



S4C Authority Board Meeting Minute

17 May, 2018, S4C, Llanishen, Cardiff

Meeting No. 417

Present:	Huw Jones	(Chairman)
	John Davies	(Member of the Authority)
	Hugh Hesketh Evans	(Member of the Authority)
	Guto Harri	(Member of the Authority)
	Elan Closs Stephens	(Member of the Authority)
S4C Staff:	Owen Evans	(Chief Executive)
	Amanda Rees	(Creative Content Director)
	Elin Morris	(Director of Corporate and Commercial Policy)
	Gwyn Williams	(Director of Communication)
	Llion Iwan	(Head of Content Distribution)
	Phil Williams	(Secretary to the Authority)
	Bethan C. Williams	(Assistant to the Secretary to the Authority)
Apologies:	Siân Lewis	(Member of the Authority)

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. Minutes of Board meeting 416 (held on 19.04.18)

The minutes of meeting number 416 were presented. The Authority approved the minutes.

3. Matters arising from Minutes 416

Item 5.2.1 Appointing new members

It was noted that discussions are continuing between DCMS and the Welsh Government regarding the appointment of new members to the Board, and it is hoped that the new Members will be in place by the July meeting.

Item 6.1.3 Diversity Strategy

Reference was made to the draft Diversity Strategy submitted to the Authority's Board in April and the need to present an update to the Board on the 4 action points was noted.

Viewers Evening

It was decided to try and arrange a Viewers Evening in Welshpool in June, and that BCW will co-ordinate dates with Members to find the best date for most of the members.

Item 7.3.7 - Content Strategy

[Summary: AR reported on the need to amend the Content Strategy indicating the implications for the timetable.]

4. Action Points

The action points were presented. No further comments were received.

5. Reports of the Chairman and Chief Executive

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

5.1 Response to DCMS Review and Response

It was noted that discussions were underway with DCMS officers with respect to the implementation of several recommendations made in the Review, with the aim of agreeing an interim action plan by July together with a framework for further action in due course if DCMS successfully enact legislation.

[Summary: These included the arrangements for a Unitary Board and the audit method in the future.]

A meeting will be arranged between S4C and Ofcom to discuss how to formalise and promote the current regulatory relationship.

It was noted that an update and action plan will be submitted to the Board in June following further discussions with the DCMS, in order to introduce a plan for the implementation of a shadow unitary board, to reach agreement on a revised wording for the public terms of reference (digital and territorial) and commercial, and the proposed relationship with the NAO and Ofcom.

It was noted that the Chairman and OE had met EOW to seek to fully understand a number of his recommendations and comments.

[Summary: A digital hub scheme is underway, and the Board's approval will be needed to change its direction.]

5.2 Celtic Media Festival

The success of S4C at the Celtic Media Festival was remarked upon, where S4C had won four awards, including the Spirit of the Festival Prize for Hillsborough: Yr Hunllef Hir.

There was an opportunity during the Festival to discuss with representatives of other Celtic broadcasters, including the creation of a partnership for the production and sharing of programmes and content.

5.3 **Wales Lottery**

[Summary: The recent developments with the Wales Lottery and the implications for S4C were discussed.]

5.4 **Digital Strategy**

OE reported that a specialist from the Welsh Government, Martin Britton, had been advising on the creation of an Action Plan for the Digital Strategy.

He explained that an update would be presented to the Board meeting in June following further discussions with Martin Britton regarding the plan for implementing the strategy.

5.5 **Commercial Activities**

[Summary: Some of the commercial activities of S4C's subsidiaries were discussed.]

5.6 **Relocation**

[Summary: An update was given on personnel matters for the staff transferring to the Egin.]

5.7 **The North East**

The plans under consideration for increasing the presence of S4C in North East Wales and the region's portrayal on the service were discussed. There were discussions ongoing with the Heno production team to increase the provision from the region.

[Summary: Members also heard of discussions with an individual production company.]

5.8 **Annual Work Plan**

The need for an annual Work Plan was discussed, and it was stated that a clear and easy to understand work plan would be a way of introducing the Unitary Board's plans for the year, and that this could be part of the future S4C's new accountability arrangements.

It was resolved that a draft of the S4C Work Plan for 2018-19 be submitted for the consideration of the Authority Board.

6. **Annual Report 2017/18**

Guidance was presented for the narrative of the Annual Report, and there was a discussion regarding the narrative and the performance assessment of the Board for 2017/18.

[Summary: The general direction of the Report and the messages it was intended to convey were approved. The following list was presented by AR. Reference was also made to the prospect of making a positive announcement soon about rugby rights.]

- S4C's television reach is at its highest across the UK since 2004 - 12% across the UK and 5% in Wales (with all other UK public broadcasters having dropped on average 4%)
- S4C won four awards at the 2018 Celtic Media Festival (with just 1 the previous year)
- There was a 12% increase in the weekly reach amongst 45-64-year-olds, a key strategic goal set in the strategy.
- S4C's AI has risen from 80 to 81.
- Almost all the old brands that have had a "creative makeover" are performing better than in 2016/17 - higher viewing figures, a better reach and / or younger audiences.
- There was an overall increase of 7% year on year in the online viewing
- With over 8.5 million viewing sessions, Keeping Faith (an original S4C production) has broken the iPlayer record in terms of the number of downloads of a drama series that had not been broadcast on the network.
- During the first ten months of Hansh, there were over 5 million viewing sessions and it had almost exclusively appealed to its target audience of
- 16 - 34. This demographic had almost left S4C previously.
- We are currently co-producing our first major factual series with Channel 4.
- Channel 5 have just announced that they want to buy the format of the drama 35-diwrnod - another original idea by S4C, developed and produced by Boomerang.

7. **Financial Statement 2017/18**

HHE presented the draft Financial Statement for 2017/18 and noted that the Audit and Risk Management Committee had met earlier during the day, with other Board Members in attendance, and had decided to recommend the Financial Statement for the Board's approval.

The Board approved the Financial Statement, authorising the Chairman to discuss any changes and corrections arising from comments by the DCMS and the External Auditors.

8. **Quarter 4 Insight Report, 2018-19**

The Quarter 4 Insight Report was submitted, and it was noted that the report had already been submitted to the Content Committee on the 25 April and circulated to Board Members.

[Summary: Amongst other issues covered were viewing patterns, and the changes from viewing on TV to online; members discussed how to experiment with new ideas without Pilot programmes; and considered how to increase the viewing to our strong dramas by, perhaps, producing a smaller number of programmes, not scheduling them during the same period as other dramas and seeking lighter topics.]

9. **Financial Report, Quarter 4, 2017/18**

[Summary: SW presented the Financial Report for Quarter 4 2017/18.]

10. **Last month's Programmes**

[Summary: There was a discussion on the past month's programmes. The benefits of buying a successful programme format from another country to reduce the risk were identified.]

11. **The Viewers' Hotline Report and the Complaints and Compliance Report**

[Summary: The report of the Viewers' Hotline was submitted for information and the receipt of a new complaint was noted.]

12. **2018/19 Work Programme**

The Authority Board's Work Programme was presented for information.

13. **Any other business**

Travel and Subsistence Policy (from the Audit Committee meeting)

HHE introduced a revised version of the Travel and Subsistence Policy that had been discussed earlier at the Audit and Risk Management Committee meeting. It was noted that there are new provisions relating to payments for hire car fuel and some maintenance allowances.

The Board approved the revised Travel and Subsistence Policy.