
S4C Authority Meeting Minute

13 November 2014, S4C, Llanishen, Cardiff

Meeting No. 381

Present:	Huw Jones	(Chairman)
	John Davies	(Member of the Authority)
	Carol Bell	(Member of the Authority)
	Aled Eirug	(Member of the Authority)
	Guto Harri	(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 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)
	Rhys Bevan	(Projects Manager) (Item 5)
	Catrin Hughes Roberts	(Director of Partnerships) (Item 5)

1. Opening remarks and Declaration of interest

The Chairman welcomed all 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 380 (held on 16.10.14)

The minutes of meeting 380 were presented.

The Authority approved the minutes.

3. Matters Arising

It was explained that the Chairman and ECS have discussed the format of the interim report to the BBC Trust and that they have agreed that S4C will provide a summary of the interim report which will be the basis of ECS's report to the Trust next week.

4. Chairman's Report

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

4.1 **Signing of the Framework Agreement**

The framework agreement between S4C and UWTSD was signed on Monday, 20 October. The Chairman, John Davies and a number of S4C officers attended the event along with a significant number of stakeholders.

4.2 **Meeting with the Deputy Minister for Culture, Sports and Tourism, Welsh Government, Ken Skates AM**

The Chairman and Secretary had met with the new Deputy Minister on 12th November and had a positive meeting with an opportunity to discuss a number of relevant issues.

4.3 **Reserved Matters/ Delegation Policy**

A further draft of the document setting out the Reserved Matters was presented which will be appended to the Standing Orders and it was explained that the draft incorporates comments made by Members of the Authority at the last meeting and changes following discussions between HJ / IHJ / PW.

There was discussion about the revised draft, and it was decided to include the following changes:

Paragraph 5 - the wording at the end of the paragraph should explain that the Strategic Board is accountable to the Authority through the Chief Executive.

Point 3 - the wording relating to appointments to the Commercial Board under the heading Commercial should be amended as follows "Approval of the appointment and dismissal of directors".

[**Summary:** There was a discussion about how to define what is significant (i.e. materiality) in relation to variations within S4C's budget. The document was approved subject to the above changes.]

5. **Chief Executive's Report**

IHJ presented his report and referred specifically to the following matters.

5.1 [**Summary:** There was a discussion on a commercial matter.]

5.2 **iPlayer**

RhB was welcomed to the meeting and he presented a progress report regarding the iPlayer project. He presented pictures of how S4C will appear on the iPlayer on various devices.

He explained that the intention is to launch S4C on the iPlayer on 25 November and a promotional plan is being developed to raise awareness of S4C's presence on the iPlayer as well as the continuation of the Clic service.

He was asked if it will be possible to download S4C's content from the iPlayer as well as watching it live or on demand. He confirmed that it will be possible to download S4C content in due course, but it will not be possible to do this for a while as there is a need to develop specific software to enable this.

There was a discussion about the use of iPlayer outside Wales and it was confirmed that the S4C content can be watched across the UK, but it will not be possible to watch it outside the UK.

IHJ noted that he believes that the presence of S4C's brand and content on the iPlayer will increase the awareness of S4C's service in Wales and beyond, and that the marketing plan will target core viewers, as well as new viewers. We hope to work with organisations and partners to promote the presence of S4C, and to take advantage of the partners' contacts and databases where possible.

ECS noted that thanks were due to the Trust's legal team who had worked hard to enable the presence of S4C on the iPlayer. It was agreed that the Chairman would write to the Trust to convey the Authority's gratitude for all their help with the project.

The Chairman thanked RhB for his presentation on the exciting developments with the iPlayer.

5.3 **Marketing and use of databases**

There was a discussion about how to target marketing at different factions of viewers by using social media and regular e-mails using S4C's database of viewers.

It was noted that the old databases could create problems for S4C, with out-of-date details and the chance that people could receive more than one message from S4C. It was suggested that the focus should be on creating a new database which should be done on the ground in community events across Wales.

IHJ explained that an internal group has been established to draw up a work plan in order to increase S4C's use of data on viewers, to consider how to collect data about users, how to use the databases that already exist within S4C, how to collect data for a new database and how to communicate with and present information to users on a regular basis.

It was suggested that specific consideration be given to issues relating to personal communication with the audience in due course.

With reference to young people in particular, a question was asked whether it was intended to target marketing at this group in particular. It was explained that there is an Ambassador pilot scheme in place within a number of schools and as part of the scheme there will be a specific campaign for the iPlayer.

It was noted that officers are in the process of assessing the performance of the Ambassador scheme in secondary schools, including considering whether targeting sixth form pupils or teachers is the most successful method of conveying information about S4C.

5.4 **International Clic**

Members were given an update on the work of seeking the additional rights to enable S4C to publish its content worldwide outside of the UK. It was explained that issues relating to territorial rights are problematic, especially the rights to music within programmes. Discussions have been held and S4C has reached an understanding in principle on the use of many types of music with the relevant

bodies representing rights holders regarding making Clic available online internationally.

Much work remains to be done to implement the new arrangements and to clear the relevant rights and IHJ noted that he did not believe that S4C's existing resources will enable officers to prioritise this work at the expense of issues relating to the service itself.

It was decided to publish the content that is available for international use when the programmes or series have been cleared for publication internationally, rather than waiting until all of S4C's current content is available.

5.5 **Training**

IHJ and CHR presented an update on S4C's training policy and explained that officers are implementing the existing policy and are awaiting a statement from the Welsh Government regarding their intentions in the field.

CHR has had discussions with our partners including Cyfle, y Coleg Cymraeg Cenedlaethol and Skillset in order to plan S4C's investment for the future.

IHJ noted that there is an intention to create a five-year plan for S4C's investment in training, but this would be subject to S4C's funding level in the future.

They were asked about the interim reviews of Skillset's work and whether S4C takes into account the content of such reviews when considering training priorities and the level of investment. It was explained that S4C considers reports on the performance of the agencies and, in addition, that S4C is represented on the board of Skillset in Wales and this provides S4C with the opportunity to better monitor the work.

It was suggested that S4C should provide more information on S4C's investment and commitment to training in order for stakeholders to better understand S4C's important role in the field.

IHJ and CHR were thanked for presenting the update.

5.6 **The Commissioning Process**

[**Summary:** IHJ referred to his written report relating to the commissioning process and there was a discussion about S4C's current approach. DRh stressed that the aim of the department was to ensure that the best ideas reach the screen for the best possible price. It was explained that S4C is not offering development funding to companies at present, but possibly this should be considered for the future.]

5.7 [**Summary:** Information provided to S4C in confidence was discussed.]

5.8 **Terms of Reference for the Strategic Board**

IHJ presented a revised version of the Terms of Reference for the Strategic Board and explained that it had been updated following the Authority meeting in October and the discussions of the Strategy and Management Board.

S4C's arrangements for financial control were discussed and it was noted that the finance department reports to the Board through IHJ. IHJ explained that formal

monthly meetings are held with the Chief Financial Officer, and SW also reports formally to the Board on a monthly basis with the reports prepared for the Authority also being considered by the Strategic Board. There were practical reasons behind this as most of the work of the Strategic Board relates to matters that are not relevant to the finance department or technical issues.

The relationship between the Board and the Authority was raised and it was explained that the Board is accountable to the Authority through the Chief Executive. It was decided that the relationship will be explained in the foreword of the Reserved Matters document.

IHJ was thanked for presenting his report.

6. **Programmes from the past month**

It was explained that under the quarterly work system there will be an opportunity at each monthly meeting for Members to discuss the programmes from the past month, with a more detailed discussion being held once each quarter when the Content and Insight Report is presented.

[**Summary:** A number of series were discussed along with topics relating to programmes including the sports output, the balance of subjects in factual programmes and the pattern of broadcasts from the Gŵyl Cerdd Dant.]

7. **Quarterly Matters: Quarter 2 Financial Report**

The Quarterly Financial Report was presented by SW.

Two reports were submitted for comparison - the first in the format of the current financial report and the second offering a new format for the quarterly reports. It was explained that the second version tries to convey information about S4C's spend on a similar basis to the expenditure categories of the Annual Report.

SW explained that she had included the main headings from the previous report in the new report, but that not every line of the budget is included.

It was decided to include further information on expenditure and commitments up to the date of the report from now on and to continue to monitor the level of detail in the reports to ensure that the Authority receives adequate information in order to scrutinise S4C's management accounts.

SW was thanked for presenting her report.

8. **Strategic Topic – Subtitling**

[**Summary:** The Chairman explained that this was the first quarterly discussion on a strategic topic under the new work plan. There was a discussion about the current provision of subtitles considering their purpose, our statutory responsibilities, their cost, and the use of open subtitling and the requirements of the audience.]

9. **Rheon Tomos**

The Chairman noted that RhT's term as a Member of the Authority expires on 19 November and thanked him on behalf of S4C for his tireless service to S4C over eight years as a Member, as chairman of the Audit and Risk Management

Committee, as Deputy Chairman and Acting Chairman, and wished him well for the future.

Rheon thanked the Members and officers for their friendship and all their support over the years.

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

The Viewers Hotline report was presented.

[**Summary:** The Complaints and Compliance Report was presented and discussed.]

11. **Committee Reports**

A report of the meeting of the Commercial Board held on 15 October was presented and it was noted that a presentation on S4C's commercial activities will be presented to the Authority at its meeting in February.

12. **Any other business**

The Chairman referred to the positive discussion amongst the Members regarding the Authority's proposed Discussion Day in January and asked Members to submit any suggestions for discussion topics on the day to himself or the Secretary so that they can draw up a draft agenda.

The Authority's Work Programme for 2015 was presented to the Authority for information and it was explained that the Work Programme will be updated following discussions with the Chairs of the Committees.

Date of next meeting: Thursday 11th December 2014 in Cardiff