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**S4C Authority Meeting Minute**

13 February 2014, S4C, Llanishen, Cardiff

**Meeting No. 373**

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Present:	Huw Jones	(Chairman)
	John Davies	(Member of the Authority)
	Carol Bell	(Member of the Authority)
	Aled Eirug	(Member of the Authority)
	Glenda Jones	(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)
	Elin Morris	(Director of Corporate and Commercial Policy)
	Kathryn Morris	(Director of Finance)
	Dafydd Rhys	(Director of Content)
	Phil Williams	(Secretary to the Authority)
	Carys Evans	(Head of Insight)
	Aled Wyn Phillips	(Head of On-screen Promotions) ( <i>Item 9 only</i> )
	Sarah-Jane Pritchard	(Assistant to the Secretary to the Authority)

**Opening remarks**

The Chairman welcomed all present to the meeting. There were no apologies.

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 372 (12 December 2013)**

The minutes of meeting 372 were approved.

**Matters Arising**

**Scholarships and training** - The Management Team has already discussed the matter, and a summary will be presented in March.

### 3. **A Summary of the Discussion Day (held on January 16, 2014)**

[**Summary:** A summary of the discussion day for the Authority and officers was presented. There was a discussion about the viewing figures and it was agreed that PW/DRh/CE should discuss the matter further and report back to the Authority. In the same way, reference was again made to the nature of the language used in programmes and IHJ was asked to look at the issues for further discussion and to ensure a further opportunity to bring them to the attention of the Authority.]

### 4. **Chairman's Report**

HJ submitted his written report. The following were discussed:

Presenting evidence to the Communities and Local Government Committee of the Assembly. It was hoped that this would become an annual event.

Appointment of Members to the Authority: HJ understood that the advertisement was now on the DCMS website.

### 5. **Chief Executive's Report**

IHJ submitted his written report and referred to the following matters:

#### 5.1 **Co-location / Relocation – BBC Plans**

[**Summary:** A document explaining the plans under consideration by the BBC was presented.]

#### 5.2 **Relocation Process**

[**Summary:** The timetable for making a decision was confirmed. It was agreed that a clear analysis of all the options is required in order to reach a decision soon.]

#### 5.3 **Pobol y Cwm**

[**Summary:** The discussions with the BBC regarding the broadcasting pattern of Pobol y Cwm are continuing.]

#### 5.4 **RABODIRECT PRO12**

[**Summary:** The situation regarding the rugby rights was explained. The future is still uncertain. Members indicated their interest in the subject and their sympathy for the officers who are facing a difficult situation.]

#### 5.5 **Youview/Youtube**

The announcement about the presence of S4C on Youview had been very well received.

Youtube -The intention is to experiment more with elements of the service, particularly in relation to young people and children.

6. **Report of the Director of Content**

[**Summary:** DRh presented his report and a discussion ensued about the recent coverage. He referred to the challenge of delivering comedy that is sometimes limited in its appeal but sometimes aimed at a wider audience.]

7. **Monthly Research Report**

[**Summary:** The monthly Research Report was presented. The importance of sport within the schedule was noted and concern expressed over S4C's ability to compete for future rights as the competition between BT and Sky increases.]

8. **Image Tracking Research Presentation (SPA)**

JP had apologised that he could not be present today. The presentation will be rearranged.

9. **Report of the Director of Communications**

GLL presented his written report and referred to the following matters:

- 9.1 He explained that the work on developing the new image and logo is continuing. AWP joined the meeting and gave a presentation to show how the work on the logo is progressing. It was identified as essential that the brand works successfully on all platforms, digitally and in print. There had been significant input from the internal team.

New warmer idents will also been developed reflecting the Welsh landscape and the context of Wales and its people. The S4C logo will be added, in a proportionate manner, to the logos of Cyw and Stwnsh. It was agreed that Cyw is a strong, effective brand, but people need to be reminded that S4C produces it.

There was a discussion about the cost of the project, as well as various general comments by Members on the new logo. IHJ reported that most of the work had been done in-house.

The Chairman thanked AWP, and he left the meeting.

9.2 **Other matters**

It was noted that the Cyw Christmas Show Tour had presented 35 shows, before 7,000 children and 3,000 adults.

The Take Part Festival held in Llandudno was targeted as a means of reaching the audience in the north and northeast and positive comments had been received from non-Welsh speaking parents.

The **Rownd a Rownd** Schools Tour - The production company has been very supportive and the response in the schools positive.

There was a discussion about the presence of S4C in newspapers in the South. GLL agreed to consider the use of newspapers in South Wales.

10. **Financial Report**

KM presented her financial report and noted that the preparation of a budget for January-March 2014, and a budget for the 2014/15 financial year, is continuing and that a draft budget will be presented to the Authority at its meeting in March.

11. **Report of the Content Committee**

[**Summary:** AE presented his report from the committee. The main area under discussion was Sports. The support for the new strategy for learners was noted.]

12. **Report of the Audit and Risk Management Committee (17/01/14)**

RhT presented a report from the Audit and Risk Management Committee held on 17 January and cited the Committee's appreciation for the presentation by SC and RhB on the plans in the event of an emergency.

The internal auditors' reports, which included the risk management system, were very positive. He referred to the list of issues relating to corporate governance and it is hoped to deal with the remaining issues for the annual report in April.

In terms of the accounting period of 15 months, two audit committee meetings would be needed to complete everything on the old period and a short meeting open to all members to discuss the accounts only in May, as the schedule is very tight.

13. **Report of the Commercial Board (Held on January 17th)**

[**Summary:** The report from the Commercial Board was presented.]

14. **Complaints and Compliance Report and Viewers Hotline**

The complaints and compliance report was presented.

The Chairman explained that there was no paper copy of the Viewers Hotline report prepared this month, as it is a lengthy document. It was agreed that in future the Viewers Hotline report should be distributed electronically.

15. **The Authority's Work Programme 2014**

The latest version of the Authority's Work Programme was presented.

16. **Any other business**

No other matters were discussed.

17. **Report of the Personnel and Remuneration Committee  
(February 12, 2014)**

Members held a private meeting to discuss the report of the Personnel and Remuneration Committee.

18. **Date of next meeting:** Thursday, March 13 (9.30)