

INTRODUCING S4C

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.

THE WELSH LANGUAGE STANDARDS

The Welsh Language (Wales) Measure 2011 established a legal framework to impose duties on certain organisations to comply with Welsh language standards through subordinate legislation (the Welsh Language Standards Regulations (No 2) 2016).

S4C has a duty to comply with standards in relation to the Welsh language. As a result, S4C has a duty which means that it should not treat the Welsh language less favourably than the English language in Wales.

The standards are intended to:

- make clear the duties of organisations in relation to the Welsh language;
- make it clearer for Welsh speakers what services they can expect to receive in Welsh, and
- ensure greater consistency in Welsh language services and improve their quality.

S4C's Notice of Compliance and details of the standards that apply to it are available on the S4C website. The standards do not cover all aspects of the functions of S4C; broadcasting is excluded from the scope of the standards so S4C is not expected to comply with a standard if, and to the extent that, the standard relates to broadcasting.

This annual report reports on the financial year 2021-22 in accordance with the requirements of the standards.



IAITH AR DAITH

PROVIDING A PLATFORM FOR THE WELSH LANGUAGE

As Wales' national broadcaster, the Welsh language is central to S4C's existence and the focal point of all its provision. The vital role that S4C plays in maintaining and promoting the Welsh language is at the heart of our unique public purpose.

S4C offers the opportunity to hear and enjoy the Welsh language across all genres with content ranging from **Cyw**, our pre-school service, to **Stwnsh** and **Hansh**, our online youth brand, as well as drama, sports, news, entertainment, factual, faith programmes, and more. No other broadcaster commissions and creates content like S4C and our existence ensures that Welsh-language content is not banished to the dark corners of the broadcasting schedule.

Covid has undoubtedly continued to impact the creative industries over the past year, but S4C has continued to support the sector in Wales and has proven itself to be a valuable service to the audience. In January 2022, we received encouraging news about the future of the service with the announcement of the licence fee settlement effective from April 2022. This financial settlement provides S4C with a solid basis for planning during the next five years, by developing our digital services, reaching broader audiences, and supporting the prosperity of the Welsh language. The settlement also allows S4C to play a more prominent role in the goal of reaching a million Welsh speakers, and supporting the audience – wherever they may be on their language journey – is central to our new strategy. S4C's content, which provides an opportunity to hear and enjoy the Welsh language across a range of platforms, is vital to the prosperity of the language.

One of S4C's priorities is to ensure that our content and services can reach a broad audience across a range of contemporary platforms. We will continue to develop our player **S4C Clic** and improve the prominence of Welsh-language content and services on digital platforms to reflect changing viewing habits. The digital platforms have enjoyed considerable success over the reporting period; during 2021-22, 366,300 hours of content were viewed across S4C's YouTube channels – a **13.5%** year-on-year increase. In addition, S4C's main social media accounts across Facebook, Twitter and YouTube achieved record viewing hours with a **42%** year-on-year increase.

Our digital news service, **Newyddion S4C**, has developed during the year, with the in-house news team growing and publishing a new website, a news app, and a new weather service. Since

launching in April 2021, the **Newyddion S4C** app and website have published hundreds of original stories, contributing to the plurality of Welsh-language news. Another important aspect of the service is the partnership with other news sources, including **Golwg360** and **ITV Cymru**, to curate news stories. As part of a training programme for young journalists, now in its fourth year, **Eyitemi Smith** from Cardiff and **Indigo Jones** from Swansea created digital content for **Hansh Dim Sbin**, working alongside **ITV Cymru** to develop their journalistic skills.



AWYR IACH



EFACIWIS

In September 2021, an innovative agreement was announced between S4C and the National Library of Wales to transfer the channel's programmes to the **National Broadcast Archive**. This archive is an important record of the nation's history and a source that illustrates the development of the Welsh language and broadcasting in Wales. This is the first National Broadcast Archive of its kind in the UK, and we are pleased that S4C's programmes broadcast since the launch of the channel in 1982 will be protected and enjoyed as part of it.

We continue to work in strategic partnership with the **National Centre for Learning Welsh** on developing content suitable for those learning Welsh. The results of this partnership can be seen on screen and in the wealth of resources to support learners available online. A highlight again this year was the hugely popular series **laith ar Daith**, which introduces Welsh to new audiences and promotes its use. Many of the celebs and their mentors - including Kate Bottley and Jason Mohammad, Richard Parks and Lowri Morgan - created a buzz around the series during the reporting period before the series aired in April 2022. It was a pleasure to see actress Joanna Scanlan's (BAFTA Leading Actress Winner) language journey, who participated in **laith ar Daith 2021**, continuing as she starred in S4C's new drama series **Y Golau**.

S4C continues to support Welsh-medium education in Wales through a number of different projects. In January 2022, our **Croeso Cyw** pilot scheme was launched in partnership with Carmarthenshire County Council with the aim of developing Cyw language scheme in a range of schools with different linguistic contexts. Two teachers, Melanie Jones and Mirain Walters, were appointed to work in five schools creating exciting opportunities for children in the foundation phase to play games and sing with Cyw, and to inspire less confident parents to learn and use

the language together. The project was very well-received by pupils, teachers and parents, and there was evidence of significant improvement in the language skills and confidence of the children involved in the pilot.

The selection of S4C programmes available on the Welsh Government's **Hwb** platform is updated with a library of additional content for children and pupils in key stage 4+. In May 2021, a new partnership was announced with **Twinkl**, a website that offers and creates educational resources for children of all ages. Educational resources, which are available to download and use free of charge, have been created based on the explosive science series, **Boom!**

Also in May 2021, **Cylchgrawn Cyw**, a new magazine full of fun activities for children up to the age of six, was launched along with a website offering translations of all the content and an opportunity to hear the stories read aloud in Welsh. In March 2022, **Bex**, an innovative new series for children aged 8-13, discussing mental health issues was broadcast. There are also educational resources available for parents and teachers to accompany this series.



S4C IMPLEMENTING THE STANDARDS

S4C complies with the standards imposed upon it and has continued to implement them during the year.

We continue to keep a copy of the relevant standards in our offices, on our website, and on our intranet where there is a dedicated section for staff to find out about the standards and their requirements. S4C staff are now following a hybrid-working policy and our offices have started re-opening. A copy of the relevant standards will be available in our offices when they are open to the public. S4C has a policy on the use of Welsh in the workplace, which supports the use of the language in daily correspondence and communication. This policy is also on our intranet. In October 2021, a series of training sessions were held to remind staff of S4C's duties under the standards and these are also available on demand on our intranet.

Each staff member's email signature indicates their level of fluency in Welsh and explains that they can be corresponded with in Welsh. Anyone who corresponds with us in Welsh will receive a reply in Welsh and there will be no delay as a result of this. This is also true of engaging with people on social media.

SERVICE DELIVERY STANDARDS

S4C complies with the service delivery standards. During the period under review, S4C has continued to implement the standards and to give the Welsh language prominent consideration whilst providing its service to the public.

All staff working in public-facing roles - at reception or at our helpline office (Gwifren Gwylwyr) - are fully bilingual. Once again, no summer events took place during the period due to Covid, but S4C's policy when recruiting temporary staff for such events is to employ Welsh-speaking individuals.

During the reporting period, S4C did not receive any complaints that related to the service delivery standards.

Since transferring S4C's broadcasting services to the care of the BBC in Central Square, the BBC is now responsible for S4C's broadcasting and distribution on television and online, and also for S4C's technical infrastructure. S4C's human resources intranet was upgraded in January 2022 and, as a result, it was not possible to access the Welsh version for a short period. An external company has completed the rebuilding of the system and have worked with the BBC to resolve this by April 2022.



POLICY-MAKING STANDARDS

The Welsh language is an important part of S4C's ethos and existence and is a consideration when we draft our policies. When we draft a new policy, or revise or modify an existing policy, we always consider the impact of this on the opportunities for people, and especially our staff, to use the Welsh language, where relevant. We have continued to implement this throughout the year. With regard to the adoption and approval of policies, a cover sheet setting out the requirements of the standards in policy-making is attached to the papers submitted to the S4C Unitary Board for approval.

During the reporting period, we received no complaints about S4C's compliance with the policy-making standards.

OPERATIONAL STANDARDS

S4C has continued to carry out its duties in this area.

For some time, we have held our staff meetings bilingually with the option of simultaneous translation and we have shared this best practice with other organisations. With our hybrid-working policy meaning that some staff work from home, we have continued to ensure that our virtual meetings offer simultaneous translation for non-Welsh speakers. A translator joins the meeting and those who wish to have an English translation then choose to hear another audio stream.

HUMAN RESOURCES

As the only Welsh language television service, S4C prides itself on offering the opportunity to work through the medium of Welsh, and our processes are administered to enable this. We welcome job applications from Welsh speakers of all levels and those who want to learn. We invest in Welsh-language training as required and offer free classes for staff who want to learn or improve their Welsh-language skills. We provide training and opportunities during working hours for our employees, including heads of departments and managers. We have continued to implement this during the reporting period with the provision moving online due to Covid-19 restrictions.

S4C advertises posts where Welsh-language skills are essential in Welsh-only or bilingually. Where Welsh-language skills are not essential, a category for fluency will be specified when advertising the post and this will be done bilingually. There are very few cases where the Welsh is not essential, and we always advertise jobs in Welsh.

During the reporting period, the office of the Welsh Language Commissioner contacted us about an advertisement for a senior position at S4C which stated that Welsh-language skills were not essential. Following recruitment research of suitably skilled individuals, which showed that many Welsh-speakers who lack confidence in their fluency feel that they could not apply for senior posts where the language was essential, it was decided to advertise this post as one where Welsh-language skills were desirable with clear and specific support in place to ensure that the post-holder could define themselves as 'fluent' within 12 months. It was not our intention to appoint a non-Welsh speaking candidate.

It was also noted that in this case there was failed compliance with Standard 132 and 133 when uploading the vacancy on our jobs page. (Standard 132 is about assessing the need for Welsh-language skills for a new post and specifying the category when advertising the job. Standard 133 is about stating when advertising the post that applications may be submitted in Welsh, and that an application submitted in Welsh will not be treated less favourably than an application in English.) We received constructive feedback from the office of the Welsh Language Commissioner regarding best practice in this area and we have taken steps to ensure that this will not happen again in the future.

The following documents are all published in Welsh or bilingually:

- job application forms;
- information about our interview process, or any other assessment methods when applying for jobs, and
- job descriptions.

Since moving our headquarters to Canolfan S4C yr Egin, we have advertised and recruited many jobs based in Carmarthen offering a wide range of opportunities to work in Welsh. S4C also continues to have offices in Cardiff and Caernarfon. We are tenants in both these offices.



S4C'S WORKFORCE

Here are details of the number of Welsh-speaking staff at S4C, and the number who attended Welsh-medium training courses within the reporting period:

(a) The number of employees working for S4C during the period in question with Welsh-language skills:

- Fluent in Welsh: 113
- Learning Welsh: 3
- Non-Welsh speaking: 8

(b) The number of staff who attended training courses offered by us in Welsh during the year: 68

(c) Percentage of staff who attended a Welsh version of a course also offered in English: 82%

During the year, 3 training courses were held in Welsh.

(d) The number of new jobs and vacancies advertised by us during the year categorised according to the following requirements:

- i. Welsh-language skills essential: 25
- ii. requirement to learn Welsh when appointed to the post: 1
- iii. Welsh-language skills desirable: 5
- iv. no Welsh-language skills necessary: 0

During the reporting period, we received no complaints about S4C's compliance with operational standards beyond that which is noted above.

SUPERVISION

The Welsh Language Standards implementation plan is available on S4C's intranet and website. All the principles of the standards are communicated to staff, including new employees, and a dedicated section with advice on the standards is found on our intranet. Each directorate in S4C has general responsibility for implementing the Welsh Language Standards within their own directorate where relevant to their work, including record-keeping and monitoring so that we can report annually in accordance with the requirements placed upon us. The Unitary Board is updated regularly. As a matter of good practice, we continue to review the implementation plan and, in October 2021, we held refresher sessions for S4C staff to remind them about the standards and their requirements.



ENID A LUCY

CONTACTING S4C

S4C is always pleased to hear our viewers' opinions.

If you want to share your opinion about our programmes or if you want further information, we'd be happy to hear from you.

You can contact S4C in Carmarthen, Cardiff or Caernarfon, by phone, email, Twitter, Facebook, or by letter.

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You are welcome to contact S4C in Welsh, and if you do so we will respond in Welsh and this will not lead to any delays. Contact us if you would like an accessible version of this document.

