
S4C Authority Meeting Minute

10 July 2014, S4C, Llanishen, Cardiff

Meeting No. 378

Present:	Huw Jones	(Chairman)
	John Davies	(Member of the Authority)
	Carol Bell	(Member of the Authority)
	Aled Eirug	(Member of the Authority)
	Marian Wyn Jones	(Member of the Authority)
	Rheon Tomos	(Member of the Authority)
	Elan Closs Stephens	(Member of the Authority)
	Siân Lewis	(Member of the Authority)
	Hugh Evans	(Member of the Authority)
S4C staff:	Ian Jones	(Chief Executive)
	Elin Morris	(Director of Corporate and Commercial Policy)
	Kathryn Morris	(Director of Finance)
	Dafydd Rhys	(Director of Content)
	Carys Evans	(Head of Insight)
	Phil Williams	(Secretary to the Authority)
	Bethan C. Williams	(Assistant to the Secretary to the Authority)
Apologies:	Guto Harri	(Member of the Authority)
	Garffild Lloyd Lewis	(Director of Communications)

1. Welcome and Declarations of interest

The Chairman welcomed all present to the meeting, especially Hugh Evans and Siân Lewis to their first meeting as members of the Authority. As the new members' appointments had been made at short notice in the end, it was noted that it was not possible for Guto Harri to attend due to a previous commitment.

He explained that Hugh Evans has been invited to observe the Authority's meetings until his term as a member begins in November.

No declarations of interest were made.

See the Register of Interests section of the S4C Authority website for general declarations.

2. Minutes 377 (12.06.14)

The minutes of meeting 377 were presented.

The Authority approved the minutes.

3. **Matters Arising**

Annual report

PW noted that the schedule for publication of the report continues to be tight due to ongoing discussions with DCMS. The intention was to publish either on 16, 17, 21 or 22 July. Officers are continuing to discuss the date with DCMS.

Update on funding Pobol y Cwm

[**Summary:** A question was asked about the negotiations of S4C's financial contribution to the summer episodes and the omnibus. An update was given to the Authority. A further update will be presented following the completion of the BBC's discussions with the unions.]

Ofcom Review of Public Broadcasting

Ed Richards has stated that the scope of the Ofcom review will be very specific this time. There had been no detailed discussions with Ofcom to date, but S4C will consider providing evidence when appropriate, and to use opportunities within the review process to submit arguments on sufficient funding.

The Provision from the Urdd Eisteddfod

Reference was made to the attention on the Hotline regarding the provision from the Urdd Eisteddfod. DRh noted that he would provide further information in due course.

Paperless system

It was reported that the intention is to introduce the Huddle system in September and that training would be offered to members.

4. **Chairman's Report**

HJ noted that he and a number of S4C staff had attended the funeral of Emyr Byron Hughes. It was suggested that a letter be sent to his family on behalf of the Authority to note the Authority's appreciation of Emyr's contribution to the channel.

Cyfrwng Speech

He noted that he would be presenting a speech at next week's Cyfrwng conference. The speech is intended to focus on the challenges facing S4C, including adequate funding, digital platforms and content of quality.

5. **Chief Executive's Report**

IHJ submitted his report, and referred specifically to the following matters.

Open Subtitles

During the meeting with members of the BBC Trust S4C was asked why we do not provide open subtitles for all our output. Officers have investigated a number of options, including using the Red Button, and it does not appear possible to introduce open subtitles as the default across all platforms with the ability for viewers to turn them off. Officers will monitor possible developments in the future.

Marketing Straplines

He explained that work is continuing on updating S4C's public messages, and that further information will be presented to the Authority in the autumn.

Format and Schedule of Meetings and the Authority Work Programme

Officers have been considering alternative options for the format and schedule of Authority meetings and its work program following the Authority's recent discussions on the subject. The options considered included continuing with the current schedule but setting aside the whole day for the Authority's work, bi-monthly meetings with committee meetings being held in the months between the Authority meetings, or the prioritisation of strategic issues such as content, analysis, communication and finance to be considered in more detail at quarterly rather than monthly meetings.

There was a discussion about the merits of possible options, and it was noted that the Authority is keen to continue to meet monthly, and to prioritise discussions on strategic issues, such as content, analysis and communications, on a quarterly basis. It was decided that officers should give further consideration to the work programme following the guidance from the Authority, with the aim of presenting a suggested pattern and work programme for the Authority at its meeting in September.

Kathryn Morris

The Chief Executive thanked Kathryn Morris, who was attending her last Authority meeting. The thanks were endorsed by the Chairman and Authority Members. He thanked her for her significant contribution to S4C.

Meetings

IHJ reported on a number of meetings he had attended during the month, including the CMS Select Committee evidence session on the BBC and the Labour Party review of the creative industries.

6. Financial Report

KM presented the Financial Report, noting that there was nothing specific to report upon this month. She explained that the financial computer system is now operational.

7. **Report of the Director of Communications**

In the absence of GLL the written report was discussed.

There was a discussion about the priorities of the marketing strategy, and it was noted that it would be useful to receive a report explaining the success of marketing campaigns in terms of cost and attracting viewers. The Content Committee wish to consider how the marketing strategy corresponds with the performance of the content strategy.

Reference was made to the review of training needs and that the officers are still awaiting a response from the Welsh Government to a number of questions relating to collaboration and creating one comprehensive strategy. In the meantime, S4C has decided to proceed to the next stage of the strategy, and officers are in the process of discussing the next steps with industry representatives. A progress report will be presented in due course.

8. **Report of the Relocation and Co-location Scrutiny Committee**

JD presented a report of the first meeting of the committee held on 30 June.

Because of the proposed timetable of the relocation project, the Committee had to meet before the Authority had an opportunity to approve the Terms of Reference and to elect a chair for the Committee. The Committee considered the draft Terms of Reference for the Committee's work and nominated John Davies as chairman of the Committee for a period of one year.

The Authority was asked to approve the Terms of Reference presented in the papers and to appoint John Davies as the chairman of the Committee. The Authority approved the appointment of John Davies as chairman and the Terms of Reference presented.

JD thanked the Authority, and submitted his report on the work of the Committee.

[**Summary:** The Committee considered issues relating to the Relocation including the name of the centre, the companies interested in being part of the scheme, the legal structure and the timetable involved.]

The Authority agreed to delegate the responsibility of ensuring that the conditions and further questions raised by the Authority have been met to the Scrutiny Committee - in order to allow the Authority to sign the framework agreement, and to ask JD to decide whether any further information should be shared with the Members. It was noted that obtaining adequate assurance is more important than adhering to a specific timetable for signature.

The Chairman thanked JD for presenting the report.

9. **Content Strategy**

[**Summary:** DRh presented S4C's Content Strategy, including background information on the performance and cost of each genre. There was a discussion about the performance of the service as a whole and the challenges it faces. Time was allocated to discuss the style of language used on the service, how to assess the success of the strategy and the commissioning process. The Content

Committee will continue to assess the performance of the schedule and the provision of individual genres on behalf of the Authority.]

10. **Report of the Audit and Risk Management Committee**

RhT presented a report on the last meeting of the Audit and Risk Management Committee, and made particular reference to the following issues.

[**Summary:** There was a discussion about the Auditors' contracts as they are expiring soon. To ensure that they do not expire at the same time, the Committee suggested extending one contract and tendering the other. The Committee's recommendation was approved.]

He noted that further work had taken place on developing the Assurance Map, and that the latest draft is based on the risk register and therefore seeks to link the main risks with the relevant assurance elements. A further draft of the map will be presented to the Committee and the Authority.

11. **Standing Orders**

A new draft of the Standing Orders was presented that incorporates a number of recommendations made by Shortridge regarding holding meetings at short notice, submitting information through electronic media and the ability to take majority decisions in writing.

There was a discussion about these rules and it was suggested that it could be made clearer that Members act in the name of and on behalf of the S4C Authority. The draft Standing Orders were approved subject to the inclusion of an additional clause to indicate this. A further version of the Standing Orders will be submitted to the Authority's meeting in September.

The draft Delegation Policy attached to the Standing Orders was mentioned and it was explained that the draft policy incorporates the majority of the Shortridge recommendations in terms of the Authority's responsibilities. There was a discussion about the draft and it was suggested that the division of responsibilities between the Authority and the officers is not clear enough in all cases. It was decided that the Secretary would consider how to define the division of responsibilities further and report back to the Authority's meeting in September.

12. **Complaints**

The complaints report was presented.

13. **Viewers Hotline report**

The report from the Viewers Hotline was presented.

14. **Authority Work programme**

Following the discussion above, it was noted that a further draft of the Work Programme will be submitted to the Authority in September.

15. **Date of Next Meeting**

The next meeting of the Authority will be held on Thursday, September 18th.