



An S4C Authority Consultation Paper
14 May 2007
Proposals for the future provision of a Welsh language television channel for children

Serving Children in the Digital Future

INTRODUCTION FROM THE CHAIR

The S4C Authority is the independent body appointed by Parliament to scrutinise and be accountable for the public money provided to S4C to provide Welsh language television services. We are seeking the views of the public and key stakeholders on proposals to launch a new Welsh Language public service television channel for children, throughout Wales and beyond.

Our research indicates that children have dramatically changed the way in which they consume audio visual media but that the provision of public service Welsh language television may not have kept pace with those changes. Whilst we have a loyal and valued audience, at the moment S4C is not the natural choice for a significant number of children. A dedicated service would allow Welsh language services to compete with other channels and media dedicated to children that are currently their first choices.

We believe that this issue must be addressed and that the opportunity to fulfill our duty to our children should not be missed. As television enters a wholly digital age we must ensure that the children of Wales are not left behind. We must do everything we can to ensure that we do not lose a generation of children who clearly have a passion for their culture but are also part of a wider, media savvy generation with high expectations of when and how they wish to consume media. It will be an opportunity missed if we fail to live up to their expectations and deny them the choice of consuming media in the Welsh language.

We would very much welcome your comments on our proposals by the **20 July, 2007**. In the meantime we will be conducting a number of events throughout Wales to take into account your views.

Part 1 sets out a brief outline of our proposals for a new television service and the questions upon which we seek your views. Part 2 and 3 provide background information with Part 2 outlining in brief some of our research and Part 3 providing a brief summary of our powers and strategic objectives.

We look forward to hearing and taking into account your views.

John Walter Jones

14 May, 2007

HOW TO RESPOND TO S4C'S CONSULTATION

There are three ways to respond:

1. Complete our online consultation response form
http://www.s4c.co.uk/childrens/e_consultation.shtml

2. **By e-mail**

For larger consultation responses and those with supporting material please email alun.thomas@s4c.co.uk attaching your response in Microsoft Word format, together with a consultation coversheet http://www.s4c.co.uk/childrens/e_consultation-cover-sheet.pdf

3. **By post**

Alternatively, you can respond to Mr Alun Thomas, Secretary to the S4C Authority, S4C, Parc T ŷ Glas, Llanishen, Cardiff, CF14 5DU. Please enclose a consultation coversheet http://www.s4c.co.uk/childrens/e_consultation-cover-sheet.pdf with your response.

PART 1

1. Introduction

We set out below what we currently offer Children from the public money that we receive and some of the options that we see for the future. As an indication we take “pre-school” to mean those aged 5 and under, “older children” to mean those age 5-10, and “teenagers” to mean those aged 10-16 (these are of course only indicative and there is some degree of crossover. Where we use the term “Children” this should be taken to mean those aged 16 and under).

2. S4C’s current provision for Children

2.1 What we currently offer

2.1.1 We currently broadcast programming for Children on both S4C digidol and S4C analogue and via S4C’s website on broadband. Excluding broadband provision we currently broadcast:

- **PLANED PLANT BACH** (Content primarily aimed at pre-school children)
Monday to Friday 1230 – 1315 (S4C and S4C digidol)
Monday to Friday 1315 - 1330 (S4C digidol)
Saturday 1400 – 1500
- **PLANED PLANT** (Content primarily aimed at older children)
Monday to Friday 1600 – 1700 (S4C and S4C digidol)
Monday to Friday 1700 – 1800 (S4C digidol)
Saturday 1500 – 1700

During the school holidays we also broadcast:

- **PLANED PLANT BACH**
Monday to Friday 0700 – 0800 (S4C and S4C digidol)
- **PLANED PLANT**
Monday to Friday 0800 – 0900 (S4C and S4C digidol)
Monday to Friday 0900 – 1000 (S4C digidol)

2.1.2 In addition we repeat some **Planed Plant** programmes at 1830 slot and/or at 1830 we broadcast “family” viewing which includes a teen soap.

2.1.3 When the analogue television signal in Wales is switched off, S4C digidol, the channel carried on the digital platforms (i.e. Freeview, Sky, Virgin Media and broadband), will continue to be broadcast whilst S4C analogue (i.e. the analogue channel carrying Welsh language programming with Channel 4 programmes) will cease to broadcast.

2.2 Production of original programming for Children

2.2.1 Our programmes are commissioned from independent production companies¹ or supplied to us by BBC Wales. We are committed to providing original programming in the Welsh language.

¹ including ITV Wales

- 2.2.2 In 2005, we provided additional hours of programming for Children as a result of our decision to provide more programmes for Children during the “peak hours”. We also extended the school holiday provision with additional hours offered during the Christmas period. Our spend on pre-school programming was doubled.
- 2.2.3 During 2006 we spent £9.7 million on original programmes, that is those programmes commissioned by S4C for Children and produced by production companies in Wales. This includes cartoon programmes that were bought in and dubbed into the Welsh language by companies in Wales. We will commission more original programming during 2007 and have budgeted to spend a total of £10.9 million on original programming for Children during 2007. We will continue with the extended provision during school holidays.
- 2.2.4 The opportunities for independent production companies will further increase with the outsourcing of the presentation element for Children across television and the web from October 2007.
- 2.2.5 It is estimated that our spend on programming for Children during 2007 will make us the second biggest purchaser of original programming for Children in the United Kingdom.

2.3 How much we currently spend on Children

Our total spend on the services for Children in 2005 was £10.9 million and in 2006 £10.5 million. In 2007 we have allocated a budget of £11.8 million. These totals represent the cost of programmes and other related costs (for example, marketing activities, repeats, web services etc).

	2005	2006	2007 (estimated)
Total Spend on Children	£10.9 million	£10.5 million	£11.8 million
Total Hours of programming for Children	255	280	284

3. **The Key Characteristics of our proposals**

3.1 **Proposed Public Service Remit/Legal Requirements for the new public service**

3.1.1 To allow us to spend some of the public money we currently receive from the government on New Services, the law states that those New Services must have what is called a “public service remit”. By way of comparison the public service remit for S4C digidol is set out at Schedule 12 of the Communications Act 2003.

3.1.2 Our current proposal is to ask the Secretary of State for Culture, Media and Sport at Westminster to set out a public service remit for the New Service which is similar to the public service remit for S4C digidol, save that it would be primarily aimed at Children and would be along the following lines:

The Welsh Authority may provide in digital form the following service(s) aimed primarily at young persons set out below:

- *The public service remit for [name of New Service(s)] is the provision of a broad range of high quality and diverse programming primarily aimed at members of the public who are under 16 in a service in which a substantial proportion of the programmes consists of programmes in Welsh.*
- *In providing that service the Welsh Authority must ensure that the public service remit for the service is fulfilled.*

(Within a legal context “Welsh Authority” means the “S4C Authority”).

3.2 **Details of the New Service**

3.2.1 **Free to view**

We intend that the New Service will be transmitted free to view so that members of the public can receive the channel without charge on digital terrestrial television in Wales and throughout the UK and beyond on digital satellite, cable, broadband and all other appropriate delivery methods.

3.2.2 **Converged service**

The New Service will be a converged service. This means that it will take advantage of new media opportunities that are so much a part of the lives of older children and teenagers and will be available in several technical formats (and not solely on television). For example, it will have its own website, broadcasting the content at the same time as on television as well as providing content for downloading. We will also provide the content and related content by all appropriate means and in the most appropriate form.

3.2.3. **Hours of availability**

We believe that the maximum availability we would offer for the New Service once it is fully developed will be 15 hours a day between 0600 and 2100 hours.

3.2.4 **Issues on hours of availability**

On television, issues relating to the amount of capacity that we have available may have an effect on the hours we can broadcast a New Service. The hours of broadcast may be limited if (taking into account the views provided in response to this consultation) we continue to broadcast S4C2, coverage of the National Assembly in Wales on Tuesday to Thursday between 0900 - 1800 hours, as a non public service channel (for more details see paragraph 4 below).

3.2.5 **Three diverse audiences**

Because we are aiming for three very diverse audiences, we believe that the New Service may have to be run on two different channels to allow us to reach the target audience. We are aiming to provide services for pre-school, older children and teenagers.

3.2.6 **Patterns of broadcast**

As parents (in the main) choose the viewing for the pre-school children, we believe that pre-school children will watch programmes on S4C digidol and that it may not be necessary to market a service directly for that audience. However, the provision for older children and teenagers must be a channel that is attractive to both age groups (which may result in two separate channels). We envisage but are seeking your views on the following patterns of broadcast:

3.2.6.1 **Pre-school**

During the week, the morning and early afternoon block will normally be utilised for pre-school programming coupled with a provision for older children before school hours and during school holidays. It is envisaged that the pre-school block will also be shown on S4C digidol until approximately 1230 and broadcast on the New Service provisionally between 0600 - 1500 hours (with the content for the Older Children shown at the appropriate time - this decision will be dependent on comments arising from the consultation and further research on mixing pre-school provision with provision for Older Children).

3.2.6.2 **Older children**

The service will place particular emphasis on weekend viewing for older children and teenagers with the pattern of viewing changing on weekends and school holidays. In addition to the early morning, school holiday and weekend slots for older children during the week the late afternoon slot will normally be utilised for programming primarily aimed at older children and provisionally broadcast between 1500 - 1830 hours.

It is envisaged that to reach this target age group the channel will have to be listed within the children's section of the electronic programme guide and be marketed as a children's channel. It is envisaged that new media provision will be important to this age group.

3.2.6.3 **Teenagers**

The service will place particular emphasis on evening and weekend viewing with the pattern of viewing changing on weekends and during school holidays. The evening block will normally be utilised for programming primarily aimed at teenagers and provisionally broadcast between 1830 and 2100 hours. Our research shows that this age group is particularly difficult for S4C's traditional channels to reach. It may be that marketing for this age group should not be linked to a children's channel as it may not suit their requirements. New media will be particularly important to reach this age group. Although this consultation deals in the main with our proposals for a television service,

the television service will not stand alone and in a converged world new media will be the most important means of providing services to this age group.

3.3 Funding

We are not seeking additional funding for the New Services and intend to fund the service through existing methods of funding. We fund S4C and S4C digidol from public monies we receive to provide those services. We fund our contribution to the S4C2 National Assembly service from commercial revenues.

The Assembly service on S4C2 is not a public service channel and there is no legal requirement on us to fund or provide this service. This service is provided by a commercial subsidiary, S4C2 Cyf., under a licence from Ofcom. The costs to S4C2 of running this service are more or less the carriage costs (i.e. the payments to satellite and DTT providers) as the programming is supplied by the BBC under a joint venture.

3.3.1 Annual Programming Budget

In any year a proportion of our annual programme budget is nominally set aside for programming for Children and this will continue to be the case. The New Service and S4C digidol will not have separate programming budgets and we envisage that programming commissioned by S4C or supplied to S4C by the BBC will be capable of being broadcast on either the New Service or S4C digidol.

As an indication for 2008, the S4C Authority will set a budget for S4C of which £11.8 million² will be nominally earmarked for services for Children. This may be adjusted annually. Any significant planned or real changes in expenditure require the approval of the S4C Authority as a part of the annual budget process.

3.3.2 Carriage and technical costs

We envisage that (similar to the current S4C2 Assembly model) the carriage costs of S4C's second 24 x 7 stream (which will include the New Service) will continue to be paid from our commercial fund of monies (through our commercial subsidiary).

3.3.3 Additional Monies

An additional £1 million per annum of commercial revenue will be provided to the New Service(s) for the first three years of the New Service(s).

3.3.4 Advertising and Sponsorship and third party revenue

At launch it is not our current intention to carry advertising and sponsorship on a substantial proportion of the proposed New Service. However, the right to carry commercial airtime and earn third party income would be retained and we will re-examine the potential of maximising value from time to time. Any monies derived from advertising and sponsorship on the New Service(s) would go towards funding the New Service.

² This is the figure for 2007.

3.4 **Aims and Objectives**

3.4.1 **Characteristics**

- 3.4.1.1 The programming on the New Service would demonstrate the same public service qualities that the programming on S4C and S4C digidol demonstrate and which S4C's Creative Excellence Strategy demands of all S4C activities.
- 3.4.1.2 The services will be of a high quality to reflect S4C's Creative Excellence Strategy and the high production values expected of S4C programming. A significant proportion of programming will be original home-grown programming produced in Wales and S4C will not be reliant on acquisitions for its New Service.
- 3.4.1.3 In accordance with the proposed remit the New Service will be a mainly Welsh language service. The S4C Authority will lay down a Welsh language policy for the New Service (as it currently does for S4C digidol). As a service primarily aimed at Children in Wales the Service(s) will have the unique ability to provide a sense of community and belonging to the audience by providing a unique service which will be integrated across the most relevant media and hold a relevancy to all Children in Wales.
- 3.4.1.4 Our research has indicated that to capture the attention of Children, content and means of delivery will have to be engaging, entertaining and innovative and with our partners in the production sector, we will, continually seek to find ways of engaging with the audiences in new and exciting ways.
- 3.4.1.5 There will be a broad range of programming to suit the divergent age groups and the divergent requirements of the audience, both culturally and linguistically.
- 3.4.1.6 We will continue to work with educational groups to ensure that we take into account the national curriculum and provide the same level of entertaining but educational material for Children as we do for adults (for example through our specially tailored documentaries for Children). We will inform the children of Wales about the world around them through entertainment and through news programmes tailored to their requirements and from their unique perspective.
- 3.4.1.7 It will be important that we connect with Children in the Welsh language through the most appropriate means. The television service will be one part of a converged service for Children and the new media provision will be of particular importance in seeking to reach older children/teenagers.

3.4.2 **Use of programming**

3.4.2.1 **Simulcast**

A significant proportion of the programming on the New Services will also be broadcast on our primary service, S4C digidol. It is vitally important that there is provision for Children on the main channel, S4C digidol, and it is not intended to reduce the hours of children's programming on S4C digidol (in any event the proposals would increase the provision by extending the broadcast hours of S4C digidol between 0600 – 1230 hours).

3.4.2.2 **Crossover**

The New Service for older children/teenagers will include programmes commissioned for the New Service as well as other programmes commissioned for S4C digidol which have appeal to the target age group. We envisage cross over of content between S4C digidol and the New Service.

3.5 **Performance Measurements and Statutory Commitments**

Performance will continue to be measured across all of our public service channels including the New Service. We envisage that our quotas, statutory commitments and programme promises will be set out and measured across all of our public service channels.

3.6 **Nurture UK Talent**

The ratio of programming commissioned from the independent companies by S4C across all of its public services will remain as set out in the Communications Act 2003. In line with our current output it is envisaged that at least 80% of S4C's output across its public television services will be commissioned from the independent companies (with the remainder usually from ITV Wales and the BBC).

4. **The S4C2 Assembly Service**

4.1 Our commercial company S4C2 Cyf. currently broadcasts the proceedings of the National Assembly for Wales on the Channel "S4C2" which is available on digital satellite, digital terrestrial and digital cable. This service is funded by commercial revenues. The service currently transmits Tuesdays to Thursdays (inclusive) from 0900 - 1800 hours during the term time of the National Assembly for Wales. S4C2 pays for the carriage and the BBC provides the programming.

4.2 This means that we are running a second channel at less than full capacity, and it is this capacity, either around the hours used for the Assembly or alone, that we will use for the New Service.

4.3 We have identified 3 main capacity options.

4.3.1 **Option 1**

- We continue to broadcast the proceedings of the National Assembly during term time, Tuesday to Thursday between 0900 – 1800 hours.
- We broadcast the New Service 7 days a week. The New Service does not broadcast Tuesday to Thursday between 1230 – 1800 hours during the terms of the National Assembly. NB we are able to broadcast between 0600 - 1230 hours because of our intention to utilise the spare capacity on S4C digidol for pre-school programming.

There are disadvantages to an interrupted service, especially in relation to 1500 - 1800 hours, Tuesday to Thursday. However the disadvantage of some interruption may be outweighed by the advantage of retaining the S4C2 Assembly Service.

4.3.2 **Option 2**

- We cease broadcast of proceedings of National Assembly and broadcast an uninterrupted New Service 7 days a week.

Whilst there is a benefit to having a full channel for Children, the clear disadvantage to this scenario is the loss of the S4C2 channel broadcasting the proceedings of the National Assembly. It may be that third parties would be willing to provide carriage for this service.

4.3.3 **Option 3**

- We continue to broadcast National Assembly proceedings as at present and also broadcast an uninterrupted New Service 7 days a week using additional and new capacity.

We do not believe that this scenario is currently possible unless additional capacity and funding are found.

We are seeking the opinion of the public on these scenarios to better gauge which option would provide the most value to the public.

5. **Extended coverage of events on S4C2 as broadcast on S4C2 capacity**

We currently broadcast additional coverage of events such as the Eisteddfodau and the Royal Welsh Agriculture Show as well as other significant Welsh events on the S4C2 capacity. In line with our Programme Strategy we will continue to provide additional coverage, (whether via red button or on the “S4C2” channel), of national events.

6. **Who may be affected by the proposals**

At Annex A, we have attached a list of the key stakeholders with whom we will be actively engaging throughout this open consultation. These include:

- Children.
- Our audience/users and potential audience/users.
- Stakeholders.
- Tripartite - Commercial Partners.
- BBC.
- Any persons interested in providing a Welsh language television service as a commercial service.
- Any other parties identified during the consultation process.

7. **Risks and Options**

- Advantages and disadvantages set out in relation to Options regarding Assembly coverage.
- The effect on the possible launch of other services by S4C.
- The possible disruption to the market if commercial parties wish to launch a Welsh language television service for children.

8. **Questions** – please find our questions here

http://www.s4c.co.uk/childrens/e_consultation.shtml

PART 2 - Summary of S4C Research and Key Findings

1. S4C Research

- 1.1 Our Schools Research Officer works exclusively on gathering the views of Children. Each year since 1997, a Schools Panel has been created afresh, and six primary schools and six secondary schools visited during the year to assess the response of children of all ages to a variety of our children's services. Around five or six mainly qualitative projects are conducted each year. These can range from in-depth examination of returning series for programme development to assessing the effectiveness of marketing campaigns. Interviews are also conducted with teaching staff on their use of programming in the classroom.
- 1.2 In addition to this work, which is mainly qualitative, S4C Research issues a monthly report on viewing figures for children's programmes including tracking patterns over time, looking at performance of other channels as well as S4C. Ad-hoc quantitative work on children's programmes is conducted as needed, where a range of currencies are looked at – thousands, Share and Reach. BARB does not measure the viewing of children under the age of 4 years old. We are also using a new children's omnibus research service started by Beaufort Research during 2006. 500 children aged 7-18 year olds from all over Wales are interviewed face-to-face twice a year, and will give us valuable information for tracking opinions over time.

2. Welsh speakers

- 2.1 The profile of the Welsh language is changing. The 2001 Census revealed that 41% of children in Wales aged 5-15 years old spoke Welsh – a 15% increase on 1991 figures. There was a decrease in the percentage of Welsh speakers in the 45+ age groups. Geographically, the largest increases in the number of Welsh Speakers overall were in South Wales, and while West and North Wales remained the areas with the highest numbers of Welsh speakers, those areas also saw decreases, with the largest decreases in West Wales. Demographically and geographically, the Welsh language is changing.
- 2.2 In addition education policy now sees all pupils receiving Welsh language lessons up until the age of 16 years old.

3. Television services

- 3.1 It is undisputed that television in general and the children's genre in particular is experiencing great change. To this end Ofcom are currently conducting a review of the role of television within children's media in the UK and in particular the prospects for future delivery of a wide range of high quality and original content for children. Their research shows that the majority of children now have access to eighteen dedicated children's channels on multi channel platforms and that children's viewing is migrating to those specialist channels. This has led to a fast decline in overall children's TV viewing over the past three years, especially to terrestrial channels. They will also be looking at the extent to which the model of traditional linear television will be usurped by new technologies and the geographical issues relating to children's programming and the role of public service children's programming in reflecting the cultural diversity of the different nations and regions in the UK. Further details regarding this consultation can be found on Ofcom's website. Their report is expected in Summer 2007 and we will take full account of their findings in our decision making and planning process.

- 3.2 Ofcom's annual report on public service broadcasting highlights that children are viewing nearly one tenth less since 2002. S4C's children's output has increased since 2002 whereas the average hours of children's output on the public service channels declined by 11%. There has been an increase in the proportion of children's viewing to Children's genre multichannel output from 56% of total weekly hours viewed in 2002 to 82% in 2006. There has been a converse decrease in the viewing of the terrestrial public service channels from 47 hours per child per year in 2002 to 30 hours per year in 2006.

4. **Viewing patterns of Children on S4C**

- 4.1 In terms of viewing patterns, 4-9 year olds view television in the 0700 to 0900 time-slots and between 1515 - 2000 hours, with viewing decreasing after 2000 hours. Children aged 10-15 year olds, also watch in the mornings but at a lower level, and their viewing also begins from 1515 hours, gradually increasing to 1800 hours, then falling off somewhat before increasing again up to 2100 hours, then decreasing gradually. Viewing figures for Children are high at weekends – but there is currently limited output for Children at weekends on S4C Digital, which is displaced when sporting or cultural events necessitate this.
- 4.2 By now, 92% of Welsh speaking children in Wales live in homes with Digital TV. The viewing patterns of Welsh-speaking children to the plethora of children's channels is not significantly different to that of non-Welsh-speaking children, but where there is a difference is in the viewing of children to non-terrestrial TV compared to that of adults. Adults' share of viewing to non-terrestrial television in Wales during 2006 was 38%, whereas among children the share jumps to 58% - so, almost 60% of children's total viewing is to non-terrestrial channels. Among Welsh speakers, the figures are 32% for adults and 60% for children. (*Share All Hours, BARB Data, S4C Panel*).
- 4.3 Research shows that there is a potential problem to be addressed with the fact that the weekly Reach of Welsh speaking children to S4C's Welsh language hours is only 21%, compared to 41% among all Welsh speakers. Drawing children to an S4C channel at an early age will have a long term positive effect on their viewing of the main S4C channel, making it an essential part of their wide repertoire of viewing.

5. **The views of Children**

- 5.1 To ascertain the opinions of Children about S4C, a Children's Panel has been established, since September 1997, in schools throughout Wales where teaching is conducted through the medium of Welsh.
- 5.2.1 Regular projects about **Planed Plant** and some specific series show that it can be difficult for **Planed Plant** to appeal to the full age range of children aged 6-13 years old, and it tends to appeal to a greater extent to those aged 6 - 10 or 11 year olds. Those aged 11 or over tend to have differing needs.
- 5.2.2 Across the age range of 8-13 years old, requests have been made for **Planed Plant** to be on for a longer period of time and for a channel to be dedicated to them. They see that other channels show children's programmes throughout the day, and they would like to see the same provision in the Welsh language.

- 5.2.3 Ideally, each age group would appreciate programmes specifically targeted at them. Those aged 11 or over currently feel underserved by S4C, and don't wish to be associated with the younger viewer, so programmes should not attempt to cross from one 'age group' to another. If the service is to be shared across the age groups, clear indications should be given of what is aimed at whom. One research project indicated that one service could be shared if the various 'sections' were clearly labelled – with different parts of the schedule individually branded according to the relevant age of the viewer.

6. **Conclusion**

The research indicates that at the moment S4C is not always the natural choice for a significant number of children living in Wales. A dedicated service would allow Welsh language services to keep apace with changes in overall viewing habits and to compete with other channels dedicated to children.

PART 3 - S4C's Powers and Policy in relation to New Service(s) for Children

1. Powers of S4C Authority and S4C's Creative Excellence Strategy

- 1.1 The S4C Authority has the power to provide an additional public service channel (in addition to S4C and S4C digidol) provided that the Secretary of State for Culture Media and Sport has approved the provision of that service by Order in accordance with s205 of the Communications Act 2003.
- 1.2 A s205 Order sets out a public service remit for that service and provides the S4C Authority with the power to spend money received from grant in aid on that service. We set out at Annex 1 the provisions of that section.

2. Proposal to Launch a New Service(s) for Children

- 2.1 Digital terrestrial capacity has been reserved for S4C to launch additional unique, high quality, free-to-air, digital services in the Welsh language and the framework of the Communications Act 2003 further promotes this policy. S4C currently has the right to utilise capacity on both Digital terrestrial and digital satellite television to enable a further service to be carried.
- 2.2 Following extensive research and in light of the changing media landscape the S4C Authority wishes to consult with the public and stakeholders on its proposals to launch a new television service (and incidental and conducive services) for Children. Our research indicates that such a service will maintain and strengthen the quality of public service television broadcasting in the Welsh language and ensure that there is a suitable quantity and range of high quality, original programming available for Children in the Welsh Language and which would not be provided by the commercial sector.

3. Creative Excellence Strategy

S4C's Creative Excellence Strategy 2004 notes that:

As a public service broadcaster, and especially in view of our Welsh language responsibilities, establishing an appropriate strategy for the children of Wales is vital. We aim to ensure that our strategy reinforces the work of other organisations. Children's programmes are to be given greater prominence with a new three hour long service between 1600 and 1900, Monday to Friday, throughout the year on S4C digidol. The emphasis will be on programmes for pre-school children until 1700 followed by material for older children. The content will be from a variety of sources. The output will be repeated at alternative times on S4C digidol. Its availability on analogue will be subject to commercial considerations. More factual programming for children will be introduced, mainly by creating appropriate versions of series commissioned for the peak time schedule. In assessing the viability of co-productions, potential adaptations for children will be one of the criteria. We wish to ensure that the prominence given to children during the above hours does not lead them to believe that S4C is not relevant at other times. We will, therefore, identify programmes or individual series with a family appeal in order to build a bridge between the children's service and peak hours.

*A thorough review of S4C's current children's output, **Planed Plant**, along with an action plan is to be completed before the end of this year. The nature of the schedule, the pattern of various series' runs, method of presentation and the brand itself will all be changed.*

4. **S4C's Corporate Plan 2005 noted that:**

"Re-launch the children's service and during 2005 complete an assessment of the practicality of a Children's Channel".

5. **S4C's Review of Programme Policy Statement 2005 noted:**

"S4C now broadcasts children's programmes during all school holidays, with extended provision made available over Christmas for the first time in 2005".

"Pre-school programming continued to be an important part of our children's output. We doubled our investment for this age group to approximately £2 million..."

6. **S4C's Programme Policy Statement 2006 noted:**

" We will continue to give prominence to our children's service through school holiday provision, while planning for a new service continues. We will broadcast a minimum of 140 hours of original programming for children".

7. **S4C's Programme Policy Statement 2007 notes:**

" We will re-organise our entire provision for children following the appointment of a new Head of Children's Services. The aim being to add value and revise the nature of the provision in line with the needs of the audience. Following the changes, the new-look provision will be a significant transformation.

In the meantime, we will continue to extend our provision for children, and will concentrate, during 2007, on the 10–15 year age group".

ANNEX A – Key Stakeholders

Department for Culture, Media and Sport
Welsh Assembly Government
National Assembly for Wales
AMs
MPs (Culture Committee; Children's Minister; Welsh MPs)
Lords
Ofcom
PACT/TAC
Production Sector
BBC Wales
ITV Wales

Acen
Applicable commercial partners
Association of Welsh Medium Nursery Schools and Playgroups
Bevan Foundation
Carriage and other technical providers
Children's Commissioner for Wales
Children in Wales
Commission for Racial Equality
Cylch yr Iaith
Digital UK
Estyn
IWA – Institute of Welsh Affairs
Language Advisers
Local Education Authorities
Merched Y Wawr
Parents for Welsh Medium Education
Teaching Unions
The National Eisteddfod of Wales
Twf
Urdd Gobaith Cymru
Voice of the Listener & Viewer
Wales Pre-school Playgroups Association
Welsh Books Council
Welsh Language Board
Welsh Language Society
WLGA – Welsh Local Government Association
Young Farmers Clubs

plus other Parents, Children's Groups etc

ANNEX B – QUESTIONNAIRE AND EVENTS

We would be grateful if you could take some time to consider and reply to our questions. We are happy to receive your comments in Welsh or English. The closing date for response is **20 July, 2007**.

Questions

We would welcome your opinion on the following questions.

1. Do you agree with our view that a dedicated service for Children will enhance the public service offering in the Welsh language for Children?
2. Do you have any comments / what are your views about the proposed hours of broadcast and the target audiences?
3. What would you consider to be the most important key characteristics for television services for Children provided by S4C?
4. Do you have any comments on the options set out at paragraph 4 and in particular option 1 and 2? Do you have any other comments you would like us to consider on this issue?
5. Do you believe that a third party provider would be willing to provide a Welsh language television service for Children of a similar nature to that outlined above on a commercial basis?
6. Can you identify any other stakeholders we should be contacting not included at Annex A?
7. Do you have any other comments you would like us to consider in relation to this Consultation on a new Welsh language television channel for Children?

How to respond to S4C's Consultation

There are three ways to respond

1. Complete our online consultation response form
http://www.s4c.co.uk/childrens/e_consultation.shtml
2. **By e-mail**

For larger consultation responses and those with supporting material please email alun.thomas@s4c.co.uk attaching your response in Microsoft Word format, together with a consultation coversheet http://www.s4c.co.uk/childrens/e_consultation-cover-sheet.pdf
3. **By post**
Alternatively, you can respond to Mr Alun Thomas, Secretary to the S4C Authority, S4C, Parc T ŷ Glas, Llanishen, Cardiff, CF14 5DU. Please enclose a consultation coversheet http://www.s4c.co.uk/childrens/e_consultation-cover-sheet.pdf with your response.

Public Events

The S4C Authority will be holding some public events to discuss the consultation. Please check the S4C website <http://www.s4c.co.uk/childrens> and local press for details.

Accessibility

This consultation is available in Welsh and English and in a web accessible format on-line <http://www.s4c.co.uk/childrens>
We will, on request, arrange for a Braille copy of the consultation to be provided.

Freedom of Information

S4C is subject to the provisions of the Freedom of Information ("FOI") Act 2000. If any respondent considers that any information supplied by it to S4C pursuant to this invitation is commercially sensitive or confidential in nature, this should be highlighted explicitly and the reasons for its sensitivity set out in full in the response. S4C will take account of this in deciding whether to release the information in response to Freedom of Information Requests. However, respondents accept that S4C will release such information if it receives legal advice that it must do so in order to comply with FOI Act.

Data Protection

Respondents authorise S4C to process all information provided as part of their response including but not limited to publishing such information and/or providing it to third parties and confirm that they have obtained all necessary third party consents to enable S4C to do so.