



S4C Board Meeting Minute
11 December 2019, S4C Cardiff

Meeting No. 433

Present:

Non-executive Board Members:

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| Hugh Hesketh Evans | (Chairman) |
| Siân Lewis | (Member of the Board) |
| Anita George | (Member of the Board) |
| Owen Derbyshire | (Member of the Board) |
| Rhodri Williams | (Member of the Board) |

**Shadow Unitary Board
Executive Members:**

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|-------------|---------------------------|
| Owen Evans | (Chief Executive) |
| Amanda Rees | (Director of Content) |
| Elin Morris | (Chief Operating Officer) |

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| S4C Staff: | Gwyn Williams | (Director of Communications) |
| | Owain Lloyd | (Board Secretary) |
| | Eilir Jones | (Head of Research) – items 7 & 8 |
| | Bethan C. Williams | (Assistant to the Board Secretary) |

STANDING ISSUES:

1. **Welcome and Declaration of interest**

The Chairman welcomed all to the meeting of the S4C Unitary Board in Cardiff.

He asked any member with an interest in the business of the meeting to declare their interest. SL declared an interest in the discussions with Yr Urdd. There were no further declarations.

See the Register of Interests under the Board section on the S4C website for general declarations.

2. **Minutes of Board Meeting 432 held on 28 November 2019.**

The minutes of meeting number 432 held on 28 November were presented.

The Authority approved the minutes.

3. **Matters arising from the Minutes of Meeting 432**

No further matters were discussed.

4. **Register of Decisions and Action Points**

The Register of Decisions and Action Points was presented for information.

OL reported that the register had been updated. He noted that various papers will be presented in January, including a report on the re-branding of S4C and a paper drawing together the human resources plans.

It was queried when the timetable for the introduction of Clic across the platforms would be shared with the Board. OE indicated that it should be ready for the Board in January.

5. **Chairman's Report**

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

Llanrwst Viewers' Evening

It was noted that the Llanrwst Viewers' Evening had been successful, with many people openly expressing their views.

[Summary: There was a lack of awareness of S4C Clic and the insufficiency of broadband in rural areas was problematic. There was a need to think of new methods of contacting the audience and those who are not watching.]

It was agreed that another Viewers' Evening should be organised in February or March.

SL reported that the Urdd had a marketing plan which had returned to a more traditional way of engaging with children and young people - with officers visiting schools and organising roadshows.

[Summary: It was agreed that S4C officers should meet with the Urdd in order to learn more about their marketing plan for schools.]

Meeting for the Arm's Length Bodies of the Department for Culture, Media and Sport

On 4 December OL attended a meeting for the Chairs and Chief Executives of the bodies funded by DCMS.

[Summary: The main theme of the meeting was how to increase diversity on boards, such as with the new non-executive members of S4C's Board.]

There was also an update from DCMS officials on the preparations for the new Government including a breakdown of the main parties' manifestos. It was noted that little mention had been made of broadcasting in any of the major party manifestos. However, it was clear from the election campaign that the BBC would be under scrutiny.

6. **Chief Executive's Report**

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

The National Assembly for Wales' Culture, Welsh Language and Communications Committee

It was noted that the Assembly's Culture Committee had launched a consultation on the devolution of broadcasting. OE had written to the Committee on 20 November emphasising that S4C's role is to operate under whatever system elected politicians consider appropriate. It would not be appropriate for S4C to express an opinion on devolution or not. But it was important to assist the consultation by appearing before the Committee to answer factual questions on the opportunities and challenges of different aspects of the devolution of broadcasting.

Meetings with Cymdeithas yr Iaith and Dyfodol i'r Iaith

OE reported on his meetings with Cymdeithas yr Iaith and Dyfodol i'r Iaith. Cymdeithas yr Iaith had written an interesting paper on the devolution of broadcasting.

Value Added Tax

[Summary: There was an update on the VAT situation and the assurance given by DCMS. It was agreed that officials should write again to the DCMS.]

Co-location

[Summary: An update was provided following the project's Steering Committee meeting. OE had raised a number of points including the pressure on staff resources and the implications of the delay. He had asked that internal work be undertaken to look at the risks of not moving in March. There will be a meeting in January to go through the financial position in detail.]

7. An update on the Content Strategy 2017-20

AR presented a review of the Content Strategy since 2017.

[Summary: The Board was reminded of the objectives of the Strategy which include ensuring the longevity of S4C and changing the demographics of the viewers. Reference was made to the impact of the strategy over 4 years and the Board was reminded of the change to the timetable due to take place on 24 February. The main change will be to move Newyddion to an earlier slot in order to stabilise the viewing before 2100 and to release the slot from 2100 to 2200.]

8. Monthly Performance

EJ presented the monthly report on the performance of our services.

[Summary: To date this year, S4C was still seeing an increase year-on-year. There had been a significant increase in online viewing in the wake of the international football matches. The number of users registering to use Clic continued to increase and the first information e-mail was distributed during the month.

It was noted that OE and AR had attended the last programme with Dewi Llwyd as the presenter of Pawb a'i Farn. It was confirmed that the BBC has listed the series within the statutory hours for next year.]

9. **Minutes of the Audit Committee meeting held on 5 November 2019**

The Chairman presented the minutes of the Audit Committee meeting with the BBC to discuss co-location on 5 November. The minutes were to be shared with the BBC if the Board was content to approve them. The minutes were approved.

OL referred to the response from the BBC to the Chairman's letter and it was agreed that the Chair should respond in light of the discussion and the concerns of the Board.

10. **Complaints and Compliance Report and Viewers' Hotline**

The Viewers' Hotline report was presented for information.

11. **Work Programme 2019/20**

The Board's Work Programme for 2019/20 was presented for information.

12. **Any other business**

The Non-executive Members of the Board were reminded that the Declaration of Interests Forms needed updating.