

Review of the Programme Policy Statement 2010

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Introduction

This is the S4C Authority's Review of the performance of S4C's public service against the Programme Policy Statement 2010. The Review was prepared in accordance with the requirements of paragraph 4 (1)(b) of Annex 12 of the Communications Act 2003.

It was an important year for S4C services in 2010. From the end of March the Channel started broadcasting exclusively in digital and it therefore maintains a wholly Welsh-language service from 07.00 until late. April then saw the launch of the new high definition channel, S4C Clirlun.

The Content Strategy 2009 was designed to bridge the beginning and the end of digital switchover. Our service in 2010 therefore followed the priorities of that strategy which was committed to providing a diverse range of high-quality provision representing best value for the audience. Through creative partnership with our producers there was a desire to work in innovative and original ways in order to meet the requirements of our users.

The year saw the continuation of the Strategic Partnership between S4C and the BBC and the agreement was renewed in December 2010 for the period until March 2013.

In the last quarter of the year we were faced with the additional challenge of a proposed reduction in the content budget in future. In a period of economic hardship there was an extra emphasis on the need to ensure best value for money. We appreciate our producers' ability and willingness to work with us in responding to these challenges.

Viewers' Appreciation

Qualitative and quantitative research was undertaken throughout the year in order to assess viewers' opinion and consider the results and implications in planning the service. This included very detailed work to monitor the performance of the schedule throughout the digital switchover period. It must also be noted that the constitution of the BARB Panel changed at the beginning of 2010.

More people in 2010 have watched S4C's provision in an average week than in 2009 – during 2010 the weekly reach for Welsh-language hours was 467,000 – which is 18,000 more than the 449,000 achieved in 2009. When we look at figures outside of Wales, there was an increase of 102,000 a week to 149,000 a week. The viewing figures across the U.K. are therefore 616,000 a week – an increase of 65,000 on the 2009 figures.

During 2010, S4C's Welsh-language programmes achieved an appreciation index score of 80 while other channels* achieved an index score of 78. The index score is the same among Welsh speakers, whereas the scores are 79 for S4C and 77 for other channels* among non-Welsh speakers. This demonstrates a clear enjoyment of our programmes and is evidence that we are very much appreciated compared with other channels.

**Other channels = BBC1, BBC2 & ITV1
Source: Kantar Media*

Drama

Once again **Pobol y Cwm** (BBC Wales) was a cornerstone within the schedule with the main broadcast at 20.00 during the week and further opportunities to watch with burnt-in subtitles at 18.00 and the omnibus on Sundays. The series performed well throughout the year with the audience for the 20.00 programme increasing from 42,000 in 2009 to 51,000 in 2010.

The promotional campaign for **Rownd a Rownd** (Rondo Media) succeeded in securing further support for the series in 2010. The series achieved a reach of 228,000 during the year. As would be expected, the majority of the audience was based in north Wales. The series also attracted a number of on-line viewing sessions via the Clic service.

The big film during the spring was **Cwew** (Ffilmiau Fondue) which was written and directed by Delyth Jones. The production gave voice to an individual author in line with S4C's Strategy. The film met with universal acclaim, winning a number of awards and gaining international praise. Undoubtedly one of the Channel's big successes was the series **Pen Talar** (Fiction Factory) by Ed Thomas and Sion Eirian. The series gained high praise in the press, orally, via the Viewers' Hotline, on radio and in the Assembly and attracted almost 24,000 viewing sessions on Clic.

After a long time in waiting the third series of **Teulu** (Boomerang) finally reached the screen. As expected, following the cliff-hanger at the end of the last series, the first episode achieved high viewing figures and the figures remained high throughout the series run.

Events and Event Television

The Content Strategy stated that S4C is the home of events of Welsh interest and the Programme Policy Statement states that the provision will be further extended in 2010. Without doubt that statement was confirmed and reinforced during the summer of 2010. There was an increase of 44% in the number of people who watched our events in 2010. These broadcasts attracted an audience of more than 1.4 million. There were also more than 125,000 on-line viewing sessions involving our programmes from the events. The featured events ranged from national to community-based events and were a mix of live broadcasts and pre-recordings. In accordance with the strategy, having a presence at the festivals raises the channel's profile with its loyal viewers as well as being an opportunity to introduce the channel to new viewers. The S4C audience still believes that showing events from Wales is one of the channel's major strengths (Image Tracking Service 2010).

One of the high points of the schedule in 2010 was the series **Y Porthmon** (Telesgop). This was a series of live programmes re-enacting the journey of Drover Dafydd Isaac from Ceredigion in the first half of the twentieth century. This made for a week of entertaining and informative programmes as Ifan Jones Evans followed the old path used by Dafydd Isaac from Machynlleth to Brecon market, calling upon many figures for assistance along the way. It was an effective means of presenting history in an entertaining way and the series was viewed by 167,000 people, and achieved a good appreciation index score of 84.

Sport

There is no doubt that the Ryder Cup, which was the focus of **Y Cwpan Ryder** (Slam/Indus), is one of the biggest sporting events ever held in Wales. It was extremely important therefore that Welsh-language provision was available on S4C. There was praise for the production standard of the provision on S4C as we presented nightly highlights reflecting all the excitement of the event. The experience proved the importance of S4C's ability to reflect Wales' main sporting events.

One of the channel's big successes in 2010 was our live coverage of FA Cup matches (Rondo Media). Extremely high viewing figures of 459,000 and 341,000 were achieved throughout the United Kingdom during our coverage of matches featuring Bristol City and Chelsea against Cardiff City. These programmes drew new viewers to the channel. The importance of opportunities to ensure these kinds of rights for S4C must be noted.

Our rugby provision also went from strength to strength, achieving a unique reach for the channel. Our two rugby programmes with the highest reach involved coverage of Ospreys matches – against Leinster on 29.05.2010, and against Edinburgh on 04.12.2010, both programmes achieving a U.K.-wide reach of 347,000 each. We succeeded in extending our Magners League and Heineken Cup rights.

A new football service was introduced on Saturday afternoons in the form of the new look **Sgorio** (Rondo Media). The programme now features a live match from the Welsh Premier League along with a full round-up of football news and results. The service proved successful in extending our reach on Saturday afternoons.

Another new provision for S4C came in the form of our cricket broadcasts as we presented live coverage of 5 of Glamorgan's T20 matches (Tinopolis) from the Swalec Stadium. The aim was to create entertaining programmes which captured all of the excitement of the match and of the occasion and that is what we had. Once again, the programmes drew a wide and new audience to the channel, the programme with the highest viewing figures (Glamorgan v Hampshire, 08.06.2010) achieving a reach (across the U.K.) of 172,000.

There was a variety of other sports on the channel in 2010 including extreme sports, extreme challenges, athletics, rallying and fishing.

News and Current Affairs

The year 2010 was a historic General Election year and there was a wide range of programmes on S4C. There was a complete and comprehensive service which provided the audience with information and a context, thereby contributing to their understanding. Since we received our programmes from BBC Cymru/Wales and ITV our provision reflected our plurality. In addition to nightly coverage on our news service courtesy of Newyddion, 14 special programmes were broadcast on the General Election campaign, including one programme during the week after the result, analysing the efforts to form a government. Through the series **Etholiad 2010** (ITV Wales), **Pawb a'i Farn** (BBC Cymru/Wales) and **CF99** (BBC Cymru/Wales), our provision went to the heart of our communities, discussing, analysing and interpreting all aspects of the campaigns.

The results programme on Election night fronted by Dewi Llwyd was thorough and authoritative. The new Government's first budget received extensive coverage on S4C including a live programme by BBC Cymru/Wales during the Chancellor's speech. All of our News and Current Affairs provision featured prominently during peak and off-peak hours and the service that was offered far exceeded Ofcom targets. Amidst the hustle and bustle of the General Election a decision was made to respond urgently to a different kind of hustle and bustle, namely the volcanic dust emanating from the volcano in Iceland and its impact on air travel. At the height of the crisis, a live half-hour special was broadcast under the title **Llwch Folcanig – Yr Argyfwng** (Tinopolis).

Children

The success of our nursery service, Cyw, continued during 2010. On 06.09.2010 an announcement was made outside the Senedd building in Cardiff Bay that the **Cyw** (Boomerang) service was being extended to weekends as we started broadcasting nursery programmes on Saturday and Sunday mornings for the first time. This came into effect from 23.10.2010. Cyw and her friends also went on a promotional tour to London and were welcomed by the Mayor Boris Johnson and others.

A further development of the Cyw brand was seen in 2010 with the introduction of **Clwb Cyw** (Boomerang) which travelled the length and breadth of Wales. Visual unity was achieved across the whole service including the new-look website.

At the end of April a new service for 7 to 13 years olds was launched, namely **Stwnsh** (Boomerang). The service aired for two hours every weekday between 16.00 and 18.00. One of the highlights of the new service was **Stwnsh Sadwrn** (Boomerang) which aired on Saturday mornings between 09.00 and 11.00. An integral part of the provision was the website which offers opportunities for the viewers to play games, interact, download information and watch the service on-line.

Our children's provision had a strong presence at the events throughout Wales. The presenters of **Cyw** and **Stwnsh** were at the Urdd, Llangollen and National Eisteddfodau along with the Royal Welsh and the Anglesey Show. The **Stwnsh** crew also attended some of the more local events and a positive response to the provision was received from children and parents alike.

After 16 years and over 1500 programmes, the children and young people's magazine programme **Uned 5** (Antena) came to an end. This stemmed from a strategic decision to target young viewers in the 13+ age group by offer a variety of programmes covering different genres. The contribution of the series and the production teams over the years has been extremely important in the history of the channel.

A contract was awarded by tender for programmes for young people (aged over 13) to Antena and Rondo Media. Programmes were launched as part of 2011 coverage.

Factual

The factual series **O'r Galon** was strong and diverse in 2010. A number of the programmes drew widespread praise and audiences. The programmes **Trên i Ravensbruck** (Rondo Media) and **Frank Letch** (ITV Wales) were series highlights.

A highlight of the St David's Day schedule was the special tribute to the former Archdruid Dic Jones - **Dic Jones Yn Ei Eiriau Ei Hun** (POP1).

Our identity and literary wealth were reflected in a new series **Gwlad Beirdd** (Apollo) and the storytelling ability of the Welsh was evident in the series **Pen Llŷn Harri Parri** and **Straeon Harri Parri** (Cwmni Da). History also featured in the schedule courtesy of the series **Byw yn ôl y Llyfr** (Cwmni Da).

The terrain and geology of Wales were the focus of Iolo Williams' new series – **Tir Cymru** (Aden). The broadcasts drew an audience of 170,000, and this series received an excellent response with 66% stating that it was “a must-see programme”, and 88% saying that it was an entertaining series. A large number of calls were received by the Hotline in praise of the series.

The series of programmes entitled **Y Daith** (Boomerang/Unigryw/Cwmni Da/Antena/POP1) contained a rich variety of faces and locations related to faith and religion.

Our rural programmes continued to be a key part of the schedule with the series **Cefn Gwlad** (ITV Wales) and **Ffermio** (Telesgop) featuring prominently and delivering an important and popular service.

And the daily programmes **Wedi 3** and **Wedi 7** (Tinopolis) continued to bring diverse stories from all over Wales to the screen.

Once again this year, many of our factual programmes were nominated for, and presented with awards, and this was a further tribute to the thorough work and vision of Lowri Gwilym, S4C's Factual Editor, whom we lost so suddenly during the year.

Culture and Music

With the aim of reflecting and strengthening our cultural identity, our new culture service started in February. In introducing the new provision our aim was to ensure that due attention was paid to culture in all its forms throughout the year, allowing for more discussion and coverage of the field which is one of the key functions of public service broadcasters. The **Pethe** brand was prominent throughout the year with the main series and the supplementary series **Dweud Pethe** and **Pethe Hwyrach** (Cwmni Da).

Music was a key part of the schedule in 2010, with series which once again showcased singers and choirs who have risen to stardom in Wales and beyond. Additionally, we saw regional and community choirs competing in **Codi Canu** (Boomerang). One of the most popular series was **Only Men Aloud** (Boomerang) with the most popular programme in the series achieving a reach of 142,000 across the U.K..

Despite recording problems caused by the weather, there was a prominent place in the Christmas schedule for **Nadolig Bryn Terfel** (Boomerang + CCC). The series **Dechrau Canu Dechrau Canmol** (Avanti) continued to present congregational hymn-singing and performances of a high standard. Contemporary music and the Welsh rock scene featured in our coverage of the music festivals, special editions of **Bandit** and the series **Nodyn** and **Gofod** (Boomerang).

Entertainment

The main aim of our entertainment and factual entertainment offer in 2010 was to provide a wide range of programmes and series which were a mixture of old and new and which included many of our leading personalities. There was also a community orientation to the provision with the series **Cyngerdd**, **Dathlu**, **Cyfnewid** (Boomerang) and **Noson Lawen** (Cwmni Da).

Both **Tudur Owen** (Boomerang) and **Jonathan** (Avanti) featured prominently in the schedule with their popular tomfoolery. Dudley featured and cooked Welsh produce in **O'r Gât i'r Plât** (Rondo Media), a programme that was well received as “pleasant and entertaining”, with a good balance between cooking and produce, and a good appreciation index score of 81.

In **Noson Gari Williams** (Cwmni Da) there was an opportunity to view and pay tribute to one of Wales' leading comics.

There were new series of the popular factual entertainment programmes **Bro** (Telesgop), **Cofio** (ITV Wales) and **Byw yn yr Ardd** (Cwmni Da).

The second series of **Fferm Ffactor** (Cwmni Da) proved popular, managing to achieve a reach figure of 122,000 across the series, and with every programme making the weekly top twenty. There were more than 3,000 viewing sessions on Clic.

Sioe'r Tŷ (Boomerang) was a new series dealing with trying to get the best value for your money when thinking about all aspects of your home whether as an owner or a tenant. The series sought to respond to the current economic climate in terms of editorial content, but perhaps more suitable for transmission during a daytime slot and not for peak hours. It is important to note the need for caution when scheduling such a series within peak hours.

Repeats

There was a reduction in the number of repeats within a 7 day period. This was done by offering one signed repeat within 7 days, and any further transmissions were offered outside this window. The number of repeats in peak hours (18.30 – 21.30) has also been reduced in line with the target, and as part of the response to viewers comments.

Services Y Tywydd

November saw the end of three years of weather services provided by ITV Wales for S4C. There were almost 29,000 hits on the Tywydd website in 2010, which is an average of 2,400 a month. It makes the top 30 S4C websites on a monthly basis. The Channel is grateful to them for a professional and reliable service.

A new contract, for the next three years, was awarded to Tinopolis. Tinopolis is also using a new company to provide the weather information, namely 'Weather Central', a company which is developing exciting new graphics to improve the look of weather bulletins. It is intended to extend the weather stories into **Wedi 3** and **Wedi 7** (Tinopolis). The website was also modified to include local forecasts based on postcodes.

S4C 2

As a result to the cut in funding for S4C and development of on-line services, it was decided to bring the S4C 2 service to an end on 06.12.2010. The intention was to offer some of the services which appear on S4C 2 on www.s4c.co.uk. On 24.04.2010 S4C started broadcasting from the Assembly as part of S4C's service in the evening.

Website and Clic

The rise in popularity of our catch-up service, S4C Clic, and the traffic to our on-line services were both significantly higher in 2010. Our programmes were subject to 1.6 million viewing sessions during 2010 – an increase of 44% on the 2009 figures.

Learners

A comprehensive on-line system for Welsh Learners was provided on the website www.s4c.co.uk/dysgwyr.

S4C's website for Welsh Learners provided background information about some of the channel's programmes and provides language exercises in the form of puzzles and clips of programmes. The aim of the website is to assist learners to better understand and enjoy Welsh-language programmes on S4C.

The website has been specifically designed for 4 levels, and particular attention is given to 3 different programmes every week, which makes for 150 packages during the year. Among the programmes featured on the service were **Teulu** (Boomerang), **Pen Talar** (Fiction Factory), **Y Fenai** (Cwmni Da) and **Byw yn yr Ardd** (Cwmni Da). Many meetings were also held in various venues throughout Wales to promote the service.

The Learners' website received over 55,000 hits in 2010, which is an average of 4,600 a month. The website has made the top fifteen S4C websites on a monthly basis. There were also 1,773 podcast downloads from the Learners' website. Our image tracking service (SPA 2010) shows that 81% of people believe that S4C provided good support services for Welsh Learners.

Commissioning Code of Practice and Terms of Trade

S4C operates a commissioning process in accordance with the Communications Act of 2003, the Code of Practice and Terms of Trade. The 2004 Code of Practice was reviewed and a new Code was published in April 2010. As part of this process the principles were discussed with TAC and the Code of Practice was approved by Ofcom.

89% of programmes were commissioned by the independent sector (according to Ofcom's definition). This result is higher than the 25% target set in the Communications Act. 99% of original programming was commissioned (according to Ofcom's definition) for broadcasting across all hours. This is a higher result than the 80% target agreed with Ofcom.

Diversity

S4C was progressive in ensuring that diversity is integrated, promoted and encouraged in all aspects of our work during the year. The work included the publication of S4C's Commitment to Diversity, a comprehensive action plan and to ensuring awareness for S4C's work in this field.

Diversity is discussed as part of the commissioning process and S4C provided workshops for the sector, explaining its Commitment to Diversity. The response has been positive, and S4C will build on this to ensure a method for measuring the impact.

The work in order to ensure accessibility in all of our communications (on screen, on-line and in print) will continue. S4C's commitment to access services will continue.

Access Services Subtitling

A Welsh and English subtitling service was provided for a vast number of programmes during 2010 on nearly all broadcast platforms and on Clic, the video-on-demand service on the S4C website. The aim of the service is to widen the appeal of programmes for non-Welsh speakers, deaf people and people who are hard of hearing. During the year 85.93% hours were subtitled on S4C Digidol (against the Ofcom target of 80%). Some were burnt-in subtitles (BIST), usually popular repeats of programmes such as **Teulu** (Boomerang), **Pen Talar** (Fiction Factory) and the **Pobol y Cwm** (BBC Cymru/Wales) omnibus.

Audio description and Signing

An audio description service was available for Welsh-speaking blind and partially-sighted users on S4C Digidol. This is oral commentary to fill the periods when there is no dialogue in programmes, which includes additional descriptions which enhance users experience. Audio description was provided for 10.52% of programmes on S4C Digidol against an Ofcom target of 10% for the year.

Some programmes are repeated with a BSL (British Sign Language) signer, usually on weekends for deaf viewers. A figure of 5.14% was achieved against an Ofcom target of 5% of programmes with a signing service.

Support Service

On the S4C website an on-line support service was provided, which included up-to-date supportive material about many subjects linked to programme content. Additionally at times, telephone helplines and recorded information services were arranged as additional relevant support. Attention was given to diverse subjects including health problems, bereavement, pregnancy and living with disability.

Information for Viewers

Information about our services was provided and comments or complaints from viewers received via our viewers' website and through the Viewers Hotline. The Hotline was very busy during the transition to digital as the Hotline provides assistance to viewers on the digital change.

Sgrîn

During the year we published 3 issues of Sgrîn, S4C's viewers magazine (in April, September and a special edition for Christmas). The magazine was available to read in hard copy or on-line, with audio versions available on CD or as MP3 on-line.

Media Literacy

S4C has been a member of the U.K. Consortium on Digital Participation, contributing to the formulation of the Digital Participation Plan. We are also a member of the Media Literacy Network Wales and during 2010 we continued the work of improving digital competence and media literacy in the digital media as well as increasing digital life skills.

As part of S4C's access services, an audio version of the S4C viewers' magazine is available for blind or partially-sighted people. Our website is fully bilingual..

Tenders

In accordance with S4C's Tendering Policy, tender processes were conducted in respect of the following services during the year:

- Heineken Cup Competition (Sunset & Vine/SMS) and the LV Cup (Slam/Indus).
- Weather Services (Tinopolis).
- The Welsh Cerdd Dant Festival 2010 –2012 (Rondo/Telesgop).
- IRB World Youth Championship (Slam/Indus).
- Welsh Rugby Tour to New Zealand (Indus).
- Cricket on S4C 2010-2011 (Tinopolis).
- Series for the older children and young people's service (13+) (Rondo and Antena).
- Production of content and links for Cyw (Boomerang).
- S4C Programme Support Service (Pawb).

Training and Talent

The S4C talent framework is operated so as to identify and encourage the development of staff talent. Training was provided to S4C staff in accordance with the business strategic objectives.

The Skillset Cymru Training Framework which was established jointly in conjunction with the sector in 2008 gathers and collates the information about skills requirements in the industry. This is to ensure that the training provided is led by the real requirements and effective when responding to the demands of the sector's business needs. Suitable provision was arranged to raise the skills level of the sector by investing directly in training through Cyfle, Initialize Films, DV Talent and Kirkbright, as well as securing a fund to support the skills of freelancers.

Scholarships

During the year, S4C scholarships were awarded to the following:

- NTFS scholarship to Jonathan Hill and Christian Richardson.
- Athletics scholarships in conjunction with Athletics Wales to Lianne Clarke, Brett Morse, Dewi Rhys Griffiths and David Guest.
- Golf scholarships to two young golfers who are showing potential, namely Gemma Bradbury and Rhys Owen Pugh.
- The T Glynne Davies scholarship for 2009/10 was awarded to Eiliw Hughes.
- The Sir Geraint Evans Performance Scholarship was awarded to Ting Wang and Viktoras Gerasimov.

Awards

Many of our programmes were nominated for, and presented with awards in 2010. Below is a list of the successes:

- Bafta Cymru – Carwyn (Greenbay) - (Documentary/Docudrama).
- Bafta Cymru – Dudley Pryd o Sêr (Rondo Media) - (Best Light Entertainment).
- Bafta Cymru – Ryan a Ronnie (Boomerang) - (Best Director of Photography – Drama).
- Bafta Cymru – Ar y Tracs (Tidy Productions/Greenbay) - (Best Sound).
- Bafta Cymru – Cyngerdd Dathlu Karl Jenkins (Rondo Media) - (Best Lighting Director – Not Camera).
- Bafta Cymru – Y Daith (Roughcollie) - (Best Titles).
- Bafta Cymru – Ar y Tracs (Tidy Productions/Greenbay) - (Best Costumes).
- Bafta Cymru – Ryan a Ronnie (Boomerang) - (Best Screenwriter).
- Bafta Cymru – Cwcu (Ffilmiau Fondue) - (Best Musical Soundtrack).
- Bafta Cymru – Ryan a Ronnie (Boomerang) - (Best Director: Drama).
- Bafta Cymru – Carwyn (Greenbay) - (Best Director).
- Bafta Cymru – Aled Pugh – Ryan a Ronnie (Boomerang) - (Best Actor).
- Bafta Cymru - Eiry Thomas – Cwcu (Ffilmiau Fondue) - (Best Actress).
- Celtic Media Festival – Y Saith Magnifico (Boomerang) - (Factual Entertainment).
- Celtic Media Festival – Carwyn (Greenbay) - (Sport).
- Celtic Media Festival – Martha Jac a Sianco (Apollo) - (Spirit of the Festival).
- Celtic Media Festival – Trip yr Ysgol Gymraeg (ITV Wales) - (Education).
- Chicago International Children’s Film Festival – Igam Ogam (Calon) - (selected for a showing at the Festival).
- CIPR Awards – Ymlaen a’r Sioe (Working Word PR, Cazbah Marketing and Events and JM Creative) - (CIPR Excellence Award).
- Promax U.K. – Haca Dyfarnwyr (Umpires Haka) (S4C) - (Best Sports Promo).
- Sportel – Haca Dyfarnwyr (Umpires Haka) (S4C) - (Best Trail - Georges Bertellotti Golden Podium Award).