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**S4C Authority Meeting Minute**

18 September 2014, S4C, Doc Fictoria, Caernarfon

**Meeting No. 379**

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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)
	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)	
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)
	Bethan C. Williams	(Assistant to the Secretary to the Authority)
Apologies:	Hugh Evans	(Member Designate of the Authority)

**1. Welcome and Declaration of interest**

The Chairman welcomed all present to the meeting particularly Guto Harri to his first meeting as a Member of the Authority.

No declaration of interest was made.

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

**2. Minutes of meeting 378** (held on 10.07.14)

The Authority approved the minutes of meeting 378.

**3. Matters Arising**

- 3.1 Reference was made to S4C's review of the training needs of the production sector and the relationship of the review to the terms of reference of the new minister with responsibility for skills and training, Ken Skates AM. IHJ confirmed that he

intends to discuss skills and training with the minister soon, and that the work of developing S4C's skills and training strategy is continuing.

### 3.2 **Content Strategy**

It was noted that the minutes of the discussions on the Content Strategy have not been circulated to Members, and that the Authority will receive them next month when it considers the first quarterly report.

3.3 **[Summary:** The Management Team will consider the potential implications of the Scottish Independence Referendum result for S4C at its next meeting.]

3.4 The Annual Report had been published in July, and it was noted that the publication had received balanced coverage.

3.5-7 **[Summary:** Members discussed the Urdd Eisteddfod and an interview given by the Chairman and then received an update on the discussions about the savings that would result from the ending of the **Pobol y Cwm** omnibus.]

### 3.8 **Paperless System**

It was noted that the Huddle system is not in operation to date. A member of staff has been taken ill recently, and the responsibility for the system's delivery has been passed on to another member of staff. BCW will agree a revised timetable with the IT department.

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

The Chairman presented his report, with particular reference to the following issues.

### 4.1 **Authority Work Programme**

**[Summary:** He referred to the new quarterly pattern for the Work Programme and explained that the new model will be introduced in October when the quarterly Content and Insight report will be submitted to the Authority.]

The Authority's performance measures were discussed, and IHJ noted that he wishes to re-consider a number of elements of the measures to ensure that they are suitable for assessing performance and the use of the service across all platforms. There will be an opportunity for further consideration on the discussion day.

### 4.2 **Committee Membership**

The Chairman explained that he had been considering the membership of the Authority's committees following the appointment of the new Authority members, and he made the following recommendations for committee members and for the Authority's representatives on the Commercial Board.

*Audit and Risk Management Committee:*

Chairman - Rheon Tomos (Hugh Evans from November)

Carol Bell

Elan Closs Stephens

Siân Lewis

*Complaints and Compliance Committee:*

Chairman - John Davies  
Carol Bell  
Aled Eirug  
Guto Harri

*Content Committee:*

Chairman - Aled Eirug  
John Davies  
Marian Wyn Jones  
Siân Lewis

*Personnel and Remuneration Committee:*

Chairman - Marian Wyn Jones  
Aled Eirug  
Elan Closs Stephens  
Rheon Tomos (Guto Harri from November)

*Relocation Scrutiny Committee:*

Chairman - John Davies  
Marian Wyn Jones

*Commercial Board:*

Chairman - Carol Bell  
John Davies (until November)  
Hugh Evans (from November)

The recommendations were approved.

#### 4.3 **Standing Orders**

He referred to the Standing Orders approved at the last meeting, and noted that an additional clause (new clause 2) has been included to clarify the status of Authority members as members of a statutory entity.

#### 4.4 **Authority Public Minutes**

There was a discussion on how to present the public minutes of the Authority, with various suggestions made by members who are members of other public bodies.

It was explained that S4C has already received a freedom of information request for copies of the Authority's minutes over the past two years. It is intended to release the minutes with a number of matters redacted in accordance with the requirements of the freedom of information act.

Following the discussion it was decided to go ahead with publishing the public minutes of the Authority meetings and an example of the public minutes should be submitted to the Authority's meeting in October.

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

The Chief Executive presented his report, and referred specifically to the following issues.

It was noted that the new strapline for marketing S4C's services is "Your Choice".

IHJ and DRh are continuing to consider S4C's current schedule.

The sufficient funding group are also considering the potential consequences of different financial scenarios on the service in the long term.

### **Ap Realiti**

The Ap Realiti app (using 'augmented reality' technology) was launched with the Annual Report in July. IHJ explained that plans are afoot for developing the use of the app with a number of partners.

[**Summary:** the meeting discussed digital content and the possibility of a musical commission.]

He referred to the Cymru DNA Wales project, and explained that the intention is to trace the history of the peoples of Wales through the centuries by tracking their DNA. This will lead to an initial programme in April with a series following in November 2015, with partners such as Wales Online and Trinity Mirror also part of the plan. The aim is to launch the project on September 24th. He hoped that the project will have a significant impact across Wales and on social media in particular.

[**Summary:** a commercial issue was discussed.]

### **Restructuring the Management Team**

IHJ presented his plans for the restructuring of the Management Team to be renamed the Strategic Management Board. He intends to report back to the Authority in October and November on the preparations for establishing the new board.

### **Corporate Objectives**

IHJ will present the draft corporate objectives for 2015 at the December meeting. He noted that the objectives will reflect the main elements of the content strategy, performance measures, departmental objectives and individual staff objectives.

The Chairman noted that he was keen that officers should consider the Authority's guidance with respect to strategic priorities, and recommended considering the summary minutes from the discussion day as part of the process.

[**Summary:** IHJ reported on recent meetings held with a number of MPs.]

## 6. **Financial Report**

IHJ reported that the quarterly financial reporting procedure will be starting in November, and Sharon Winogorski, the Chief Financial Officer will present the report to the Authority. Work is underway to update the format of the report, including simplifying and presenting the figures in a visual form.

## 7. **Insight Report**

The report for the period April to August was submitted in writing for information. It was explained that the report was being presented for information as no monthly reports have been presented since June. The Content and Insight report for Q1 and Q2 will be presented in October, and there will be an opportunity to discuss the performance of the service during this period.

## 8. **Report of the Director of Content**

DRh presented his report orally and there was a discussion about the programmes and the service's output over the summer.

### **The Royal Welsh Show**

The extensive use of the on-line provision from a large number of countries this year was noted, with an increase of 97% year on year, and the fact that the data on visitors to the show reflects the pattern of international users on Clic.

The response to the provision from the Show - on TV and on-line is very positive this year.

### **The National Eisteddfod**

There was discussion about the National Eisteddfod output, and the balance between showing the activities in the pavilion and the activities around the field. DRh was intending to discuss with the production team how to reflect more of the activities around the field without adversely affecting the provision from the pavilion.

[**Summary:** There was a further discussion about the Eisteddfod and a discussion about **Pobol y Cwm** and the audience's response to the series and the current stories. DRh was discussing the storylines with the production team.]

### **Sports**

[**Summary:** Reference was made to the coverage on **y Clwb**, and to S4C's provision of the **Tour de France**. The possibility of broadcasting programmes related to events such as the Commonwealth Games which could include any particular Welsh element.]

### **The Scottish Independence Referendum**

The appreciation of the provision by S4C and the BBC so far on the referendum in Scotland was noted, especially **Pawb a'i Farn's** programme from Scotland.

### **Repeats**

The use of repeats during the period was raised and it was suggested there was a need for care when selecting programmes for repeat transmission, in order to avoid programmes which are outdated. The Presentation Department consider the suitability of programmes for re-broadcast.

[**Summary:** DRh noted that the presentation department are giving greater consideration to programme inheritance, with the aim of keeping an audience from one programme to the next.]

## **Individual Programmes**

[**Summary:** There was a discussion about a number of individual programmes broadcast over the summer period.]

It was noted that the promotion of S4C programmes on Radio Cymru is a welcome development.

The Chairman thanked the Members for their comments on the summer's schedule, and indicated that there will be a further opportunity to consider the performance of the output when discussing the Quarterly Report and the Interim Report in October.

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

JD presented a report from the Scrutiny Committee meeting held on 16th September.

[**Summary:** He provided an update on the contract negotiations with UWTSO. The Committee was satisfied with the progress made and approved the signing of the agreement on the terms negotiated. The intention is to sign in October on a date to be agreed.]

The Chairman thanked JD for presenting the report and JD thanked the officers for their work in negotiating with UWTSO.

### **10. Report of the Complaints and Compliance Committee**

JD presented a report from the Complaints and Compliance Committee held on 29 August.

[**Summary:** The meeting had considered applications for an internal review of S4C's responses to freedom of information requests.]

### **11. Report of the Personnel Committee**

MWJ presented a report from the Personnel Committee held on 4 September. She explained that the Committee were given a presentation by IHJ and EM on the discussions regarding salary increases for S4C staff in 2014/15.

[**Summary:** The salary increases were discussed and there was a further discussion about the change to the Management Team presented in the Chief Executive's report.]

### **12. Complaints and Compliance Report and Viewers Hotline**

The Viewers Hotline report was presented and a number of specific comments were raised.

Reference was made to a number of complaints about subtitles, and it was noted that a number of different issues can affect the ability of viewers to receive subtitles. These include faults at the transmitters, lack of subtitles on Clic, and problems with, and a lack of knowledge about, their TV installations and set-top boxes with respect to selecting subtitles and the language of the subtitles. GLL indicated that he would discuss these issues with the Hotline and the technical department.

It was reported that it is proposed to introduce subtitles on Clic on mobile devices in the future, and it is hoped that this, along with simplifying the information available about programmes and how to find them, will improve the experience of watching S4C on mobile devices.

[**Summary:** There had been complaints about audio problems during the Eisteddfod. DRh was discussing the matter with the BBC.]

There was a discussion about the format and size of the Viewer's Hotline report, and it was decided that the team should adapt the report to include an executive summary of the main issues to be brought to the attention of the Authority. GLL will discuss the options with the Hotline.

The Complaints and Compliance Report was presented for information.

13. **Any other business**

No other issues were discussed.

14. **Date of Next Meeting**

The next meeting of the Authority will be held on Thursday, 16 October