

S4C



Reflecting Wales

S4C Diversity, Inclusion and Equality Strategy 2022-27

Mae'r ddogfen hon hefyd ar gael yn Gymraeg.
This document is also available in Welsh.

A message from the Chief Executive

Siân Doyle



“In 2020 S4C took clear steps towards putting diversity and inclusion at the top of the agenda, including appointing a Diversity and Inclusion Officer for the first time. Some of those were small steps. The following strategy reflects some of the major steps S4C will take over the next few years to ensure that progress continues at an accelerated pace to create a service which reflects and includes the diversity of Wales.”

Much has changed since the publication of our first diversity commitment ([S4C’s Diversity Commitment 2018-2021](#)).

A number of global events have brought the inequalities that have existed for so long to the forefront of the public and the sector’s thinking and awareness. Social inequality is not something new, but the energy for widespread change is fresh.

This is S4C’s Diversity, Inclusion and Equality Strategy 2022-2027. The aim is to **Reflect Wales** and there are four themes:

Our Workforce

This section of the strategy addresses how we will ensure that S4C’s staff represents Wales.

Content for All

Diversity of representation in S4C’s content is an important part of the strategy. In this section, we outline some of the specific steps that S4C will take to ensure this.

The Sector

We want the companies that make content for us to reflect Wales as a whole. This section of the strategy outlines how S4C will encourage and support the sector to do this.

Leading and Collaborating

Partnership is an essential part of any work that aims to increase diversity and improve inclusion. This section of the strategy looks at how S4C will work with other organisations and lead the way in the broadcasting sector in Wales.



FFLAM
Mali Ann Rees
as Malan

Introduction

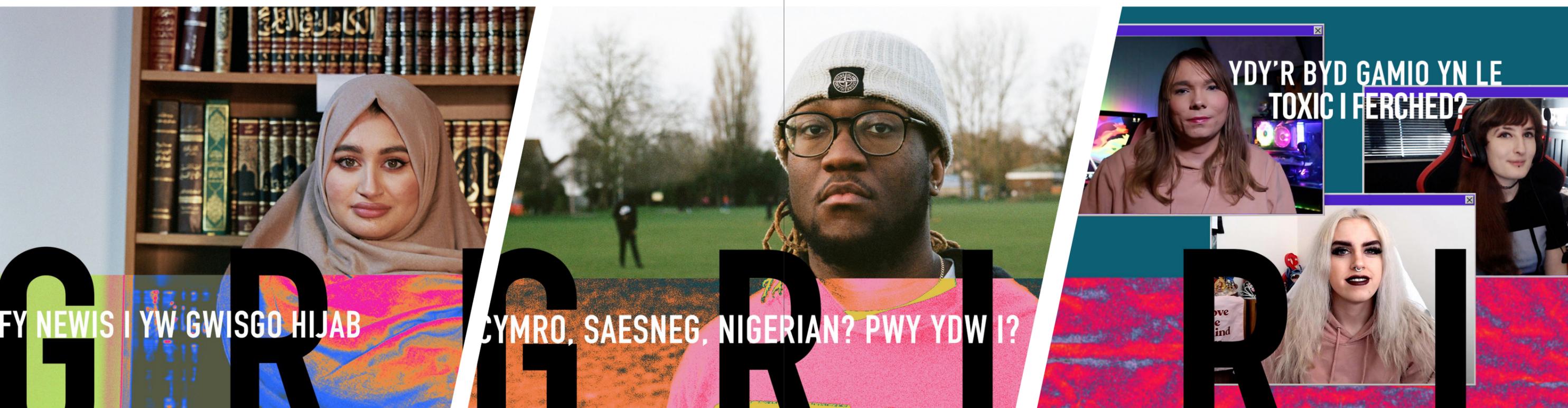
This document refers to groups or communities that are currently under-represented in the broadcasting sector. These include protected characteristics, such as race and ethnicity, disability, gender, sexuality and more; and things beyond those, such as socio-economic background and language.

S4C is fully committed to the concept of intersectionality¹ and works to ensure that diversity includes as many features and identities as possible. More up-to-date population data will emerge during the period of this document with the publication of the 2021 Census statistics, and we will take this into account when implementing the strategy and planning its priorities.

In the meantime we know, for example, that at least 5% of the population of Wales is Black, Asian or ethnic minority; and that at least 22% of the population of Wales aged 12-64 is disabled.² To ensure a better reflection of the population of Wales, S4C has some priorities for this strategy, namely representation on screen and in the broadcasting sector of disability diversity, ethnic diversity, and a range of different socio-economic backgrounds.

The Diversity and Inclusion Officer will review the strategy annually, updating it when necessary on the basis of any relevant changes or developments. S4C will also publish an annual report on the strategy.

Contact for this document: amrywiaeth@s4c.cymru



GRID
Fy newis i yw gwisgo hijab

GRID Cymro, Saesneg,
Nigerian? Pwy ydw i?

GRID Ydy'r byd gamio yn le
toxic i ferched?

1. Intersectionality refers to the idea that everyone experiences discrimination and privilege differently because of different characteristics of their identity, and no one is defined by one characteristic only.

2. <https://gov.wales/equality-and-diversity-statistics-2018-2020>



Craith
Justin Melliush
as Glyn

Reflecting Wales

Our Workforce

We want S4C and the staff who work for us to represent today's Wales. We have embarked on the journey of improving the diversity of our workforce and ensuring that S4C is an inclusive place for both its current and potential employees. We are also working to make sure that our current staff understand the commitments of this strategy and are able to work and collaborate in a way that is inclusive of all.

Over the next five years, we will:

Continue to create an annual snapshot of our workforce

- Report the results to Ofcom every year, so that we are part of a bigger picture of how the UK television sector looks, and continue to collect additional data where necessary;
- Work to increase the response rate to the voluntary S4C staff survey.

Attract and retain staff

- Continue to join, and work with, employer schemes to update our recruitment processes to attract a greater diversity of applicants to S4C posts, including high level posts;
- Take specific steps to increase diversity in recruitment and encourage people from all backgrounds to consider S4C and the industry as a place of work; by updating the wording of advertisements and application forms and by more targeted and specific advertising of roles;
- Introduce a programme of work to encourage and support disability self-reporting, including the introduction of a 'workplace adjustment passport'.

Encourage inclusive work culture and training

- Continue to offer and promote training for staff on topics relating to diversity and inclusion, as well as creating internal guidance to support staff to work inclusively (e.g. digital accessibility guide);
- Continue and develop the Agored staff network, which encourages and hosts discussions on topics relating to diversity and inclusion, including sessions in all-staff meetings to mainstream understanding;
- Create a regular standing agenda point on diversity, inclusion and representation at department, committee and Board meetings.

Create opportunities

- Support and create opportunities for people from under-represented backgrounds to come and work at S4C and to apply for S4C's Unitary Board by working with partners and mentoring schemes;
- Support DCMS to ensure that there is diversity of voice and experience when they appoint members to S4C's Unitary Board;
- Following delays due to Covid-19, we will re-commence apprentice and work experience schemes at S4C creating opportunities for people from backgrounds that are currently under-represented;
- Continue to work with partners across Wales on careers activities in schools and encourage people to come and work at S4C, as well as promote these opportunities.

Reflecting Wales

The Sector

As well as ensuring an increase in the diversity of its own workforce, S4C is also encouraging and supporting the production sector to improve the diversity and inclusion of its workforce.



Curadur
Lemfreck

Over the next five years S4C will:

Develop talent from backgrounds that are currently under-represented

- Develop a scheme with partners to fund places on a Sports Broadcasting course for students from an ethnic background currently under-represented in the sector;
- Continue to fund news scholarships and the Hansh Dim Sbin scheme, growing the emphasis on attracting applications from individuals from under-represented groups;
- Continue to work with, and support, other partners including Screen Alliance Wales, It's My Shout, Theatr Genedlaethol Cymru, Literature Wales and Urdd Gobaith Cymru in order to increase diversity and representation in the sector;
- S4C will pilot a shared apprenticeship scheme to place production apprentices with a number of production companies across Wales;
- Work in partnership to co-fund and continue to develop schemes to nurture new writers who are currently under-represented in the sector;
- Create and fund schemes to support the development of under-represented actors, presenters and on-screen talent to create the talent of the future;
- Support a scheme that will provide paid work experience and training to people from under-represented backgrounds in the sector including from less advantaged economic backgrounds;
- Continue schemes that provide opportunities for young creators to practise and develop skills, e.g. Her Ffilm Fer and Medru Hansh.

Engage and train

- Continue to work with TAC on an annual questionnaire to build a picture of the diversity of the sector; as well as collaborating, with other partners, to collect up-to-date data on the diversity and representation of the broadcasting sector in Wales;
- Continue to work closely with TAC on a scheme of regular training for the production sector on different topics relating to diversity, inclusion and equality, and mental health;
- Continue to weave S4C's training priorities with the Diversity, Inclusion and Equality strategy so that there are very specific routes into the sector for people from all backgrounds.

Reflecting Wales

Content for All

As well as encouraging and developing diversity among the production sector, it is vital that S4C's content reflects Wales.



Over the next five years, we will be working under the headlines:

Identity

- Reflect the diversity of Wales within S4C's on-screen branding and voice, including references to major events or celebrations for Welsh communities;
- Continue to improve monitoring of the diversity of S4C's content, with the hope of joining the Diamond scheme – the system that UK broadcasters use – when it is compatible with S4C's systems;
- Continue to offer access services that are beyond Ofcom's minimum requirements;
- Undertake a historical content review to ensure that any S4C material that is re-shown is presented with relevant warnings or removed from schedules if necessary.

Commissioning

- The commissioners will continue to challenge and encourage producers to create content that reflects Wales including through casting and contributors, offering specific support when necessary, including from the Diversity and Inclusion Officer;
- The Diversity and Inclusion Officer will continue to meet regularly with the commissioners;
- A review of S4C's production guidelines, identifying opportunities to update existing, or create new, guidelines to promote diversity and inclusion in the production of Welsh language content;
- Create a work plan in preparation for ring-fenced commissioning funding for content created by, and telling stories from, any groups currently under-represented in our content;
- Create a work plan to prepare for the setting of commissioning targets relating to on and off-screen representation should there not be adequate progress during the period of the strategy.



DRYCH Dylan a Titw i
ben draw'r byd

Reflecting Wales

Leading and Collaborating

S4C is an important Welsh-language organisation and it is therefore essential that it leads the way in terms of diversity, inclusion and equality work across the creative sector and beyond.

S4C will work together and lead through:

- Addressing the perception audiences and non-viewers have about S4C through research;
- Continuing to establish and deepen relationships with individuals and organisations representing the diverse communities of Wales;
- Emphasising and ensuring accessibility and representation when face-to-face viewers' evenings re-commence;
- Supporting an institutional memory research project to identify historical work to improve diversity and inclusion in Welsh-language broadcasting;
- Continuing existing partnerships with Welsh-language organisations;
- Continuing to work with the Welsh Government and others on diversity and the Welsh language;
- Using the Memorandum of Understanding with Creative Wales to emphasise diversity, inclusion and equality.



JAM
Alun Saunders as Tina Thitz, Stifyn Parri as George, and Gareth Evans as Lola.

Contacting S4C

Contact us if you would like an accessible version of this document:
amrywiaeth@s4c.cymru

You can contact S4C in in Carmarthen, Cardiff or Caernarfon, by phone, email, twitter, facebook or by letter.

Email
s4c@s4c.cymru

Gwifren
0370 600 4141

Canolfan S4C Yr Egin
Carmarthen
SA31 3EQ

Cardiff office
S4C
3 Central Square
Cardiff
CF10 1FT

Caernarfon office
S4C Doc Fictoria
Caernarfon
Gwynedd
LL55 1TH

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.

How to watch S4C
S4C's service is available on Television and Online across a wide range of platforms and devices.

On television In Wales:
Freeview (4), S4C HD (110)
Sky (104)
Virgin Media TV (104)
Freesat (104)

In England, Scotland and Northern Ireland:
Sky (134)
Virgin Media TV (166)
Freesat (120)

Online across the UK
S4C Clic s4c.cymru/clic/
BBC iPlayer bbc.co.uk/tv/s4c

