



Summary of S4C Board Meeting

Meeting No. 465 held virtually

09:45, 19 October 2023

Minutes

Members present:		
Rhodri Williams	RhW	Chairman of the Board
Guto Bebb	GB	Non-executive Member
Suzy Davies	SuD	Non-executive Member
Adele Gritten	AG	Non-executive Member
Chris Jones	CJ	Non-executive Member
Denise Lewis Poulton	DLP	Non-executive Member
Elin Morris	EM	Chief Operating Officer
Others in attendance:		
Manon Edwards-Ahir	MEA	Director of Communications and Marketing
Geraint Evans	GE	Director of Content and Publishing Strategy
Geraint Pugh	GP	S4C Board Secretary
Dewi Evans	DE	Projects Manager – from item 2 onwards
Sharon Winogorski	ShW	Chief Finance Officer – from item 2 onwards
Catrin Whitmore	CW	Director of Human Resources – from item 2 onwards
Endaf Griffiths	EG	Wavehill Social and Economic Research Company
Rhys Maher	RhM	Wavehill Social and Economic Research Company
Michael Pang	MP	Wavehill Social and Economic Research Company
Sara Peacock	SP	Welsh Language Strategy Lead
Apologies received from:		
Siân Doyle	SD	Chief Executive

1.	<p>Private meeting for the non-executive members</p> <p>A discussion was held on Capital Law's fact-finding investigation and the proposed timeline. It was noted that an email would be circulated to update staff after the Board meeting.</p> <p>A verbal update was provided to members on the Chief Executive's absence from work.</p>	
2.	<p>[MEA, DE, GE, EM, ShW, and CW joined the meeting]</p> <p>Issues raised by the Chair, and declarations of interest</p> <p>The Chairman welcomed everyone to the meeting.</p> <p>The Chairman asked any Member who had an interest relating to the business of the meeting to declare that interest. SuD reported that she is a member of the board of Iris, and that S4C sponsors their annual awards as mentioned in the Chief Executive's Report. It was also noted that members had noted permanent interests in relation to their membership of the Board.</p>	

<p>3.</p>	<p>[EG, RhM and MP joined the meeting]</p> <p>Presentation: Report on the Economic and Social Impact of S4C</p> <p>Following an external tender process, Wavehill were appointed in April 2023 to undertake an independent evaluation of the economic and social impact of S4C. EG, RhM and MP were welcomed to the meeting to present the highlights of their findings. During the presentation, it was outlined how the research work was structured based on the Policy Statement on S4C's Social Contribution, and the methodology used by Wavehill.</p> <p>It was noted that S4C's Gross Value Added (GVA) result calculated by Wavehill for the 2022–23 financial year was lower than that calculated by Arad in a similar assessment based on 2019–20 data. Wavehill explained that this was due to the different methodology, and that their methodology was similar to those used by other broadcasters, and that S4C's GVA result was consistent with those broadcasters' results.</p> <p>GP explained that Wavehill had drafted a report that presented their findings in narrative form. The report also provided more context for the highlights presented to the Board, along with offering case studies. GP would circulate the report for input from Board members after the meeting. The report was due to be published later in the year.</p> <p>Wavehill were thanked for their comprehensive presentation.</p> <p>[EG, RhM and MP left the meeting]</p>	
<p>4.</p>	<p>[SP joined the meeting]</p> <p>Presentation: Welsh Language Strategy</p> <p>SP was welcomed to the meeting and invited to present the new strategy. In doing so, SP outlined the main objectives of the strategy, namely: to support S4C's 2022 Strategy, the Welsh Government's Cymraeg 2050 Strategy; to implement the Memorandum of Understanding (MoU) between S4C and the Welsh Government; and attract new viewers to S4C content. SP also referred to the results of recent research undertaken with individuals who are learning the Welsh language.</p> <p>In discussing the strategy, the importance of effective collaboration with partners such as the National Centre for Learning Welsh and other broadcasters was emphasized. The importance of ensuring that our content meets the needs of learners was also noted, and SP confirmed that we are reviewing S4C's content across our platforms.</p> <p>It was noted that individuals and external groups have expressed concern over the past few months regarding the standard of the Welsh language on S4C, and the increasing use of English in their opinion. It was noted that it is important to reflect the way people speak Welsh, rather than targeting pure Welsh every time. However, it was emphasized that editorial justification was needed for content in English. In that regard, it was explained that S4C's Language Guidelines are currently being reviewed.</p> <p>Decision: To approve the Welsh Language Strategy.</p> <p>[SP left the meeting]</p>	<p>SP</p>
<p>5.</p>	<p>Chief Executive's Report</p> <p>EM and GE presented the report, outlining the work that has taken place over the recent period. RhW thanked them for undertaking the Chief Executive's functions between them during Siân Doyle's absence.</p> <p>DCMS are currently considering how to calculate the CPI rate in relation to the Licence Fee from April 2023 onwards. DCMS officers had already met with EM and GP to discuss some options. It was expected that the Secretary of State would make a statement in the near future.</p> <p>The Minister John Whittingdale MP would visit the Pobol y Cwm set that afternoon. EM and GE would join the visit in order to welcome him. It was also noted that the Secretary of State for Wales would attend an event at the Egin the following week to mark five years since the centre opened.</p>	
<p>6.</p>	<p>Financial Report for Quarter 2</p>	

	<p>ShW presented the financial report for Quarter 2 2023–24. The main aspects of the report were outlined.</p> <p>ShW noted that inflation continues to have an impact across S4C’s various activities but that reserve funds can be moved between different budget lines in response to this. It was confirmed that this did not affect our ability to carry out any plans.</p>	
7.	<p>Approving the financial assurance report for the BBC</p> <p>The Partnership, Funding and Accountability Agreement between S4C and the BBC requires S4C to provide a Financial Assurance Report to the BBC Board every six months. A draft of a financial assurance report for Q1–Q2 2023–24 was therefore submitted. The report followed the factual format approved by the Authority in April 2017.</p> <p>Decision: To approve the report to be submitted to the BBC.</p>	GP
8.	<p>Quarterly update on the Strategy delivery dashboard (for DCMS)</p> <p>DE presented a quarterly update from the dashboard, which would be shared with DCMS at a meeting in Cardiff on 22 November 2023. DE outlined the main changes since the Board reviewed the dashboard at the end of June 2023.</p> <p>DE noted that he is preparing an additional paper to present to DCMS with the dashboard which gives a specific update on how the £7.5m of additional funding awarded to S4C in 2022 is being spent. RhW welcomed this, as DCMS had previously said that their main interest is the use of the additional funding.</p> <p>Decision: To approve the dashboard for submission to DCMS.</p> <p>[AG left the meeting]</p>	GP
9.	<p>Minutes of Meeting No. 464 (held 29.06.23)</p> <p>The minutes of the previous Board meeting were submitted, and approved.</p>	
10.	<p>Register of Action Points</p> <p>The register of Action Points was noted.</p>	
11.	<p>Committee reports</p> <p>The minutes of the following Committee meetings were presented, and the Committee chairs were invited to draw the Board's attention to any relevant matters that had not already been mentioned during this meeting:</p> <ul style="list-style-type: none"> • Audit and Risk (held 29.06.23 and 13.09.23) • Communications (held 29.09.23) • Content (held 29.09.23) <p><u>Audit and Risk Committee</u></p> <p>On 13 September 2023, Committee members had the opportunity to consider the risk register in its new format, following the work over the summer to migrate the register to the new 4Risk system.</p> <p><u>Communications Committee</u></p> <p>The Committee received a presentation from the Diversity, Sustainability and Social Purpose Lead on his priorities since taking up the post. It was suggested that it would be beneficial for the Board to receive a similar presentation in due course.</p> <p>DLP thanked EM for her paper on reviewing S4C's corporate policies, which was considered by the Committee at its last meeting.</p> <p><u>The Content Committee</u></p> <p>The Committee had received a report on the events of the summer, and had welcomed the increase in the use of digital content this year.</p>	
12.	<p>Decisions between meetings</p>	

	<p>Since the last meeting of the Committee, the members had approved two matters by correspondence:</p> <p>A review of ShW's salary due to the additional responsibilities she now has in relation to the Commercial Team.</p> <p>To show the expenditure relating to the Capital Law process, together with the associated legal advice, as an overspend in the management accounts, which will then be funded from the reserves at the end of the financial year.</p>	
13.	<p>The Board's work programme for the next 12 months</p> <p>The Board's work programme for next year was noted.</p>	