
S4C Authority Meeting Minute

11 December 2014, S4C, Llanishen, Cardiff

Meeting No. 382

Present:	Huw Jones	(Chairman)
	Aled Eirug	(Member of the Authority)
	Guto Harri	(Member of the Authority)
	Marian Wyn Jones	(Member of the Authority)
	Elan Closs Stephens	(Member of the Authority)
	Siân Lewis	(Member of the Authority)
	Hugh Evans	(Member Designate of the Authority)
S4C staff:	Ian Jones	(Chief Executive)
	Elin Morris	(Director of Corporate and Commercial Policy)
	Dafydd Rhys	(Director of Content)
	Phil Williams	(Secretary to the Authority)
	Bethan C. Williams	(Assistant to the Secretary to the Authority)
	Carys Evans	(Head of Insight) (Items 6-10)
	Steve Thomas	(Director of Communications and Information) (Items 6-10)
	Catrin Hughes Roberts	(Director of Partnerships) (Items 6-10)
Jane Felix Richards	(Head of Promotions and Marketing) (Items 6-10)	
Apologies:	Carol Bell	(Member of the Authority)
	John Davies	(Member of the Authority)

1. Declaration of interest

The Chairman welcomed all present to the meeting and 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 of Meeting 381

The minutes of meeting 381 were presented.

The Authority approved the minutes.

3. Matters Arising**3.1 Interim report to the BBC Trust (page 2)**

ECS explained that the Trust has decided to receive a summary of the performance of S4C in their meeting in November rather than an interim report or

presentation. It was explained that the procedure had been different last year in the first year of the new partnership with an interim report being presented. It was noted that the intention is now to receive a half year summary followed by the annual report along with relevant updates by ECS as required. The Chairman thanked ECS for presenting the report to the Trust.

Officers are in the process of negotiating a timetable and process for the 2014/15 annual report with officers of the Trust and the DCMS to enable it to be incorporated into the work of the Content Committee.

The Chairman noted that he is expecting confirmation of the details of his meeting with Rona Fairhead, Chairman of the BBC Trust, and ECS in January.

3.2 **iPlayer**

IHJ reported that the S4C service on the iPlayer was launched on 25 November. There had been a very positive response to the launch. IHJ has sent a message to Tony Hall to thank him and his team for their support to the project since 2012.

It was explained that no official launch has been held since S4C wishes to ensure that the software and systems are stable before drawing attention to the provision. There were plans in hand by the Marketing Department to promote the new service in due course.

4. **Chairman's Report**

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

4.1 **DCMS Chairs Conference**

The Chairman explained that he had recently attended a DCMS conference for the chairs of public bodies at which the Secretary of State gave an address. The Secretary of State explained that he supported the work of the organisations that are sponsored by the DCMS, but there was a need to continue to remember the financial context. The Chief Finance Officer gave a presentation noting that financial cuts are very likely beyond the general election, whilst alerting the public bodies to plan with care.

4.2 **EBU Conference**

[**Summary:** The Chairman noted that he had attended several recent meetings including an EBU conference.]

Organised by the EBU, the conference was on public broadcasting services, it included a session on the methods for measuring audience size etc. A very valuable session on data processing was presented by Channel 4. He had had an opportunity for a discussion with some of Channel 4's officers at the conference. Our officers are already discussing relevant projects with Channel 4 such as the data collection project.

5. **Standing Orders - Document on Matters reserved to the Authority**

PW introduced a revised version of the Standing Orders, including the appendix regarding matters reserved to the Authority, explaining that this version incorporates the further suggestions made at the Authority meeting in November.

It was explained that it was being submitted for the formal approval of the whole document by the Authority. **The document was approved.**

6. **Chief Executive's Report**

6.1 Carys Evans, Catrin Hughes Roberts, Steve Thomas and Jane Felix Richards joined the meeting.

6.2 IHJ presented his report and referred to the following matters in particular:

A progress report was presented on the Corporate Objectives 2014 in order to report to the Authority on S4C's achievements against the objectives during the year.

There was discussion about the progress report and it was pointed out that it was reporting on the processes completed during the year. It was agreed that the document should be updated in order to report on the outcomes of the activities and the performance of the channel against the objectives.

It was suggested that there would be an opportunity during the Discussion day to discuss S4C's strategic priorities and the views of the Authority on relevant targets for the service.

6.3 [**Summary:** Matters relating to programmes were discussed which included "Am Ddrama" and the Welsh Learners strategy.]

7. **Operational Objectives for 2015**

Draft Operational Objectives for 2015 were presented to the Authority.

[**Summary:** There was a discussion about the operational objectives.]

It was noted that there will be an opportunity to discuss the service's performance along with the strategic priorities at the Discussion day.

8. **S4C data presentation**

[**Summary:** Carys Evans presented a report explaining the work that has been undertaken in developing S4C's data collection strategy and the next steps in the project.]

9. **Press Department Report**

ST presented a report on the work of the Press Department.

[**Summary:** Following the presentation, the topic of responding to press stories about S4C was discussed.]

One member asked how the Communications Department assesses the impact of its activities, and how it measures the impact of the activities on the performance of the service, including the viewing figures. ST explained it is difficult to quantify the link between communications and the performance of the service, but that the department does assess the value of attention received in the newspapers.

10. **Report of the Marketing Department**

JFR submitted her report on the work of the Marketing Department and referred specifically to the following matters.

She explained that the department works closely with the content department as well as the press department and partnerships in order to agree on priorities for the promotional activities. She gave an outline of the type of activities undertaken by the department explaining the different methods used for elements of the service to try to reach different segments of the audience, and those who do not watch S4C regularly.

[**Summary:** Matters relating to the programmes were discussed.]

It was suggested that contributors and the production companies could make greater use of social media to promote the series beforehand using existing assets, e.g. snippets of news of interest, pictures on the set and so on, and that this could be done without detracting from the work priorities of the marketing department.

It was explained that S4C has been in discussion with TAC over how production companies could assist with providing short clips and material for social media platforms such as Twitter, Facebook and Instagram and that a positive response had been received from TAC.

The Chairman thanked CE, ST, CHR and JFR for their reports.

It was suggested that in future it would be useful to prepare one consolidated report on the quarter's communication activities, to correspond with the Content and Insight quarterly report. Members noted that they wish to understand more about how the departments prioritise and target communications work, what impact it has and how success is assessed, including value for money for the various activities.

11. **Senior Producer / Sport Editor**

IHJ noted that he is still considering appointing a senior producer / editor for the Sport provision and that he will provide an update to the Authority in due course.

12. **Viewers Hotline report**

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

13. **Complaints and Compliance Report and Report from the Complaints and Compliance Committee**

The Complaints and Compliance Report was presented and JD reported from the Complaints and Compliance Committee held on 13th November.

Reference was made to the Committee's minutes and it was noted that the work of the Committee relates to regular reports on complaints received and Freedom of Information requests, with the Committee dealing with internal appeals under the freedom of information procedure when applicable.

[**Summary:** The committee discussed some of the FOI requests received recently]

14. **Report from Audit and Risk Management Committee**

HHE presented a report from the Audit and Risk Management Committee. He stated that he was meeting PW on Monday to discuss matters further.

It was noted that the Committee is keen to re-consider the Corporate Risks as part of the Committee's work plan.

The Committee had also decided to give further consideration to the work and reporting mechanisms for S4C with respect to value for money before preparing the Annual Report 2014/15.

He noted that the Committee had considered a number of reports from the internal auditors.

It was noted that the tender for internal audit services will be published in January; the Committee will interview candidates before submitting a recommendation to the Authority in February / March.

15. **Content Committee Report**

In the absence of AE, the report was presented by HJ.

There was a discussion about the format and the locations for the viewers' evenings in 2015, and it was noted that the recommendations will be submitted to the Authority in due course.

New Obit guidelines were presented for the Authority's approval. The BBC has changed their guidelines for Category 2 since the presentation of the original recommendations to the Committee, and it was noted that officers will discuss the changes with the BBC in order to present a revised recommendation that will ensure consistency between S4C's arrangements and the BBC.

It was explained that the intention is that the original recommendations be implemented until more information has been submitted to the Committee.

The Authority approved the recommendation.

16. **Discussion day**

A draft agenda was circulated to the members and the Chairman asked them to send their comments to him in order to ensure that the agenda includes the strategic issues that Members wish to consider.

17. **Programmes from the past month**

[**Summary:** There was a discussion about various programmes broadcast during the past month.]

The Chairman thanked everyone for their contributions to the discussion.

18. **Any other business**

No further matters were discussed.

Date of next meeting: Discussion Day - Thursday 8th January, 2015