



S4C Authority Bulletin
Meeting 357 – 14 June 2012
S4C, Cardiff

This bulletin reports on the meeting of the Authority held on 14 June 2012.

1. Matters arising from minutes of meeting 356

The minutes of meeting 356 were approved.

2. Chairman's Report

The Chairman presented his written report.

RTS – HJ noted that he had received an invitation recently to become a Trustee for the RTS. He was pleased to have received the invitation and felt it was good that they wish to include S4C, and the Nations and Regions in general. He had accepted the invitation.

3. Chief Executive's Report

The Chief Executive presented his report referring to the following in particular:

Statement of Purpose – The Management Team had received feedback since the last meeting and had adapted the statement. The latest version is available in Appendix A of the report. The intention is to present the statement to staff in September following the restructuring.

Clirlun (HD) – S4C has agreed with the BBC, C4 and Ofcom to bring the service to an end on 2 December this year. An early announcement is important and it was suggested that reference could be made to the decision in the Annual Report giving the full context.

Heno – IHJ noted that the changes to **Heno** had taken place. It was felt that the programme was working better and the response on Gwifren and Twitter was very positive. GLL was working closely with Tinopolis to promote the programme.

BBC Alba, TG4 and RTE – IHJ and DRh had visited BBC Alba and had a good meeting. They will visit TG4 next Tuesday.

Restructuring – IHJ had given an update to the Personnel Committee. Eight job adverts were to appear today. The discussions with BECTU are continuing and it is hoped to finish the process by the end of July.

4. Report of the Director of Content

DRh presented his report that included the following:

- He had had a good meeting with Radio Cymru to discuss co-operation.
- He said that the shape of the new schedule on S4C was offering balance and that the programmes in the 10 o'clock slot were more suitable for that slot.
- Officers are working with Boomerang to change the balance within the children's programmes on **Stwnsh** to include more documentary style programmes of quality.
- He explained that Avanti are working on **Eisteddfod yr Urdd** this year with more hours being broadcast. The relationship with the Urdd on the technical side is working well. Some comments were received from the Members but on the whole

DRh felt that the programmes were comprehensive and up to standard. The viewing figures during the day were almost as high as the highlights programme in the evening. This may suggest that an older audience is viewing the programmes.

- **Cariad@Iaith** – People had enjoyed the series greatly and DRh was thinking of ways to use the winner during the year to promote the learning of Welsh. It was essential to find a new angle each year and it was suggested that co-operating with the BBC would be the best way to reach a new audience. He explained that there had been several items about the series on Radio Wales and, also, there had been a great deal of interest on Twitter.
- DRh had met with the Film Agency for Wales. The intention is that S4C will co-fund the production of three Micro Films in order to provide an opportunity for new talent.
- The impact of location filming on communities was discussed and the question arose whether S4C was making the most of the opportunity to connect with people locally whilst on location or at an event. The Officers will consider ways to do this in the future.

5. BBC

HJ summarised the discussions that had taken place regarding co-operating with the BBC. He noted that the Authority's principles should guide the officers' discussions. IHJ noted that the Authority and the Trust had agreed that officers should look at co-locating and co-operating and that a draft report was on the way. The Authority approved the basic principles discussed in order to give a clear steer to the officers in discussion with the BBC.

6. Other Matters

The following matters were also discussed/noted:

- Research Report
- Finance Report
- Personnel Issues
- Report from the Commercial Board
- Viewers Hotline Report