

deliberately reduced, but this was leading to an increase in viewing sessions and engagement with the content.]

11. **Work Programme 2019/20**

The Board's revised Work Programme for 2019/20 was presented for information.

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

The Viewers' Hotline report was presented for information.

13. **Any other business**

No other matters were discussed.