



## S4C Unitary Board

Programme Policy Statement 2022–23 (and Policy review 2021–22)  
May 2022

S4C serves the audience with content that entertains, excites and reflects Wales in all its diversity.

As a public service broadcaster we have a duty to create the platform and ecosystem to stimulate the creative industries in Wales, to create ambitious and unique content that appeals to all ages, backgrounds and linguistic abilities.

S4C aims to be a destination for creative, engaging and attractive Welsh-language content, available to enjoy on a variety of platforms in Wales and beyond.

### Programme Policy Statement 2022–23

The DCMS financial settlement has given S4C a financial base to design an exciting multi-platform content strategy. This will enable us to respond to the changing needs of viewers by publishing content on the platform most appropriate to reach the diverse cohorts we want to serve.

We will increase our investment in high-quality drama and continue to commission powerful documentaries to improve the choice for viewers who turn to us on Clic and iPlayer.

We will strengthen S4C's position as the home of Welsh sport, securing rights for our national teams' games and supporting grassroots sport.

We will reflect the lives of the people of Wales in our news, current affairs, and entertainment content, and we will be present at the national mass events which will resume this year following the Covid restrictions.

And we will underline the crucial role that S4C plays in the objective of reaching one million Welsh-speakers by ensuring engaging provision for children, young people, and those learning Welsh.

S4C will not be one channel. S4C content will reach our audience on S4C Clic, iPlayer and all social media platforms.

#### Drama

There will be a shift in emphasis in our drama strategy as we increase investment in high-quality dramas and develop our joint production ambitions with other partners beyond Wales. We will aim to secure extended rights for our dramas to ensure that our platforms have a broad selection of dramas throughout the year.

One of the highlights will be our first co-production with Channel 4 and Sundance Now, namely **Y Golau / The Light in the Hall**, which will also be broadcast in North America, Australia and New Zealand. A psychological thriller about injustice and revenge starring Alexandra Roach, Iwan Rheon and Joanna Scanlan.

In the autumn we will have an original Welsh drama, **Dal y Mellt**. Based on Iwan 'Iwcs' Roberts' first novel, the 'heist' drama will be a new genre for S4C that will take us on an exciting journey into a world of crime, lies, secrets and heartbreak. The cast will include experienced actor Mark Lewis Jones and a young actor making his debut, Gwion Morris Jones.

The second series of **Yr Amgueddfa** will be based at Carmarthen Museum in Abergwili and will be released as a box set over Christmas. The first series has already been sold to BritBox International and AXN in Japan and we are confident that the second series will generate the same excitement.

In partnership with Creative Wales, we will begin our investment in an annual Welsh-language film. One of the films in development is **Y Swm**, by Roger Williams, which is a historical portrayal of the struggle for the founding of S4C. The film, **Gwledd**, will be released in UK cinemas after a successful run in America and at film festivals, and will be available on S4C's platforms in the autumn.

As soap viewing decreases across the channels, there will be fewer episodes in our annual schedule. We will use any funding from that to strengthen our drama output.

## Sport

It is possible that two international sporting events will take centre stage in 2022, namely the Commonwealth Games and the Football World Cup. If the Welsh football team reach Qatar, it will be our first appearance since 1958 and we will bring all the excitement to our viewers.

Before that, the national team will play a number of major matches against some of the world's best teams, and we will launch a new sports strategy, under the new **S4C Chwaraeon** brand, in June.

In preparation for the Commonwealth Games in Birmingham, we will have a package of content illustrating the preparations of Welsh competitors, and nightly highlights of the games will pay particular attention to competitors competing under the Welsh flag.

As well as keeping up to date with our clubs in the **United Rugby Championship**, the channel's sports portfolio will expand in 2022, based on our objectives to offer more live sporting content online, and more diversity within our provision.

Two of **Wales' Women's Six Nations Championship** games will be shown on S4C, and we will be webcasting two international netball games. We will also broadcast some **Indigo Prem** rugby games and **Cymru Premier** football matches on various platforms.

## News and Current Affairs

Following the launch of the **Newyddion S4C** app and website last year, we will aim to expand the provision for learners, provide a news platform for children, and create a magazine element by hosting news stories from other S4C programmes. We will also invest effort on Instagram to reach a younger audience.

We will ensure that the local elections are given due attention, not only through the S4C news programme, but also in special editions of **Pawb a'i Farn** and **Y Byd ar Bedwar**. As the major events of Wales restart this year after the pandemic, Pawb a'i Farn will also have a presence at this year's National Eisteddfod. And, as major news stories break internationally, we will pay close attention to those stories through our news and current affairs services across all platforms.

## Factual

With the Covid restrictions behind us, we can finally broadcast many of the ambitious series' that were commissioned two-years ago. A major series on the history of the Welsh Language (**Hanes yr Iaith**) will be broadcast in October with 4 different presenters - Sean Fletcher, Alex Jones, Elis James and Lisa Jên. And, in January, Carwyn Jones will be telling the history of Welsh rugby in a series of 4 programmes called **Hanes Rygbi Cymru**.

Popular brands such as **Am Dro**, **Y Fets**, **Tŷ am Ddim**, **Gwesty Aduniad** and **Y Llinell Las** will be returning, as will the new **Symud i Gymru** format, which will address one of the big issues of the day, namely the shortage of housing for local people. The series, **Wrecsam**, will look at the hopes of the football team under the club's new owners, Ryan Reynolds and Rob McElhenny. And, in the second series of **Cymru, Dad a Fi**, Wayne and Connor Howard will further explore their family history in Ireland, Jamaica and Cuba. **Teulu'r Castell** will be a new observational series following the efforts of a Carmarthenshire family to renovate the former Llansteffan estate and castle.

The **Drych** strand will continue with a mix of timely and powerful stories, and we will continue our ambition to broadcast impressive crime documentaries. **Llofruddiaeth Logan Mwangi** will air on the night of the sentencing, **Llofruddiaeth y Gyrrwr Tacsï** explores one of the great unsolved mysteries of South Wales Police, and **Yr Ysbiwr** unveils new information about the shocking story of Gareth Williams who was found dead in a bag in his London apartment.

We will mark several birthdays during the year. To coincide with the Urdd's centenary, Mari Emlyn will be researching her grandmother's history in **Mam yr Urdd**, and at the time of the Queen's Jubilee, Ffion Hague will look at the queen's role as Head of State, woman, mother and grandmother, as well as her relationship with Wales. In December, there will be two special programmes to commemorate the Greenham Common campaign (**Comin Greenham**). And on S4C's birthday, we will be reconnecting with **Plant y Sianel**.

## Religion

As congregations return to places of worship, we will continue to broadcast services on special Sundays (**Oedfa**). And we can resume recording congregational singing in our chapels for **Dechrau Canu Dechrau Canmol**, which will include a special service to celebrate Morryston Tabernacle's 150th birthday.

### Welsh Learners

There is an ambition to develop the service for learners in collaboration with the National Centre for Learning Welsh. Our commissioning decisions will be informed by focus groups conducted with learners.

**Iaith ar Daith** will return for another series, which again provides a shop window for learning Welsh.

### Entertainment

Chris Roberts has a long tradition of creating epic food, and his next step is the epic series, **Chris yn yr Afal Mawr**. Keeping Chris company in New York will be Tomos Parry, his friend, chef and owner of the Michelin-starred restaurant, Brat. Another talent that will hit the screen is Owain Wyn Evans with his glossy talk show, **Siop Siarad Owain**.

Popular brands will be returning, including **Guinness World Records, Priodas Pum Mil, Academi Felys Rich Holt** and the series **Sgwrs Dan y Lloer**. In addition, new formats have been commissioned with the aim of tugging heartstrings and generating discussions, including **Radio Fan'ma** with Tara Bethan and Kristoffer Hughes, and **Stondin Flodau** – a series which will create incredible decorations for emotionally charged occasions. In commemorating the Urdd's centenary, nostalgia takes centre stage in a cross-platform series, **Yn Ôl i'r Gwersyll**, where various groups will experience life at Llangrannog camp through the decades. **Ysgol Ni** is a series that has certainly generated discussions and, as such, we will commission another series that will focus on a new school, a new area and new challenges.

In comedy, **Rybish** is back in a naturalistic rig series, and **Hyd y Pwrs** returns to satirise S4C's content and everything Welsh. Following the success of **Jam**, we have commissioned a new box set of the series, which will also broadcast linearly. Tudur Owen returns to entertain us with his **Stand Yp** and there are also plans for a satirical series with Tudur and Siân Harries. A specific plan is in place to ensure that more diverse comedy can grow on digital media and Clic to push the boundaries and develop talent.

### Music and Events

With live events finally returning, the Urdd and National Eisteddfod will be back broadcasting from actual locations this year. However, with new and experimental techniques and creativity built up over the last two years, the output will feel fresh and innovative across all platforms.

Music and events of all genres will be reflected on a variety of platforms and under our music brand, **Lŵp**. We are proud to be able to partner with and promote music festivals such as **Tafwyl, Focus Wales, Gŵyl Fawr Dolgellau, Lorient** and **Lleisiau Eraill**.

### Young People

Hansh's short-form content continues to evolve alongside viewer trends, and we will move to a strategy of creating content that generates *laughter, understanding and mischief* mostly for Tik Tok and Instagram. This will be underpinned by new talent and a clear focus on representing the diversity of Wales, providing opportunities for young people across Wales to claim a place on S4C, raise their voices and create a name for themselves. Alongside this, we will incorporate the **Medru** project for disabled and deaf talent into Hansh's core service, seeking to ensure that disabled talent is consistently supported to develop in front and behind the camera throughout the year, not just through a short-term scheme.

After starting to produce quality long-form programmes in 2021/22, such as **Pen Petrol, Limbo** and **Pa Fath o Bobl**, we will build on this significantly by creating an energetic, young and engaging schedule that will make noise on YouTube, Clic, iPlayer and on linear S4C. The current affairs series, **GRID**, will return, and there will be new factual commissions such as **Cheer Cymru**, which will look at cheerleading teams as they represent Wales in the world championship. Underway in the field of entertainment is the series, **Y Cwestiwn Mawr**, and we are developing several longer entertainment formats, from dating to social experiments.

### Children

This year's highlights will include seeing the fruit of some of the YACF (Young Audience Content Fund) supported series' being broadcast, as well as seeing exciting content being developed and produced for Cyw's younger audience and Hansh's older audience across multiple platforms.

The sci-fi drama series for older children, **Y Goleudy**, goes into production during the summer after it was postponed due to Covid, and there will be a second series of the drama for older children, **Itopia**. Both series' offer new scriptwriting, acting and directing talent, and S4C, a chance to experiment with drama box sets for children on Clic.

We will continue to develop You Tube content for children and give this specific content one clear home. The intention is to develop a brand for the 11+ audience.

As part of the Cyw brand, this year will see the development of a service for babies and their parents called **Cywion Bach**. This content will encourage the use of Welsh between parents and their children and will be available on multiple platforms. To provide Cyw content to children before going to bed, a series of bedtime stories (**Straeon Nos Da**) will be produced. The dance and animation series, **Twrch mewn Twll**, will also be available this year, which is totally inclusive in terms of the level and ability of language and the physical ability of children. A new series of **Deian a Loli** will be produced, as well as a Christmas special, which will be the highlight of the festive period.

## **Review of Content 2021–22**

It was a year of change and preparation for the transformation of S4C's content and publication strategy. One chapter ending, with another starting. Saying goodbye to one Chief Executive and Director of Content, and welcoming a new team to lead the channel on the next journey and welcoming a funding settlement that provides a foundation for the future.

As expected, the change in viewing habits continued with the shift of live viewing to S4C Clic and iPlayer platforms. And in response to our viewers' habits, the S4C News app was launched to bring you the latest stories in your pocket.

The Covid restrictions ended and the Ukraine war began. Once again, S4C brought heart-rending stories that define our lives. S4C has been home to major national experiences with the Wales Ukraine fundraising concert, and the effort of the national football team to reach the World Cup.

And we remembered one of the stalwarts of the channel and of the Welsh countryside, Dai Jones Llanilar. A character who was as popular today on new media as he had been throughout his television career.

### Drama

Although Covid restrictions still affected the industry in Wales, the channel continued to serve the audience with our soap operas, *Pobol y Cwm* and *Rownd a Rownd*, and top-quality dramas.

The original new drama *Yr Amgueddfa* began in May 2021 and offered S4C viewers a brand new genre as they had the opportunity to enjoy an art crime thriller on the channel for the first time. Not only has it received great praise from the audience and British press (such as *Radio Times* and the *Sunday Times*) the drama was sold to *Brit Box* in the United States and Canada, and to the *AXN* channel in Japan.

In September, a special film was broadcast telling the story of Welsh rugby legend Ray Gravell. The *GRAV* TV film, directed by Marc Evans, was very emotional and not only resonated with the core audience but reached a new audience.

As the days became shorter, and with autumnal chills in the air, it was the perfect time to enjoy the third series of the dark and disturbing drama *Craith*. The popular and intriguing series, known for thrills, was once again a success with viewers both linearly and online; and it was inspiring to see the emergence of the neurodivergent actor Justin Melliush in the main role.

*Enid a Lucy* came back in early 2022. This energetic series was a tonic for viewers after a difficult period of Covid. And the new series of *STAD* was also a tonic. After the success of the old *Tipyn o Stad* boxsets over lockdown, it was an opportunity to re-connect with the troubles of the Maes Menai estate ten years later, with a couple of new faces joining the cast. The series was issued as a boxset on Clic, and appealed to a young audience with 70% of those viewers aged 16-44.

In our effort to discover, nurture and develop new talent, Series 3 of the popular *HER FILM FER* scheme was broadcast, two films were broadcast through the *It's My Shout* inclusive scheme, and the new *PAIR* scheme was also launched. Supported by Theatr Genedlaethol Cymru. *PAIR* is a great new opportunity to encourage freelance artists in the arts sector to come together to develop original work.

Led by S4C, Arts Council of Wales, Ffilm Cymru Wales and the BFI Cymru Network, the third stage of *Y Labordy* was launched. This time the innovative scheme focuses on developing film, theatre and TV producers.

A Memorandum of Understanding was signed between S4C and Creative Wales at the end of 2021 to support the development of a dynamic screen sector in the Welsh language. The aim is to create cinematic films that

underline S4C's commitment to host quality dramas that will bring Welsh talent to the world and bring the world's attention to Wales.

### Sport

The effects of the pandemic stretched into the sporting year of 2021–22. The Pro14 rugby season resumed with rearranged fixtures and competitions carrying on late into July trying to recoup for lost time. S4C's cameras also travelled to South Africa for highlights of the British Lions Tour. Presenter Sarra Elgan's impressive teaching skills came to the fore as South African rugby great Bryan Habana embraced the Welsh language.

In July, Wales rugby returned to the Principality Stadium with the visit of Argentina. S4C had live coverage of two of the three test matches. Both live games reached over 215,000 viewers in the UK and received over 50,000 Clic and iPlayer sessions.

Better late than never the *Tour de France* and the *Giro d'Italia* were squeezed in before the year's end and highlights of the Newport Marathon saw thousands of runners take to the road together for the first time in two years.

November launched a new Rugby Autumn Nations series. With Wales's live games behind a paywall, S4C offered comprehensive highlights on the day of every match, keeping the national team on Free To Air television. The rebranded Pro14 now the United Rugby Championship returned to the *Clwb Rygbi* with S4C securing an impressive 27 live matches each season.

The Six Nations returned with crowds in February along with three games in the 6 Nations Under 20s tournament. Each match attained a reach of over 100,000, with over 10,000 viewing sessions on S4C Clic and iPlayer.

On the Welsh club scene S4C launched a new series with a live game every week from the Indigo Premiership league. The series is part of a growing portfolio of live sport offered on our social platforms and on S4C Clic. Welsh club rugby and football can be found on S4C *YouTube* and *Facebook* channels every week including the showcase of the stars of the future with *Rygbi Pawb*, which consistently attracts a young audience (16-24) to S4C Clic.

S4C's streaming of live sport is increasingly popular with a significant number of viewers for our coverage in March of the Wales C v England C football fixture.

For petrol lovers, *Ralio*, also available on S4C social platforms, is attracting a growing audience. Following the progress of Elfyn Evans in the World Rally Championship makes up a large part of the series, but additional motorsport programming, including the unmissable *Howard yn y Garej* are proving enormously popular.

Women's competitive sport continues to be a priority for S4C. The opening game of the football season in the newly-branded Adran Premier was live on S4C. Over 70% of the presentation and commentary team on the production were female and diversity was also represented behind the cameras with a female producer and an LGBT+ director/executive producer. Laura MacAllister's *Gem Gyfartal* was an important and timely documentary looking at the women's game in Wales.

Two of the five Women's Six Nations fixtures were live on S4C, part of shared arrangement with *BBC Sport* and a new weekly vodcast from inside the Women's camp, *Y Sgarmes Ddigidol* was a great way to get to know the women's rugby stars of the future.

Having followed Wales to Baku, Rome and Amsterdam for UEFA's Euro 2020 Championship, the *Sgorio* team ended the year on a high with live coverage of Wales's win in the FIFA World Cup semi-final play-off against Austria. A UK reach of 391,000 was the highest for any football match shown on S4C since the World Cup Qualifying game in 2017 against the Republic of Ireland. On an unforgettable night at the Cardiff City stadium, with the crowd in full song, these are the moments made for a national free to air broadcaster. In the fast changing world of broadcast rights S4C is committed to showing these moments more than ever.

### News and Current Affairs

Following a significant increase in demand for news and current affairs on all platforms as a result of the pandemic, the S4C News digital service was launched. The number of users has grown steadily over the year with eight thousand having downloaded the app. Over six months the number of video views on the service's social media on *Facebook* and *Twitter* was 2.6 million. As well as curating news from around the world through different sources, the team also produces original news stories and repackages content from the S4C *Newyddion* programme.

With the Welsh Parliament Election in May 2021, a vibrant election results programme was skilfully fronted by Bethan Rhys Roberts from the BBC's new home in Central Square, Cardiff. It was a 9 hours long programme and returned the following day for the final results.

*Byd yn ei Le* has also been an important forum to hold politicians to account with the political future of Boris Johnson at stake following the Downing Street lockdown parties. And as the Covid restrictions eased, *Pawb a'i Farn* was able to travel to the people on the ground again.

With huge pressure continuing on the health service as a result of Covid, the *Gweinidog Iechyd mewn Pandemig* (Health Minister in a Pandemic) programme gave us a unique insight into the difficult decisions faced by Eluned Morgan, and the Welsh Government. There were also special current affairs documents, *Covid, y Jab a Ni* and *9/11: Diwrnod wnaeth newid fy mywyd*.

After the pandemic continued to attract viewers consistently to S4C's flagship *News* programme, the news agenda completely changed direction when the war began in Ukraine. *Newyddion S4C* and *Byd ar Bedwar* reporters went to the border to tell the story of the people who were fleeing, with some trying to reach their families in Wales for asylum.

### Factual

The past year has been a time of trying to re-engage in productions without the Covid rules and shackles, and with some stability returning some of our most popular formats returned to the screen – *Tŷ Am Ddim*, *Gwesty Aduniad*, *Y Fets* and *Am Dro*, and a new photography format was also piloted in *Yn y Ffrâm*. *Am Dro* was adapted and sold as a format for BBC 2, and *Gwesty Aduniad* will become an English and Welsh co-production with the BBC.

Several individuals and organisations celebrated their birthday over the year and in *Eryri: Pobol y Parc* 70 years of Snowdonia National Park was celebrated, while *Cymru, HIV ac Aids* noted 40 years since the first incident of Aids.

2021 was also an important year for *Dechrau Canu Dechrau Canmol* and Huw Edwards – both aged 60 – and the documentary *Huw Edwards yn 60* created a lively conversation on social media and attracted numerous viewers.

As our crime strand developed several powerful documents were produced – *John Owen : Cadw Cyfrinach*, *Peter Moore :Y Dyn mewn Du*, *Bryn Fon: Chwilio Am Feibion Glyndŵr*, and *Y Parchedig Emyr Ddrwg*. Within the *Drych* series Jason Mohammad returned to his home on the trail of the Ely Riots of 1991, there were honest and personal documentaries in *Fi*, *Rhyw ac Anabledd* and *Frank Letch: Byw heb Freichiau*, while *Lloches* gave refugees who have settled in Wales a voice to tell their story. *Cyfrinach y Bedd Celtaidd* recorded the history of one of Wales' most exciting archaeological finds, and was produced in collaboration with *Smithsonian* and *Discovery Science*. And *Chwaer Fach Chwaer Fawr* was nominated for the Grierson Award.

The continuation of Covid restrictions meant that people were still taking holidays close to home, and several programmes brought Wales to the viewer – *Cynefin*, *Nofio Adre* with Gareth Jones swimming across Wales, and *Cymru Dad a Fi*, where father and son Wayne and Connagh Howard explored the Welsh islands.

### Entertainment & Comedy

Despite the challenges of Covid, we saw the importance of entertainment and comedy within the output, with commissions full of diversity, creativity and entertainment.

We made the most of our successful brands during 'Beach Week' in July. Among them, *Sgwrs Dan y Lloer* with Elin Fflur interviewing the popular performer Max Boyce from his favourite beach in the Gower area. The highlight of the week was the bold decision to host *Priodas Pum Mil* live from Trefor beach, and fortunately it was held on the warmest evening of the year.

The series *Ysgol Ni* returned, this time from Ysgol y Moelwyn, Blaenau Ffestiniog. This content certainly created a conversation with amazing access to the close knit community of Blaenau Ffestiniog in unprecedented times. The series attracted the highest average year-wide viewing on Clic and iPlayer (beyond sport and drama content).

The best performing entertainment series was *Jonathan* with nearly half of the audience non-Welsh speakers. Again, including rugby and entertainment, there was a great response to *6 Gwlad Shane ac Ieuan*. The two legendary rugby wingers visited the six cities of the Six Nations, reminiscing and meeting old friends. This series also attracted a different audience across the platforms, with nearly half either less fluent or non-Welsh speakers.

In comedy, the *Rybish* series was nominated for a number of awards, and there were edgy and ironic performances by Tudur Owen and Sian Harries in *O'r Diwedd*. The *Jam* comedy, combining the drag and adoption worlds, appealed to people of all ages and audiences from all levels of fluency.

### Music and Events

Again this year a number of important events were affected or postponed. However, it was possible to adapt and take even more creative risks when working closely with our partners to reflect the spirit of the holidays.

*Eisteddfod T* returned, but this time the digital and live performance element were interwoven, taking advantage of the special location of the Urdd Camp at Llangrannog to hold the event in a hybrid manner. The National Eisteddfod took place in Central Square, Cardiff and broadcast the colourful Gorsedd ceremonies live in the evening to honour the winners.

Despite the challenges, it was good to welcome more live music this year across the platforms. The Year of Wales was celebrated at the Celtic Connections Festival, Glasgow with a programme of folk highlights hosted by Gwilym Bowen Rhys and Eve Goodman, in partnership with Wales Arts International and Visit Wales.

*Noson Lawen* gave a platform to a host of popular and new artists across Wales and the family audience returned to enjoy the popular *Cân i Gymru* event. Again this year social media was very busy as viewers responded live to the competition.

Due to the challenges of Covid and three years since the last competition, one of the musical pinnacles of the year without doubt was welcoming *Côr Cymru* back from Aberystwyth Arts Centre. This is an important brand for the channel, celebrating the best of Welsh choral talent. The final was a highlight, not only as an excellent competition, but in terms of being able to perform in front of an audience once again. In addition, everyone was captivated by the special performance of Amelia Anisovych, a seven-year-old girl from Ukraine who travelled to Aberystwyth to sing on the night and lit the stage. Amelia had come to the world's attention with a viral video of her singing in a bomb shelter in Kyiv.

Due to the horrors of Ukraine, the *Wales and Ukraine Concert* was organised to raise funds for the DEC Cymru appeal. Hosted by Elin Fflur, there were emotional performances by a host of Welsh and Ukrainian talents, including baritone Yuriy Yurchuk and tenor Gwyn Hughes Jones.

The contemporary music scene featured prominently across the platforms, under our *LŴP* music brand. The *Curadur* series has been an opportunity to celebrate Welsh music and culture as artists such as Lemfreck, Aleighcia Scott, Heledd Watkins and Cate Le Bon have curated and introduced us to a wide and exciting range of performances.

### Online content and young people

This year was a significant year for *Hansh* moving forward with a new strategy to commission longer content for audiences aged 16-34, and growing viewing on video-on-demand platforms, as well as serving them on social media.

The *Limbo* sitcom series, 'gonzo' journalism in *Pa Fath of Bobol...*, the north-west Wales noisy motor culture in *Pen Petrol* and two brand new entertainment series in the guessing game *Celwyddgi* and the naughty dating series *Tisio Fforc?* Series such as *Pen Petrol* and *Pa Fath o Bobl* found a good audience online, but also on linear TV.

This year's social media landscape was a story of tectonic movements with huge movements of younger audiences, particularly between 16-25, towards the *Tik Tok* platform, where *Hansh's* greatest viewing growth has occurred. There we see that entirely new talent is simmering through and *Hansh* wants to ensure that it is at the heart of this important corner of Welsh culture by shifting an increasing emphasis there in terms of creating and discovering content.

In current affairs and news, the *GRID* series returned with many profound portrayals of some young people in Wales, culminating in *SOBRI's* touching and honest documentary film about the experience of a young man from Gwynedd with alcohol dependency. The views of young people in Wales were heard at the Welsh Parliament elections in *Taswn i'n Brif Weinidog Cymru*, and the young journalist training scheme *Hansh Dim Sbin* focused on the environment in the year of COP26.

Our commitment to diversity and inclusion continued with the deaf and disabled creators scheme *MEDRU*. 10 short videos were produced with new disabled talent and training was offered to many more. A new series of the *Probcast* podcast was announced, which gave four witty young women who happened to have disabilities a

platform to put the world to rights. Following the success of the scheme, *MEDRU* will be mainstreamed into *Hansh's* annual work ensuring disabled and deaf talent has consistent opportunities, not just an occasional scheme.

S4C supported the music scene as it emerged from the lack of gigs and events during the pandemic through online series.

### Children and Welsh Learners

In another challenging year for everyone as Covid guidelines were alternately relaxed and tightened, S4C's children and young people content has once again responded swiftly in order to entertain and educate the youth of Wales.

With schools back there was desire to include children in outdoor series and this is reflected in series such as *Awyr Iach* for Cyw and *Gwrach y Rhibyn* for Stwnsh. Community centres and places of worship were able to open for the filming of the *Dathlu* series which reflects the diversity of our communities and the celebrations within them. And we filmed the *Efaciwis* series over Summer 2021 by bringing 8 children from English cities to the community of Llanuwchllyn for three weeks to live life like the evacuees of the second world war.

There was a Christmas movie *Mabinogi-ogi*, and after such a long time without being able to hold events it was wonderful to be able to organise a successful cinema tour to show *Deian a Loli – Dygwyl y Meirw* over Halloween.

By the end of the year guidance allowed groups from different schools to be brought to the studio together and *Ahoi* with *Ben Dant* was filmed after postponing for a long period.

Guidance didn't allow everything to go back to normal so there was a hybrid scheme for *Stwnsh Sadwrn* and producing the series during lockdown has showed that Zoom has enabled much more involvement.

The success of *Eisteddfod T* was built upon with a hybrid scheme for 2021 which combined competition at home with live ceremonies in Llangrannog and performances from Glanllyn, with *Eisteddfod T* again being a huge success.

During lockdown *Boom Plant* invested in developing new scriptwriters and in 2021–22 the results of the work were seen in the popular *Chwarter Call* comedy series, and the zombies drama series *Itopia* – a series that enabled us to have our first children's boxset on Clic which has been a success in establishing a pattern for the future.

S4C has benefited greatly from the YACF (Young Audience Content Fund) fund and in 2021–22 it broadcast *Hei Hanes!*, *Bex* – a series relating to children's mental health problems, *Byd Tad-cu* – which is a co-production with Channel 5, and *Y Gyfrinach* and *PersonA* – bold cross-platform content for 13-plus young people.

This year the sci-fi drama series *Y Goleudy* has also begun to be produced, a series supported by the YACF which was postponed due to Covid last year but which will again be ambitious and exciting.

During the year, the appetite for S4C's content as an education resource continued to grow. The creation of a S4C channel on HWB (the Welsh Government education platform available to all pupils in Wales) in early 2021 was an extremely important step and the beginning of a long-term partnership. 2021–22 has seen the transfer of more content to the platform as schools prepare for a new Curriculum and the Welsh Government looking at the potential of producing educational resources to complement S4C's content.

At the beginning of 2022, S4C was part of the *Croeso Cyw* education scheme, a scheme between S4C and Carmarthenshire funded by the Welsh Government. Two teachers from Carmarthenshire were seconded to S4C to work with five schools in the county over a three-month period. The pilot was designed to use the Cyw brand to help language acquisition amongst foundation stage children, and to use activities, apps, competitions, events and Facebook to reach the children's parents / carers. Through the scheme, it would therefore be possible to extend *Croeso* to the whole school community which in turn raises the profile and awareness of S4C content. The pilot has been a success and the perception of Cyw as a result has increased in those schools.

Building on language acquisition Cyw is expanding to include *Cywion Bach* for babies 0–2 and their parents, in the hope that the content shared on several platforms will increase awareness of Cyw and S4C, and to send the children in turn to Welsh-medium education.

Across the digital platforms there has been a huge growth this year again in viewing S4C content. On YouTube, *Caru Canu*, an animated series of funny rhymes continues to attract and entertain younger children and during the year the provision expanded to *Caru Canu a Stori*. Children also flock to the Cyw website to play games.

For learners, the English language content of *Iaith ar Daith* on *YouTube* attracted new viewers to the channel as well as creating noise on social media.