

---

**S4C Authority Meeting Minute**

12 June 2014, S4C, Llanishen, Cardiff

**Meeting No. 377**

---

Present:	Huw Jones	(Chairman)
	John Davies	(Member of the Authority)
	Carol Bell	(Member of the Authority)
	Aled Eirug	(Member of the Authority)
	Marian Wyn Jones	(Member of the Authority)
	Rheon Tomos	(Member of the Authority)
S4C staff:	Ian Jones	(Chief Executive)
	Garffild Lloyd Lewis	(Director of Communications)
	Elin Morris	(Director of Corporate and Commercial Policy)
	Kathryn Morris	(Director of Finance)
	Dafydd Rhys	(Director of Content)
	Phil Williams	(Secretary to the Authority)
	Bethan C. Williams	(Assistant to the Secretary to the Authority)
Apologies:	Elan Closs Stephens	(Member of the Authority)

**1. Opening remarks**

The Chairman welcomed all present to the meeting.

**Declaration of interest**

The Chair asked for any member with an interest in the business of the meeting to declare their interest.

AE noted his membership of the Nominet Advisory Committee and RhT noted that he was the treasurer of the Urdd. No other declarations were made.

*See the Register of Interests section of the S4C Authority website for general declarations.*

**2. Minutes 376 (15.05.14) and matters arising**

The minutes of meeting 376 were presented.

The Authority approved the minutes.

### 3. **Matters Arising**

#### 3.1 **Relocation**

[**Summary:** The Authority was updated on matters relating to the Relocation.]

#### 3.2 **Announcement about the location of BBC Wales.**

IHJ noted that the BBC have announced their intention to relocate to a new building outside Cardiff railway station. There was hardly any reference to S4C in the attention given to the announcement.

#### 3.3 **Appointment of Members of the Authority.** HJ reported that there was no further news on the matter.

#### 3.4 **Annual Report - an update.**

[**Summary:** An update was given on the Annual Report and the timetable for preparing the Report was discussed.]

#### 3.5 **Insight Department Report**

There was a discussion about the nature and content of the Insight Report and IHJ asked for guidance on whether members wished to receive a monthly or quarterly report.

HJ replied that ideally this question should be considered as part of the discussion on the Authority's procedures and that he expected to receive and discuss the recommendations at the July meeting.

#### 3.6 **Pobol y Cwm**

[**Summary:** An update was given on the Pobol y Cwm situation and the use of the savings.]

#### 3.7 **Use of the Financial Savings**

[**Summary:** Following internal discussions the allocation of part of the savings had been agreed.]

The Authority approved the recommendations for the allocation of financial savings.

### 4. **Chairman's Report**

The Chairman presented his report and referred to the following matters:

#### 4.1 **Meeting with the BBC Trust**

[**Summary:** At the meeting there had been a discussion about open subtitles.]

The Chairman was asked what kinds of question were raised concerning language issues and the status of the language. HJ explained that some Trust members were seeking for a greater understanding of the linguistic context of Welsh and there had been no specific reference to other Celtic languages. One member had suggested that S4C was the only minority language channel that does not provide open subtitles.

[**Summary:** BBC policies to create space for new series were discussed and the suitability of this for S4C. In response to a question asked, IHJ explained that commissioning priorities can lead to more, expensive hours in one genre and more, inexpensive hours in another. This can result in an average figure that appears to be a greater cut than the cut in S4C's income.]

AE and MWJ were both of the opinion that the meeting had been beneficial and worthwhile, and that the discussions had been open and honest.

#### 4.2 **Sufficient Funding Document - presentation by IHJ at the Urdd Eisteddfod**

GLL noted that the response in the press had been positive. IHJ said that the first question in all the interviews was 'what is sufficient?' He believed that people have accepted the rationale for not going into detail on this at the moment.

[**Summary:** The meeting discussed the strategy to promote S4C's position amongst the public and the politicians.]

The Chairman referred to a meeting between himself, IHJ and Ed Richards, Ofcom's Chief Executive.

[**Summary:** The Authority then discussed the impact of any further cuts on the commissioning policy. It is hoped to operate in a way that will give the sector notice of a year, or a year and a half, of any changes.]

[**Summary:** The lack of references to S4C's commercial activities in the document was noted and there was a discussion on the need for more public attention for the new strategy.]

#### 5. **Chief Executive's Report**

**Nominet** (AE had expressed an interest)

It was noted that Nominet are to launch dot Cymru /dot Wales in September with a marketing campaign. There were obvious advantages to being part of the launch campaign as one of the first partners and IHJ recommend that S4C should adopt S4C.cymru and should also register S4C.wales for possible future use.

Nominet are discussing launching the two new domain names at the S4C building during the Royal Welsh Show. The importance of S4C being ahead of the game amongst the first group to adopt the .cymru domain name was underlined.

IHJ was asked what the cost of both new domain names for S4C was; he replied that he did not believe there are any costs associated with their registration.

The Authority approved the recommendation.

## 6. **Corporate Risks**

KM presented a revised Corporate Risk report and noted that the list contains 13 risks rather than the original 10. The Officers have decided to include all the corporate risks in the report.

IHJ noted that the document is regularly being reviewed by the Management Team.

The risk relating to S4C's reputation is no longer on the list, as the Management Team has considered this and had concluded that there is a reputational risk associated with each strategic risk.

There was a discussion about a number of specific risks.

RhT explained that the Annual Report has also developed recently to include more information about the performance of the service and the organisation and that the report goes beyond the DCMS' specific requirements with respect to presenting information.

It was suggested that the Audit Committee could consider the relevant systems in their entirety and ensure that the scope of PWC's work is appropriate for the Authority's requirements.

[**Summary:** Following a discussion about the commercial aspects it was decided to ask the Commercial Board to consider how to submit further information to the Authority and a further presentation by DB was suggested.]

Specific reference was made to risk 250 relating to relocation and co-location and it was explained that the UWTSD and the BBC have specific risk registers for the relocation project and the co-location project, but that S4C maintains a single comprehensive register of risks for S4C derived from both projects. The Scrutiny Committee will consider the content of the register regularly.

## 7. **Report of the Director of Content**

DRh presented his report and invited comments from the Members.

[**Summary:** There was a discussion about the provision from the Urdd Eisteddfod, **Band Cymru** and **Cariad@ Iaith**.]

## 8. **Minutes of The Content Committee**

The minutes have been circulated in draft form for Members' information. There were no matters arising.

9. **Insight Department Report**

The contents of the report were noted and the details are to be discussed more fully in the quarterly meeting.

10. **Report of the Director of Communications**

10.1 GLL presented his report.

He said that the promotional plan for **Madron** had worked well. Also, the **Cyw** show at the Urdd Eisteddfod had worked very well, with thousands wishing to attend the shows, especially on the Monday. A review of the system is needed to avoid disappointing parents and children in the future.

**Y Gwyll / Hinterland** has received very positive coverage generally. Work is in progress with a PR firm to maintain the momentum.

[**Summary:** The commercial elements of Y Gwyll / Hinterland were discussed.]

10.2 **Activities at the Royal Welsh Show**

GLL is hoping to organise a 'Night with Dai Jones' – which will not be for broadcast – inviting about 100 people to the S4C building at the Show. It is also proposed to organise a session for young people and a reception.

He apologised that it had not yet been possible to hold a Viewers Evening but identified the possibility of holding the Authority meeting in the North in September to coincide with a Viewers Evening in Ruthin on the 17th of September.

10.3 **Relocation Meeting**

[**Summary:** The next steps with the partners were discussed.]

GLL will report back to the Authority on developments at the meeting in July.

11. **Financial Report**

The report was presented and there was nothing to add to the written report.

12. **Complaints and Compliance Report**

The contents of the report were noted.

13. **Viewers Hotline Report**

[**Summary:** The Viewers Hotline report was presented.]

14. **Paperless system**

The recommendation to introduce Huddle the paperless system for the Authority's papers was discussed.

The Authority approved the recommendation to move to a paperless system.

15. **Authority Work Programme**

New recommendations are to be discussed next month. One Member questioned why the meetings of the Commercial Board were not indicated in the Authority's work programme and it was agreed that this should happen.

PW noted that discussions have already begun on the next interim report for the BBC Trust that S4C is required to report upon in October / November and that the revised work programme would consider the time requirements of this report.

16. **Next Meetings**

BCW was asked to proceed with arranging the Authority meetings for the next year.

17. **Any other business**

[**Summary:** The meeting debated programmes that celebrate grand occasions or events or respond to the news of the day. It was suggested that consideration should be given as to whether there is always an obligation to broadcast when others are providing extensive hours. On the other hand, there had been no specific programmes for the European elections but sometimes there may be scope to extend S4C's reach whilst underlining the importance of pluralism. Although it is impossible to draw up a comprehensive policy, the Content Committee is asked to discuss the matter further.]

18. Date of next meeting - Thursday, July 10, 2014