



S4C Board Meeting Minute
24 October 2019 – S4C, Caernarfon

Meeting No. 431

Present:

Non-executive Board Members:

Hugh Hesketh Evans	(Chairman)
Anita George	(Member of the Board)
Owen Derbyshire	(Member of the Board)
Rhodri Williams	(Member of the Board)
Siân Lewis	(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)
Owain Lloyd	(Board Secretary)
Eilir Jones	(Head of Research)
Catrin Whitmore	(Head of Human Resources)
Bethan C. Williams	(Assistant to the Board Secretary)

Invitees:	Aled Roberts	(Welsh Language Commissioner)
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STANDING ISSUES:

1. **Welcome and Declaration of interest**

The Chairman welcomed all to the meeting of the S4C Unitary Board in Caernarfon.

He asked any member with an interest in the business of the meeting to declare their interest. No declarations of interest were received.

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

2. **Minutes of Board Meeting 430 (26.09.19)**

The minutes of meeting number 430 held on 26 September 2019 were presented. Several minor amendments to the wording of the minutes were suggested.

Subject to the inclusion of these amendments, the minutes were approved.

3. **Matters arising from the Minutes of Board Meeting 430**

The Archive and the National Library - it was noted that the work had begun.

[Summary: Members were given an update on the sale of one of the commercial investments.]

Language Technology Project - it was noted that an application had been submitted by Swansea University.

Timetable for introducing Clic across different platforms - this was in progress.

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

The Register of Decisions and Action Points were presented for information. Many had been completed since the last meeting and the Secretary would update the register by the next meeting.

5. **Update on Personnel Matters**

[Summary: CW stated that the purpose of the staff survey in September 2018 was to improve the workplace. The survey included questions about the Organisation, the Managers, the Management Team, Training, Communication, and Equality and Diversity.

The results of the staff survey were announced at a strategic 'meet-and-greet' for all staff in Yr Egin in November 2018. In addition, discussion groups were held on topics arising from the results of the staff survey. CW outlined the changes and developments since the 2018 survey including improving internal communications and starting the creation of a training plan.

It was noted that the 2019 staff survey had begun that week and that it would be interesting to see the results in due course.

OE explained the decision to delay work on creating new values until the co-location in Central Square had taken place. There was also an opportunity to involve the staff in S4C's rebranding work. There will be a strategic session for all S4C staff once the co-location has taken place. It will be important for the Board to consider and discuss the work on S4C's new values and the rebranding in due course.

The start of the Apprenticeship scheme was a welcome development. Three apprentices had started at S4C out of 18 applicants. OE was keen to have further discussions with the sector about apprenticeships.]

The Board thanked CW for the update. With so many developments in the pipeline, CW was asked to draw together a human resources plan in order to document everything in one place.

6. **Chairman's Report**

The Chairman presented his report.

7. **Chief Executive's Report**

The Chief Executive presented his report, including the issues below.

The Measure

EM presented a summary of the draft S4C Measure 2019.

[Summary: There was agreement on the purposes and remit of S4C's public service, and discussions were ongoing regarding commercial powers. It was noted that there was no timetable for passing the Bill into legislation at present but the DCMS was keen to have the Bill in its finished form ready to take any opportunity to present it in 2020.]

S4C Originals & Walter Presents

AR presented an update including the launch of the new S4C Originals brand at MIPCOM 2019. Guests had included international distributors, EBU members, production companies, partners from TG4 and MG Alba and the Press.

Another development was a new partnership between S4C and Walter Presents, with S4C showing a selection of the continent's best television dramas, chosen by Italian drama curator Walter Iuzzolino.

[Summary: The new service will show dramas in several different languages with Welsh subtitles on S4C and S4C Clic with no subscription costs.]

Other Matters

There was a discussion about diversity on screen and whether S4C was ambitious enough. The Board was reminded of the work of preparing a paper on the diversity of S4C's content (following analysis / measurement of current diversity) with options for objectives / possible targets.

The Board noted S4C's response to the Assembly's Culture Committee regarding the scheduling on Tuesday 24 September.

OE said that the work on business cases for the Commercial Board is ongoing including obtaining independent advice as part of the process.

8. Approval of S4C's Content Strategy performance assessment

[Summary: AR reported on the Content Committee's discussion of the performance in August and September. There was a discussion of BARB's measurement methods, the marketing and promotion strategy and the schedule changes from February 2020. AR outlined some of the new content for the Autumn and the returning series. Reference was also made to the current financial challenge where the production costs are increasing whilst the content budget remains the same.]

9. Content, Analysis and Communication Report Quarter 2, 2019-20

[Summary: GW presented the 2019/20 Quarter 2 Communications Report. It included an assessment of the cost of promotion per Viewer when appropriate. Major campaigns included Pili Pala, The Royal Welsh Show, the Eisteddfod and international football.]

10. Report of the Content Committee meeting held on 23 October 2019

[Summary: RW presented a verbal report of the Content Committee meeting. He wanted to ensure the usefulness of the meetings for the officers.]

11. **Report of a meeting of the Audit Committee held on 23 October 2019**

The Chairman presented a verbal report from the Audit Committee meeting. The Committee had met with the new Internal Auditors and CW provided an update on personnel issues. The Chairman was meeting with Shirley Garrood, chair of the BBC Audit Committee the following week. The Audit Committee were to meet with the BBC on 5 November to discuss the co-location project.

12. **Report of the Complaints Committee**

[Summary: The Secretary noted that the Committee had recently considered one complaint and a formal response had been sent to the complainant.]

13. **Welsh Language Commissioner**

The Chairman welcomed the Welsh Language Commissioner. The Commissioner thanked him for the invitation and the opportunity to talk about his vision after taking up the post in April 2019.

[Summary: The main focus was to bridge the gap between education and the world of work in order to increase the daily use of the Welsh language. He was well aware of the situation in Ireland where 1.76 million people can speak Irish Gaelic, but less than 0.5% of those speak it every day. He was keen to focus on plans that would lead to an increased daily use of Welsh. He wanted to work with businesses, charities and organisations to ensure that Welsh speakers leaving the education system and those people learning Welsh would be able to use their bilingual skills.

A strategic plan already exists up to 2021 and the Commissioner was keen to focus on encouragement and promotion, although regulation was an important part of the work. He was keen to strengthen the partnerships with other bodies concerned with the Welsh language. It was important to work together and co-operate where possible.

The Commissioner's Officers had recently met with S4C to discuss collaboration on projects relating to S4C's content.]

OE explained the work on apprenticeships and the hopes for greater diversity in the sector. S4C had just launched a brand-new apprentice scheme and had welcomed three new apprentices to work at Yr Egin. The Commissioner agreed that improving diversity and equality was important. OE said that S4C's intention was to partner with organisations that already engage with disadvantaged communities to focus on social mobility. OE had met with the Royal Welsh College of Music and Drama, Welsh National Opera and the Welsh Books Council and the intention was to get everyone together to discuss ways of joint strategic planning.

[Summary: OE noted that S4C meets regularly with Cymdeithas yr Iaith and Dyfodol. The important task for S4C was to ensure that the language used within specific programmes was of a high standard, while at the same time being clear and accessible to a wide audience and a range of Welsh speakers of all levels of fluency.]

An important development in 2020 would be the Taith Iaith - Language Tour. AR was keen for people to engage with the content and as a result to use the language. A significant number of people in their thirties and forties had received a Welsh-medium education but may not have used the language since leaving school. There was a need to somehow reach out and help people re-embrace the language.

Hansh would also be an important part of the language campaign in 2020. There was a need to celebrate that Wales is a unique nation that speaks a language that no one else speaks.

OE noted that S4C would be celebrating 40 years in 2022 and that this was an opportunity to hold a public debate on the purpose of S4C in the future.

14. **Complaints and Compliance Report and Viewers Hotline**

The Viewers' Hotline report was submitted for information.

15. **Work Programme 2019/20**

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

16. **Any Other Business**

The Secretary noted that Ofcom had published two reports of interest this week, including a review of BBC news and current affairs.

It was also noted that the Ofcom Board would be in Cardiff on 19 November and that S4C officials would be attending the event.