



Corporate Plan 2000: End of Year Review

Prime Aim 1

As our first duty, to provide for our viewers free-to-air television and related services in the Welsh language, offering a wide range and high quality of programmes.

Target	Outcome
<p>ANALOGUE (and, therefore, also S4C Digital simulcast)</p> <p><i>Programme Commitments</i> Broadcast, on average, 32 hours of Welsh language programmes each week</p> <p>Schedule 80% of peak hours (6.30pm to 9.30pm) with Welsh language programmes.</p> <p>Broadcast 40 minutes of news programming daily in peak times during the week, with 15 minute bulletins on both Saturday and Sunday.</p> <p>Broadcast at least 100 hours of original drama during the year.</p> <p>Broadcast, on average, at least an hour a week of factual programmes in peak time.</p> <p>Broadcast at least 110 hours of original programming for children during the year.</p> <p>As part of our religious programming, broadcast at least one documentary series during the year.</p> <p>Provide English subtitles for at least 70% of all Welsh language programmes, mainly on teletext.</p> <p>Provide 10 hours a week of Welsh language programmes with teletext subtitles for Welsh learners on 889.</p>	<p>Average was 36.75 hours</p> <p>Average was 93.25% (Sample)</p> <p>Achieved.</p> <p>88 analogue + 12 digital = 100 hours</p> <p>Achieved</p> <p>Approximately 120 hours</p> <p>Broadcast during weeks 36-41.</p> <p>Achieved – 75%</p> <p>Achieved.</p>
<p>ANALOGUE (and, when figures become available, simulcast on S4C Digital)</p> <p><i>Average Weekly Reach</i> Welsh speakers – 75% Welsh speakers: North Wales – 80% Welsh speakers: West Wales – 80% Welsh speakers: South Wales – 65% All viewers – 60%</p>	<p>75% 77% 80% 65% 58%</p>

Prime Aim 1 (continued)

Target	Outcome
<i>Expected Share of Television Viewing (tracking measure only)</i>	
Welsh speakers in peak Welsh language hours – 16%	15.3%
Welsh speakers in peak Welsh language hours: North Wales – 18%	12.5%
Welsh speakers in peak Welsh language hours: West Wales – 18%	19.6%
Welsh Speakers in peak Welsh language hours: South Wales – 12%	11.7%
All viewers, all hours – 8.5%	7.7%
<i>Most Viewed Programmes</i> <i>20 individual Welsh language programmes during the year to achieve an audience of over 100,000.</i>	
	1. Pobol y Cwm (Iau/Sul) 20 & 23/1/00 262,000
	2. Pobol y Cwm (Llun/Sul) 6 & 12/3/00 254,000
	3. Pobol y Cwm (Mer/Sul) 5 & 9/1/00 251,000
	4. Pobol y Cwm (Gwe/Sul) 3 & 5/3/00 249,000
	5. Pobol y Cwm (Maw/Sul) 22 & 27/2/00 247,000
	6. Rygbi: Cymru v Samoa 11/11/00 228,000
	7. Rygbi: Cymru v UDA 18/11/00 182,000
	7. Rygbi: Cymru v Barbariaid Ffrainc 27/5/00 182,000
	9. Rygbi: Gêm Brawf Carfan Cymru 29/1/00 173,000
	10. Pam Fi Duw 20 & 23/1/00 152,000
	11. Rygbi: Cymru A v De Affrica 22/11/00 150,000
	12. Rygbi: Rownd Derfynol y Cwpan 20/5/00 140,000
	13. Y Clwb Rygbi Y Gêm: Abertawe v Pontypridd 22/4/00 137,000
	14. Rhys Ifans 21/4/00 126,000
	15. Pobol y Cwm Nadolig 25 & 31/12/00
	16. Tân y Ddraig 2/9/00 124,000
	16. Cymru v Seland Newydd A 10/11/00 120,000
	18. Gôl Rhynglwadol: Portiwgal v Cymru 2/6/00 117,000
	19. Rygbi: Cymru A v Ffrainc A 4/2/00 114,000
	20. Newyddion a Chwaraeon 2/9/00 111,000

Prime Aim 1 (continued)

Target	Outcome
<p>Audience Appreciation</p> <p>Audience appreciation to be better than the average for all channels in a number of programmes genres and at least as good as the average in others.</p>	<p>Appreciation of S4C programmes better than other channels in the following genres:</p> <ul style="list-style-type: none"> Drama Series Light Entertainment – Middle of the Road Music Leisure Programmes Religious Programmes Current Affairs: Special Eventse Documentaries <p>Appreciation of S4C programmes equal to the average for other channels:</p> <ul style="list-style-type: none"> Films made for television Light Entertainment – Situation Comedy Light Entertainment – Youth Programmes Arts Programmes News Sport <p>Appreciation of S4C programmes worse than other channels:</p> <ul style="list-style-type: none"> Long running drama series/Soap Opera - AI of 77 (Genre Average - 78) Light Entertainment – Comedy - AI of 72 (Genre Average - 74) Quiz Programmes - AI of 77 (Genre Average - 78) Classical Music - AI of 85 (Genre Average - 86) Light Entertainment – Special Events - AI of 76 (Genre Average - 78) Light Entertainment – Discussion Programmes - AI of 74 (Genre Average - 77) Family Programmes - AI of 74 (Genre Average - 75) Current Affairs: Political - AI of 79 (Genre Average - 80) Current Affairs: Public Affairs - AI of 73 (Genre Average - 75)

Prime Aim 1 (continued)

Target	Outcome
<p>DIGITAL</p> <p>Broadcast an average of 84 hours of Welsh language programmes each week on S4C Digital</p> <p>Begin to provide signed programmes and audio description for the hearing or visually impaired in accordance with the statutory requirements</p> <p>Transfer 1,800 analogue tapes to digital</p>	<p>84 hours broadcast</p> <p>Signed Programmes - Test done on <i>Pnawn Da</i> but but discussions being held with the ITC regarding detailed targets.</p> <p>Audio Description – Service has been available since 15 May 2000 reaching the weekly target set by the ITC. During the period of experimentation episodes of <i>Coleg</i>, <i>Tylluan Wen</i>, <i>Porc Peis Bach</i>, <i>Llafur Cariad</i>, and <i>Solomon and Gaenor</i> were described as well as a live test on two days of <i>Eisteddfod yr Urdd</i>, and Llangollen.</p> <p>Total of 1, 481 tapes transferred. The shortfall was due to the disruption caused by the move and rebuild of the Archive area into the new Clips and dubs facility in October. This resulted in about four weeks loss of useful output.</p>
<p>NEW SERVICES</p> <p>Launch digital text service on S4C Digital by end September 2000</p>	<p>Launch postponed. Business plan still being refined.</p>

Prime Aim 2

To provide for our viewers other services in the broadcasting field which enrich the quality of life in Wales.

Target	Outcome
Broadcast live all the National Assembly's plenary meetings	Achieved.
Launch the Digital College	Launched on 1 November
Provide additional commercial services on S4C's digital capacity	Did not succeed in arriving at the contract re. Shop! on DTT Contract on DSat between 6.00pm-12.00 midnight achieved
Broadcast not less than 70% of Channel 4's total programmes (excluding news and repeated programmes).	Achieved – 70%
Broadcast not less than 80% of Channel 4's most popular programmes within 7 days and not less than 90% within 14 days	Achieved: 85% within 7 days; 90% within 14 days
Wherever broadcasting Channel 4 programmes which Channel 4 has broadcast with subtitles, to broadcast them similarly on S4C	Achieved except for a few examples of technical problems preventing us from doing this.
Launch digital text service on S4C2 by end September 2000.	Not achieved. See Prime Aim 1 above.

Prime Aim 3

To ensure the effective and efficient transmission of our programmes in order to make them accessible to viewers throughout Wales.

Target	Current Position
97.6% of the population of Wales should be able to receive our analogue services.	Confirmed that 97.6% of the population can receive our analogue service – no change.
Assess the present gaps in the availability of S4C's digital services in Wales and make proposals on what needs to be done to fill them.	All retuning work being done at present is in order to aid rollout of the DTT service and to increase its core coverage service areas.

Supplementary Aim 1

To foster an open, close, fruitful and accountable relationship with our viewers so that we understand their needs and wishes, and take account of them in the provision of services.

Target	Outcome
Retain S4C's Chartermark for customer service.	Standards being maintained/improved – will need to re-apply for the Charter mid 2001.
Viewers' Hotline to be open from 9am to 10pm 365 days a year.	Achieved.
Minicom service for those with hearing impairments to be available as an integral part of the Viewers' Hotline.	Achieved. Training course for the Hotline held on 7 November.
Respond to all letters and e-mails (including complaints) within 5 working days. Where a full answer will take longer, the initial response will explain when that is expected.	Being implemented, with a few exceptions.
Develop further the S4C web-site and measure users' response.	New site launched for <i>Planed Plant</i> at Eisteddfod yr Urdd. New plans in hand include using video on the web and to broadcast promos. More use of the Web Camera, and tests already undertaken in the Urdd and the Planed Plant Studio. The site will be entirely revamped with the target of completing the first stage in the first quarter of 2001.
Launch digital text service on S4C Digital and S4C2 by September 2000.	See Prime Aim 2 above.
At least 4 Authority open public meetings.	Open meetings held in Mold in February; Machynlleth in May; Blaenau Ffestiniog in September; and Cardiff in November.
At least one on-line open forum held by the Chair.	To be arranged in the New Year.
Frequent publication of the Authority's bulletin about its discussions and decisions.	Achieved following each meeting of the Authority.

Supplementary Aim 1 (continued)

Target	Outcome
<p>Publish, on the S4C website and in booklet form, information on our commitments to viewers and how they can make their views (including complaints) known to S4C – January 2000</p>	<p>Comprehensive information pack published. Contained video reflecting our programmes and an eight page folder on various subjects. One of these is on S4C's commitments to its viewers. The pack also promotes the 888 and 889 service.</p>
<p>No breaches of S4C's Welsh Language Scheme.</p>	<p>One complaint received about a production company breaching the conditions of the Welsh Language Scheme during the second quarter of 2000 – no complaints since then.</p>

Supplementary Aim 2

To promote our programmes so that viewers get the maximum benefit from them.

Target	Current Position
<p>Publish at least a week in advance comprehensive information about programme and other services</p>	<p>Achieved. Sometimes published around a fortnight and a half/three weeks before hand.</p>
<p>Publish Sgrîn at least 4 times during the year, including on the S4C website</p>	<p>Achieved. Only highlights of the magazine are published on the Web.</p>
<p>Develop further the S4C web-site and measure users' response</p>	<p>See Supplementary Aim 1 above.</p>
<p>Raise public awareness of existing teletext services (for non-Welsh speakers) and 889 (for Welsh learners)</p>	<p>This done via our print work and the press pack. Also on sgrin, 888/889 appears for 5 seconds at the start of a programme.</p>
<p>Launch digital text service on S4C Digital and S4C2 by end September 2000.</p>	<p>See Primary Aim 1 above.</p>

Supplementary Aim 3

To help promote and sustain a highly creative and efficient broadcasting industry in Wales.

Target	Outcome
<p>Issue drama programme requirements document in respect of 2002 and 2003 - September 2000 (Note: the target for the document on other programme requirements is January 2001)</p>	<p>Published on 20 September. Published programme requirements for 2002/03 document on 31 January 2001</p>
<p>95% of Welsh language programmes provided and produced in Wales.</p>	<p>Percentage of programme budget and animation produced in Wales: 99.97% Percentage of programme budget (only) produced in Wales: 98.58%.</p>
<p>In co-operation with industry partners, and in accordance with the Assembly and European Community timetables for relevant funding programmes (including Objectives 1 and 3), draw up proposals to strengthen S4C's contribution to the broadcasting industry in Wales and the Welsh economy</p>	<p>Wales On-Line project presented to WEFO on 29 September. Administrative complications of the Objective 1 process likely to prevent the plan from being accepted in its original form. Discussions are continuing to ensure other methods of securing the benefits from the plan. We are in contact with Cyfle and TAC in relation to the relevance of training plans and plans for new media, particularly in North Wales. Discussions with Cyfle and TAC continuing. Sgrin is also developing plans in relation to film.</p>
<p>In co-operation with industry partners, publish an overall strategy for training and development provided or supported by S4C</p>	<p>Meeting held at the instigation of S4C's Chief Executive in January with representatives of programme suppliers and training providers to discuss strategy in general. We are awaiting the publication of the University of Wales Cardiff and WERU report on the effect of S4C on the economy before making any further recommendations.</p>
<p>Publicise opportunities under the training and development strategy</p>	<p>S4C scholarships advertised and adjudicated</p>

Supplementary Aim 3 (Continued)

Target	Outcome
Ensure that the findings of the recent audit of health and safety practices in the industry are acted upon	Arshad Rasul, Director of Engineering and Technology appointed health and safety office in December.
Publication of fair trading guidelines –) by 1 March 2000))	Implications of the Competition Act had to be analysed in detail. Revised target for preparing guidelines in first half of 2001.
No breaches of fair trading) requirements)	

Supplementary Aim 4

To supplement our capped Government funding, so as to maintain and increase the range and quality of our public services, through the use of our power to engage in commercial broadcasting enterprises.

Target	Current Position
Dividend of £4.95 million to be paid to S4C by S4C Masnachol.	S4CM to pay dividend of £4.6m.
Provide additional commercial services on S4C's digital capacity	As Prime Aim 2 above
Growth in sponsorship income to £280,000	Ended on £284,18
Increase in number of Welsh language advertisers above the current 27	Achieved (the word 'advertisers' should read 'advertisements')
Market 20 new hours of commissioned programming	Achieved
Publication of fair trading guidelines) by 1 March 2000) No breaches of fair trading requirements.)	See Supplementary Aim 3 above.

Supplementary Aim 5

To operate within S4C's powers and duties, secure best value and, within the framework of the arms-length principle governing the relationship between public broadcasters and Government, to foster a constructive relationship with the Department for Culture, Media and Sport of the United Kingdom Government, the United Kingdom Parliament and the National Assembly for Wales.

Target	Outcome
Not less than 99% of DCMS grant spent on the provision of the Welsh language programme service and S4C's other statutory programme duties	We will have spent over 99.4% of the DCMS grant on the programme service.
Less than 10% of total expenditure (including commercial income) to be spent on overheads	During 2000 we spent 8.4% of total income on overheads.
No qualification of S4C's annual accounts by our external auditors	Grant Thornton has audited our financial statements for the year ending 31 December 1999. The annual accounts were not qualified.
Continue rolling programme of reviews of best value	Best value is continually assessed through monthly budget meetings and through other practices within S4C. An example of one such practice is the Modernisation project recently undertaken. The result of the project has been presented to the Management Team and is currently under discussion.
Take remedial action on possible breaches of the programme codes within a month of the relevant Monitoring Group report	Met target.
Issue revised S4C programme code	A seminar for production companies to discuss the new guidelines was held in Aberystwyth on 10 October. It is intended to publish the guidelines in the new year.
1 reduction in energy consumed per operational hour	Awaiting the result of an external company's review on energy policy.
5% reduction in volume of paper used	Increasing use made of two machines which copy on to both sides of the paper but also increase in activity. No reduction but a slow-down in the increase.

Supplementary Aim 5 (continued)

Target	Outcome
2% increase in use of Cardiff to Caernarfon video-link	Video link used for some discussions between Cardiff and Caernarfon offices by the Programmes, Marketing departments and others. However, with the improvement in sound quality, the telephone conference facility is also used.
Publish Annual Report and Accounts for 1999 by June 2000	Published in June
Regular publication of the Authority's bulletin about its discussions and decisions.	Achieved.

Supplementary Aim 6

To recruit, train and develop our staff so as to ensure S4C's excellence.

Target	Current Position
All appointments to be made on merit following fair and open competition.	On target.
Accreditation as an Investor in People by May 2000.	Achieved.

Complementary Aim 1

To make a dynamic contribution to the linguistic, cultural, social, economic and public life of Wales.

Target	Outcome
95% of Welsh language programmes provided and produced in Wales	On target
In co-operation with industry partners, and in accordance with the Assembly and European timetables for relevant programmes (including Objectives 1 and 3), draw up proposals to strengthen S4C's contribution to the broadcasting industry in Wales and the Welsh economy	See Supplementary Aim 3 above. On target.
Broadcast live all the National Assembly's plenary meetings	On target.
Broadcast (on analogue and digital) 34 weekly programmes reviewing the week's discussions in the Assembly.	
Launch the Digital College	Launched on 1 November.
Provide additional services on S4C's digital capacity	See prime aim 2 above.
Provide extensive coverage of the Urdd, National and International Eisteddfodau; the Royal Welsh Show; Y Cnapan; Sesiwn Fawr Dolgellau; Gwyl Bryn Terfel; Gwyl Cerdd Dant; party political conferences in Wales; and major sporting events	On target with the majority already provided.
Continued financial support for the National Orchestra of Wales.	On target.

Complementary Aim 2

To promote the reputation of Wales and Welsh broadcasting across the UK and internationally.

Target	Outcome
Market 20 new hours of commissioned programming	On target
Sponsorship of the Celtic Film Festival	Achieved.
30 international awards for S4C programmes.	<p>To date in 2000:</p> <p>Academy of Motion Picture Arts and Sciences – Oscars: <i>Solomon and Gaenor</i> – nomination of best film in foreign language</p> <p>British Animation Awards: <i>Wife of Bath (Chwedlau Caergaint)</i> – best in 'Crafft' category</p> <p>New York Festival: <i>Gogwana</i> – Bronze World Medal International TV Programming Family Special <i>Porc Pei</i> - Silver World Medal International TV Programming TV Movie</p> <p>X Semana International De Cine Fatastico – Malaga <i>Chwedlau Caergaint</i> – Mejor Cortometraje</p> <p>Celtif Film and Television Festival: <i>Mari</i> (EBU Doc.) Young People/Children <i>Gogs</i> – <i>Gogwana</i> – Animation <i>Tair Chwaer</i> – Drama Series 31.12.99 – Spirit of the Festival</p> <p>BAFTA Wales: <i>Tair Chwaer</i> – Best Drama Series - Best Make-up - Best Author <i>Y Sioe Gelf</i> - Best Magazine <i>The Canterbury Tales</i> – Best Animation <i>Rownd a Rownd</i> – Best Programme for Children <i>Cymru cyn y Cwpan</i> – Best Editor <i>Gwyl y Baban</i> – Best Lighting Director <i>Porc Pei</i> – Best Costumes</p>

Target	Outcome
30 international awards for S4C programmes (continued)	<p>BAFTA Cymru (parhad):</p> <p><i>Y Clwb Rygbi</i> – Best Live Programmes Crew/OB <i>Cymer dy Siâr</i> – Best Actor <i>Lois</i> – Best Actress <i>Cân i Gymru</i> – Best Presenter <i>Cymru 2000 Cymru Aml Ddiwylliannol</i> – Gwyn Alf Williams Award</p> <p>Promax:</p> <p>2 Gold Awards – Millennium Promo 1 Gold Award – Rugby World Cup Promo ‘Live It, Love It’ 1 Silver Award – Wales v Argentina promo 1 Silver Award – Thursday night image promo</p>