S4C Authority Meeting Minute   **Meeting No. 380**
16 October 2014, S4C, Llanishen, Cardiff

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)
	Garffild Lloyd Lewis	(Director of Communications)
	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)

1.   **Opening remarks and Declarations 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 379** (held on 18.09.14)

       The minutes of meeting 379 were presented.

3.   **Matters Arising**

       S4C's training strategy was raised and a question asked about the current
       situation with respect to implementing the strategy and co-operating with the
       Welsh Government. IHJ explained that they are awaiting final information from
       the Government to say when they will implement their strategy. IHJ will provide
       an update on the implementation of the strategy and the discussions with the
       Welsh Government.

       The need to continue to consider S4C's strategy for training within the industry
       whilst preparing and considering S4C's long-term financial plans was identified.

3.1 **The Huddle paperless system**

Officers from the IT department are in the process of introducing the Huddle system, and it is hoped that it will be in place for the Authority papers in November. Guidance and training will be provided for Members. The intention is to provide paper copies and electronic copies for a while before doing away with the paper versions.

3.2 **Public record**

A Minute of the Authority meeting in September intended for publication on S4C's website was presented, and it was noted that work has been done on preparing the minutes of all the meetings in recent years in a similar format. The Authority approved the Minute and the format for publication.

3.3 **Format of the Viewer's Hotline Report**

GLL explained that an index is now included at the front of the report in order to facilitate the use of the report. The development of the report format will continue with the aim of presenting the information in a way that highlights popular topics.

4. **Chairman's Report**

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

He explained that he had discussed the proposed Interim Report with Elan Closs Stephens and that the Trust has indicated that they do not want to receive a written report in November. He noted that the Authority had met with the Trust in May, had given a detailed presentation at the time and had presented the Annual Report for the Trust's consideration since then, as a result it would be premature to submit a significant report so soon, in particular as the picture is incomplete in the middle of year.

It was noted that the interim report is not a requirement of the Operating Agreement but that a report was submitted in November last year to present the work of S4C to the Trust shortly after the new arrangements came into force.

The Trust suggested that it would be sufficient for the Trustee for Wales to present a verbal update at the Trust meeting in November, with the Secretary attending for information.

The November meeting will be the first business meeting for the new Chairman of the BBC Trust, Rhona Fairhead. The Chairman has written to congratulate her and was keen to have an opportunity to meet her informally in the near future.

4.2 **S4C Authority Standing Orders**

PW introduced a revised version of part two of the Standing Orders, which is the document that outlines the responsibilities of the Authority. He explained that further consideration had been given to the form of the document following the last meeting and that the officers have sought to produce a document which divides the responsibilities into three categories – namely, those responsibilities that the Authority has assigned to itself absolutely, those responsibilities that have been delegated in full to S4C's officers and a third category of

responsibilities that are executed on a daily basis by officers but where it may be appropriate for the Authority to be involved at certain times.

After considering the practicality of the categories it was decided to focus on the responsibilities that are assigned to the Authority, whilst noting in the introduction to the document that those responsibilities relating to the delivery of S4C's services have been delegated to the S4C Chief Executive and officers. It was suggested that the third category of responsibilities are matters that should be considered on a regular basis as new or contentious issues arise and that the relationship between the Chairman and the Chief Executive is instrumental in discussing such issues.

Item 3.1 – assigned matters

[**Summary**: Members discussed the meaning of "significant" in relation to the approval of budget variances. It was decided that the Chairman and the Secretary will consider options for the wording to submit to the Authority.]

It was suggested that a reference should be included in the document to the importance of working in partnership with other organisations stating that the Authority's relationship with partners should be at a strategic level. It was also proposed that a section be included dealing with S4C's commercial matters.

[**Summary:** In the light of reference to a Code of Conduct it was agreed that it should be noted that the Authority's duty is to 'adopt and implement' the Cabinet Office code.]

The inclusion of a reference to S4C's Language Policy and Scheme was suggested and the existing reference to a language policy should be amended to a reference to the S4C Content Language Guide.

It was agreed to incorporate the above recommendations in the document and for the Chairman and Secretary to submit a revised document to the Authority in November.

5.   **Chief Executive's Report**

The Chief Executive presented his report, and referred in particular to the following matters.

5.1   **Cymru DNA Wales Project**

The project was launched on 24 September, and received a very positive response from guests in the launch and from the media. IHJ was proud that the project has already increased the profile of S4C in the press. The intention is to develop the project over a three year period, with a number of programmes and series derived from the project, with the first programme being broadcast on St David's Day in 2015.

There was a discussion about the price of the tests and it was suggested that the high cost is a barrier to many from taking part in the project. It was explained that the officers are aware of the concerns about the price of the tests and there are plans to seek sponsors for the tests in different areas of Wales.

[**Summary:** The commercial elements of the project were discussed and possible options for the future.]

The comments that have been made regarding Scotland's DNA's methods of undertaking the tests were discussed and it was noted that S4C is aware of the discussions between academics regarding the validity and purpose of different types of DNA tests.

5.2 **On-line Content**

IHJ explained that he is keen to continue to develop a strategy for S4C's online content. The original intention was for the commissioners to take responsibility for commissioning content for television and the digital platforms, but now he has decided to amend the responsibilities of HM to be editor of online content.

Officers have had discussions with TAC in order to include the requirements of the digital platforms within the commissioning agreements, and the TAC representatives had responded positively to the idea. A digital content scheme is to be piloted, including promotional considerations for a one year period.

5.3 **Viewing figures**

[**Summary**: The meeting discussed the service's viewing figures and the BARB service in general. The importance of ensuring a measure that incorporates viewing on television and on other platforms was noted.]

The Chairman thanked the Members for their contributions to the discussion and indicated that he would ensure an appropriate opportunity to consider the matter and further options in the future.

5.4 **Relocation Framework Agreement between S4C and UWTSD**

It was noted that the Framework Agreement between S4C and UWTSD in order to create the new centre, Canolfan S4C Yr Egin, will be signed on October 20 in Carmarthen.

5.5 **Draft Terms of Reference for the Strategic Board**

A draft of the terms of reference for the Strategic Board was presented which will be submitted to the Board for its consideration at its next meeting, as well as a copy of the current terms of reference of the Executive Group.

The new post of Director of Relocation and Projects was discussed and ECS believed that it was important to make provision for the Director to attend Board meetings regularly to ensure understanding of S4C's needs as S4C's needs are central to the work of the relocation and co-location projects. IHJ confirmed that GLL would attend meetings of the Strategic Board regularly and that he would consider the provisions of the Terms of Reference to ensure that this is clear in the document.

The recent changes and potential changes in the ownership of companies in the production sector in the UK were raised and officers were asked whether they were considering the possible impact of changes within the sector on S4C's business. IHJ explained that officers are continually monitoring developments within the sector and also hold regular discussions with representatives of the sector and the production companies.

6.   **Insight Report**

[**Summary**: The Insight report was presented in its new format for the period April-September 2014 and the variations expected across the year were discussed. Officers were asked what information S4C has about those who choose not to watch S4C and they explained that S4C conducts such research. The pattern of Reach in the North over the last three years was discussed. Reference was made to the importance of the success of high profile, high impact programmes within the timetable but the importance of ensuring daily output of quality was also noted.]

7.   **Report of the Director of Content**

[**Summary**: DRh presented his qualitative report for the period Q1 and Q2 and his plans to try and increase the reach of the service by continuing to develop the schedule and offering a variety of content within specific zones.

The need to keep in mind various viewing patterns was noted, namely: viewing live; recording and viewing on the day of transmission; recording and viewing over a period; and viewing online. Despite the increase in the others, viewing a linear schedule live is still the most popular.

It was explained that the Authority's responsibility is to consider the performance of the service and to submit its assessment, including to the BBC Trust, in the Annual Report and in other documents. The potential audience outside Wales was noted as seen, for example, during the Royal Welsh Show.]

The Chairman thanked DRh, CE and the Insight Team for preparing and presenting the report. He noted that a number of important issues had been identified during the discussion and that he would ensure opportunities to consider these in the coming months.

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

8.1   The report of the Viewers Hotline was presented and a number of specific comments were highlighted.

It was suggested that the Authority needs to consider how to weight the comments made to the Hotline in order to objectively assess the audience's response to the provision, bearing in mind also the views of those viewers who do not contact the Hotline or express their opinions on social media and the potential audience who do not watch S4C regularly.

8.2   [**Summary**: The complaints and compliance report was presented.]

9.   **Report of the Commercial Board Meeting**

[**Summary**: CB presented a verbal report of the meeting of the Commercial Board.]

It was noted that JD's term as a member and director of the Commercial Board expires in November and that HE will join the Board at that time. CB thanked JD for his important contribution to the work of the Board for many years as chairman and director.

10. **Any other business**

[**Summary**: The format and purpose of the viewers' evenings was discussed.]

It was noted that this was GLL's last meeting in his current role and the Chairman and IHJ thanked him for his service to S4C, whilst indicating that they are looking forward to working with him and to his contribution to the work of S4C in the new role.

11. **Digital Developments**

[**Summary**: HM gave a presentation on S4C's developments in the digital field. He referred to a project for collecting data on S4C's users; to a new app and new portal for watching S4C content online; and to plans to include advertisements in S4C's content on the web.]

12. **Date of next meeting**

The next Authority meeting will be held on Thursday 13 November in Cardiff.