
S4C Authority Meeting Minute

15 May 2014, S4C, Llanishen, Cardiff

Meeting No. 376

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)
	Elan Closs Stephens	(Member of the Authority)
S4C staff:	Ian Jones	(Chief Executive)
	Garffild Lloyd Lewis	(Director of Communications)
	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)
	Catrin Hughes Roberts	(Head of Partnerships) (Item 4)
Apologies:	Elin Morris	(Director of Corporate and Commercial Policy)

1. Declaration of interest

The Chair asked for any member with an interest in the business of the meeting to declare their interest. No declaration was made.

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

2. Minutes 375 (10.04.14)

The Authority approved the minutes.

3. Matters Arising**Relocation**

[**Summary:** IHJ reported on the response to the announcement on Relocation amongst the staff, the press and the areas that had applied. He wanted to ensure there was a process in place to advise staff of the next steps. An announcement is expected soon from the BBC about the future of Broadcasting House Llandaf.]

Reference was made to the intention to create a committee to scrutinise the relocation process. The Chairman nominated JD and MWJ as the Authority's representatives on this committee. Members approved the nominations.

The suggestion made at the last Authority meeting that a Member could be appointed to sit on the development committee of the new centre was raised. After considering the nature and terms of reference of this committee, it was recommended that S4C should be represented at the operational level and that GLL would do so. The recommendation was approved.

4. **Ensuring Sufficient Funding**

CHR joined the meeting.

In line with the decision at the previous meeting of the Authority, considerable work has been done on a discussion document to be published during the week of the Urdd Eisteddfod. At the same time the Chief Executive will deliver a lecture on the subject.

[**Summary:** The final draft was not ready but it was important to seek to secure the support of the Authority for what is expressed.]

IHJ noted that the Urdd Eisteddfod offers itself as a platform. GLL also added that there were other opportunities, national platforms and digital and traditional news platforms. This would be the starting point in the discussion.

Some of the important elements to be included were:

- Linear TV is still important;
- Online usage is increasing ;
- Consideration of the expectations of the audience;
- Economic and cultural value;
- Future technology, how is the audience going to watch;
- The Census - the possibility of an increase in the number of Welsh speakers over time and the questions arising from that;
- Our role as a public broadcaster, the only one in Welsh, and the need to try to appeal to all;
- A clear message that we have to have sufficient funding - that is essential, but the message has to be framed in a positive way.

The Chairman noted that it is important that S4C is available on all platforms that are widely used, with the aim of reaching the Welsh wherever they are.

[**Summary:** Reference was made to the prospects for the economy but the key factors will be the level of the licence fee and public expenditure. The need to emphasise the economic benefits of S4C's activities was agreed, such as, the additional value S4C creates for the National Events. Despite certain conservative pictures of viewing habits the ages 1-30 are more optimistic and there is a positive message to convey about Cyw. One basic message was identified; that the option of not providing a linear service was impractical.]

[**Summary:** The detailed modelling taking place was emphasised and the importance of agreement and long-term stability noted. We must safeguard independence and ensure there is an appropriate place for S4C in the charter renewal debate. It was agreed that the final draft should be distributed to Members giving them the opportunity to express any comments before going to press.]

5. **Chairman's Report**

The Chairman referred to the two interview sessions for new members. Strong applications had been received and he was optimistic about the likelihood of being able to offer a strong list for the Secretary of State's consideration.

6. **Chief Executive's Report**

S4C's corporate messages

Work was underway at present to look at all of S4C's corporate messages. There was no intention of using Calon Cenedl (Heart of the Nation) anymore and Rhywbeth i Bawb (Something for Everyone) had not been used since 2012. It was also noted that an appropriate strapline was needed for learners.

The New Brand

There had been an overall positive response to the new brand image with some negative comments about some of the idents. Members were generally happy with the new visual style.

Corporate Risks

This paper was one of several that were late arriving. More time was requested to consider it and it was agreed to re-introduce it at the Authority meeting in July.

Press Coverage

[**Summary:** The comments about S4C's performance quoted in the press were discussed. They were identified as items that are discussed in the Annual Report but the attention to them outside the time frame of the report was unfortunate.]

7. **The Annual Report**

Following the discussion of the Financial Statement at the Audit Committee, some details of the wording of the whole document were discussed. It was decided there was a need to identify from the outset the fact that the accounts were reporting on a period of 15 months this time rather than a year. There was a need for consistency by referring to 2013-14 at all times, rather than 2013 alone.

The performance assessment was based on the interim report submitted to the BBC Trust in October 2013 and had been updated to reflect the content broadcast up to the end of March. The points above were agreed.

8. **Strategic Priorities**

In terms of the strategic priorities, it was emphasised that a general statement was being presented here and that the intention was that the report as a whole should provide a way to consider whether or not these priorities have been achieved.

9. **Performance Assessment**

[**Summary:** The narrative to be used to express the Authority's views of the overall performance of the service was discussed. Some improvements were made to the phraseology.]

The Annual Report and Financial Statements were approved. The right to discuss minor improvements with the DCMS was delegated to the Chairman.

10. **Report of the Director of Content**

[**Summary:** DRh submitted his report and referred to a number of programmes. The performance of some goes to the heart of the question of a programme policy that seeks to provide something for everyone and the place of those programmes in the schedule. The need to take advantage of the names of our familiar faces in programme titles was noted.]

11. **Insight Report**

The report was presented, and the intention to ensure a full discussion of the report's contents on a quarterly basis was noted.

12. **Report from the Content Committee**

[**Summary:** The report from the Content Committee was presented. The comments on the BBC's provision to S4C were noted and approved.]

13. **Report of the Director of Finance**

[**Summary:** KM presented the Financial Report up to the end of March.]

14. **BBC Trust**

It was noted that a meeting and an informal lunch will be held on Wednesday 21 May between members of the Authority and BBC Trust members during their visit to Cardiff. Authority members will attend the lunch which will be followed by a presentation to the Trustees on the performance of S4C by the Chairman and the Chairman of the Content Committee.

15. **Report of the Commercial Board**

The report of the Commercial Board was presented.

16. **Audit and Risk Management Committee**

The meeting was reminded that the Financial Statement for the year 2013-14 had been approved earlier.

17. **Report of the Director of Communications**

GLL reported on the plans for the Urdd Eisteddfod.

17.1 He referred again to the Relocation project.

He explained that a schedule had been agreed with Trinity College for the next stages of the project and that an update on the schedule will be submitted to the Authority in due course.

17.2 He went on to discuss the report which reviewed and measured the effectiveness of the Marketing Department. It was agreed that the report was a valuable summary and that it will be useful to refer to elements of the content in various contexts in the future.

HJ noted that the commercial department are developing some very interesting ideas about targeted marketing and that there would be more information on this in due course.

[**Summary:** In the discussions the importance of establishing where individuals get their information about S4C's services was emphasised as well as the need to continually review the advertising policy. In a session in Ruthin light viewers were targeted and many of them were using Clic and the i-Player but flicking between channels was the most common method used to find programmes. The marketing department is eager to work with the insight department on further work in this area. There had been a good response to the activities at Folly Farm but it had placed a heavy burden on the marketing department and an evaluation of the use of the department's resources is needed.]

18. **Compliance and Complaints Report**

The contents of the report were noted.

19. **Authority Papers**

Several papers had been late reaching Members for this meeting.

The possibility of preparing and distributing the papers electronically was under consideration. The recommendations will be discussed with the Management Team and then submitted to the Authority.

20. **Date of next meeting:**

Thursday 12th June 2014.