



Corporate Plan 2002-2004 - End of Year Review

Aim 1

Our core aim is to provide, every day, a comprehensive, high quality, Welsh language television service for use by a wide audience and that reflects and enriches the life of Wales.

Target	Outcome
<p>Achieving S4C's main commitments to its viewers, that include at least:</p> <ul style="list-style-type: none"> • 32 hours of Welsh language programmes every week on the analogue service • 84 hours of Welsh language programmes every week on the digital service • one daily news programme within peak hours • 105 hours per annum of original drama • 45 hours of children's drama • 140 hours of original programmes for children 	<p>above target: 40 hours</p> <p>on target: 84 hours</p> <p>on target: <i>Newyddion</i> at 7.30pm. Monday-Friday. Bulletins at week-ends</p> <p>under target: 90 (including <i>Pobol y Cwm</i> over the summer)</p> <p>above target: 47.5 hours</p> <p>above target: 156 hours</p>
<p>Average weekly reach for all programmes of 70% amongst Welsh speakers, taking into account any change in the collective performance of terrestrial broadcasters as a whole</p>	<p>Weekly reach for all viewers 1,216,000 or 29% (1,254,000 or 29% in 2001). In order to publish the most dependable figures possible, S4C has for the time being suspended publication of viewing figures relating to Welsh speakers only.</p>
<p>Audience share of 14% of Welsh speakers viewing S4C within peak hours, taking into account any change in the collective performance of terrestrial broadcasters as a whole</p>	<p>Share of all viewers for all hours 6.3% (5.2% in 2001). In order to publish the most dependable figures possible, S4C has for the time being suspended publication of viewing figures relating to Welsh speakers only.</p>

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<p>Audiences of more than 100,000 for each one of the twenty most popular programmes during the course of the year</p>	<p>W 40 - 52 2002 The following figures are based on specific programmes (rather than periods of 15 minutes that relate to individual programmes).</p> <p>Pobol y Cwm</p> <table border="0"> <tr> <td>Pobol y Cwm (Tue/Sun) W50</td> <td>152,000</td> </tr> <tr> <td>Pobol y Cwm (Thur/Sun) W47</td> <td>152,000</td> </tr> <tr> <td>Pobol y Cwm (Fri/Sun) W40</td> <td>141,000</td> </tr> <tr> <td>Pobol y Cwm (Wed/Sun) W48 a W50</td> <td>129,000</td> </tr> <tr> <td>Pobol y Cwm (Mon/Sun) W42</td> <td>122,000</td> </tr> </table> <p><i>Only the highest figure per day is shown above.</i></p> <p>Gemau Rygbi</p> <table border="0"> <tr> <td>Y Clwb Rygbi : Wales v Rumania (W44 – Fri & Sat)</td> <td>181,000</td> </tr> <tr> <td>Y Clwb Rygbi: Pontypridd v Cardiff (W51 – Saturday)</td> <td>126,000</td> </tr> <tr> <td>Y Clwb Rygbi: Pontypridd v Cardiff (W43 – Saturday)</td> <td>125,000</td> </tr> <tr> <td>Y Clwb Rygbi: Neath v Munster (W40 – Saturday)</td> <td>113,000</td> </tr> </table> <p><i>Every rugby match watched by over 100,000 people shown here. Not every one of the programmes will appear in the end-of-year top twenty table.</i></p> <p>Other Programmes</p> <table border="0"> <tr> <td><i>Cefn Gwlad</i> Friday/Tuesday W51/52</td> <td>109,000</td> </tr> </table>	Pobol y Cwm (Tue/Sun) W50	152,000	Pobol y Cwm (Thur/Sun) W47	152,000	Pobol y Cwm (Fri/Sun) W40	141,000	Pobol y Cwm (Wed/Sun) W48 a W50	129,000	Pobol y Cwm (Mon/Sun) W42	122,000	Y Clwb Rygbi : Wales v Rumania (W44 – Fri & Sat)	181,000	Y Clwb Rygbi: Pontypridd v Cardiff (W51 – Saturday)	126,000	Y Clwb Rygbi: Pontypridd v Cardiff (W43 – Saturday)	125,000	Y Clwb Rygbi: Neath v Munster (W40 – Saturday)	113,000	<i>Cefn Gwlad</i> Friday/Tuesday W51/52	109,000
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<p>Audience appreciation across all programme genres at least as good as the average across all channels</p>	<p>S4C programme appreciation better than other channels in the following genres: Light Entertainment: Middle of the Road Light Entertainment: Discussion Programmes Leisure Programmes Arts Programmes Documentaries: General</p> <p>S4C programme appreciation as good as other channels: Light Entertainment: Comedy Programmes Light Entertainment: Programmes for the Family Light Entertainment: Special Events News Current Affairs: Public Issues Religious Programmes Documentaries: Nature Programmes Sports</p> <p>S4C programme appreciation worse than other channels: Long running drama series/Soap operas Drama series Light Entertainment: Situation Comedy Light Entertainment: Quiz programmes Current Affairs: Political/Social/Economic Documentaries: Science/Medicine</p> <p>No comparative genre: Light Entertainment: Youth programmes</p>																				

Target	Outcome
Review programme commissioning arrangements by March 2002	Completed. The commissioning process for 2004 proposals has been restructured – henceforth the development and commissioning process will be a continual one throughout the year.
Greater number of programmes with a presence on S4C's website	S4C's website redesigned completely at the beginning of the year in order to make it easier to travel around the site, offer new opportunities and a modern image that will make it easier to update. There were a substantial number of sites on the website. For example, there were a number of additions to the Planed Plant site such as <i>Superted</i> , <i>Sali Mali</i> , <i>Sam Tân</i> , and more. Highlights for adults were sites for <i>Treflan</i> , <i>Can i Gymru</i> , <i>Mabinogi</i> , <i>Blingo'r Bwci</i> , <i>Cof Patagonia</i> , Learners' Site, <i>Gwyllt</i> , and <i>Clwb Garddio</i>
40 organisations to advertise in Welsh	There were live web broadcasts from Eisteddfod yr Urdd, Llangollen International Eisteddfod, and Sheep Dog Trials World Championship.
Organise series of events to celebrate S4C's 20 th anniversary in November 2002	47 organisations advertised with 159 campaigns
Launch digital marketing campaign by April 2002.	Broadcast S4C's Birthday Celebration Concert from Llandudno. Also launch at National Eisteddfod; 20 th Birthday Celebration at the CIA in November; RTS Event in November; Event at MIPCom, Cannes; Premiere of <i>Mabinogi</i> ; Wrexham event.
Gwifren Gwylwyr viewers' hotline including Minicom service available from 9.00am to 10.00pm for 365 days of the year	Postponed to 2003.
	Achieved.

Aim 2

To contribute to the quality of life enjoyed by users of our services by adding to the provision of public, education, information and entertainment services in Wales and beyond to the extent that this is consistent with fulfilling our core aim.

Targets	Outcome
£3.7 million annual dividend from S4C Masnachol	£2.8 million to be paid as a dividend.
24 hours worth of international programme sales	20 hours
1 additional contract to provide a channel management service to another broadcaster	YouTV service still being satisfactorily provided from Llanishen.
£300,000 generated from programme sponsorship	£282,000 generated.
Live coverage of all plenary sessions of the National Assembly	Achieved
Broadcasting no less than 80% of Channel 4 most popular programmes within 7 days and no less than 90% within 14 days	7 day figure: 71% 14 day figure: 82%
Refocus Digital College and develop sustainable funding scheme by October 2002	Digital College programmes will not be broadcast in 2003. The service for learners on S4C Digital will continue.
Pilot GCSE revision package by May 2002	Series of dramas broadcast on 13, 20 and 27 April to co-incide with 'A' level work programme.
Launch multi-media initiative aimed at adult Welsh learners by October 2002	Successful joint-campaign with ELWa for 'Welsh Learning Week' launched in September.

Aim 3

To ensure that these services and supplements are available easily and free of charge to the broadest possible audience.

Targets	Outcome
A comprehensive, unbroken service covering all aspects of S4C broadcast on analogue and digital	No major outages to report on our service. We actively ensure our transmission service providers meet their contracted service levels.
No less than 98% of the population of Wales able to receive S4C on analogue	No change to the existing analogue service – 97.6%
Expanding the number of homes able to receive S4C's digital services	Under the new contract with Sky, S4C Digital is available to everyone in the UK who watches via satellite. This means that 6.7 million homes which receive Sky throughout the UK can receive S4C Digital compared to 504,000 under the previous arrangement.
English sub-titles for at least 73% of Welsh language programmes and meeting the appropriate targets governing signing and audio-description services	Of all Welsh language hours, 77% were subtitled during 2002, reaching the target for audio description on digital, and tests for signing had begun by the end of the year.
Complete review of Welsh language subtitling service by June 2002	Recommendations were made for the service – to be implemented in the first quarter of 2003.
Contribute to the digital terrestrial spectrum planning review by March 2002	S4C offered input to these discussions. The ITC's final decision was to allow broadcasters to decide how they wished to be broadcast on digital terrestrial transmissions – in accordance with S4C's request.

Aim 4

To deliver excellence and best value within S4C and work with others to promote creative excellence and develop and strengthen the communications industry in Wales.

Targets	Outcome
Review of IIP procedures to be completed by April 2002	Achieved – preparations in place for re-assessment in March 2003.
By December 2002 to have completed a review of internal and external mechanisms that ensure regular dialogue and feed-back is maintained with suppliers so as to ensure the highest possible standards and the continuous development of people and ideas.	This continuing discussion is a crucial part of the new commissioning system and was formally presented to the production companies in December.
No less than 95% of DCMS grant spent on providing a Welsh programme service throughout the period of this plan	Achieved: 98%
Less than 10% of total expenditure to be accounted for by overheads	Achieved: 8.8%
Ensure a Welsh response to AVITG/Skillset report by October 2002	Skillset Cymru has been established with a representational committee from the industry and two full time officers. S4C's Executive operates as its Chairman and is also a member of the central Skillset Working Group.
Conduct a review of S4C's scholarships scheme by May 2002	Scholarships awarded. Decision taken to cut down on the number of scholarships offered to give greater support to those successful.
At least four public meetings where viewers can air their views on programmes	Four meetings held: Ammanford, Wrexham, Barry and Menai Bridge.
Chair to host at least one on-line forum	Not achieved during 2002.
Securing a successful outcome to S4C's request for additional funding by October 2002	The final decision by Ministers in the Department of Culture, Media and Sport was not to award a rise above inflation because of the financial pressures on the Department.
Publishing S4C's fair trading guidelines by March 2002	Timetable slipped – now aiming at March 2003.
Review equal opportunity policies in line with Race Relations Act 2000 requirements	Timetable slipped – now aiming at March 2003.
Implementing the findings of S4C's green audit by September 2002	Completed.