

S4C

# Welsh Language Standards Annual Report

Financial year to 31 March 2023

Mae'r ddogfen hon ar gael yn Gymraeg hefyd.

This document is also available in Welsh.



STORI'R  
IAITH

**Stori'r iaith**

Lisa Jên, Alex Jones,  
Elis James, Sean Fletcher

## INTRODUCING S4C

**As the national broadcaster for Wales, S4C exists to serve the audience with Welsh-language content that entertains, excites, and reflects Wales in all its diversity.**

**As a public service broadcaster, we have a duty to support the ecosystem that stimulates 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 that is available to watch on a wide range of platforms in Wales and beyond.**



***Iaitn ar Daith***  
Adam Jones  
and Mike Phillips





**laith ar Daith**  
Aleighcia Scott  
and Mali Ann Rees

## 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 2022-23 in accordance with the requirements of the standards.

## S4C – THE WELSH LANGUAGE BELONGS TO EVERYONE

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

The Welsh language belongs to us all, and supporting Welsh speakers – wherever they may be on their language journey – is central to S4C's work. S4C's content, which provides opportunities to hear and enjoy the language, is essential to the future success of the Welsh language.

During the last year, S4C began implementing its 2022-27 Strategy, which formally places the Welsh language at the heart of all its activities under the banner 'the Welsh language belongs to everyone'. A Welsh-Language Strategy Lead was appointed to direct this work, as well as an Education Content Executive to support the use of S4C content within education and Welsh-language learning.

As part of this strategy, we signed a **Memorandum of Understanding with Cymraeg 2050**, focussed on the priority areas of education, new speakers, language transmission, taking the Welsh language to the world, and opportunities to work in Welsh.

In November, it was 40 years since S4C first began broadcasting and providing a platform and a home for Welsh-language content. The anniversary was an opportunity for us to commission **Y Sŵn**, a bold film which brought the history of establishing the channel to big and small screens across the UK. During this year, we also established **Sinema Cymru**, a partnership with Creative Wales with the support of Ffilm Cymru, that will lead to a Welsh-language film being made every year – with the hope of emulating the success of the Gaelic *An Cailín Cúin* (The Quiet Girl) by TG4 in Ireland.







**Goglebocs Cymru**  
Marcus and Vicki



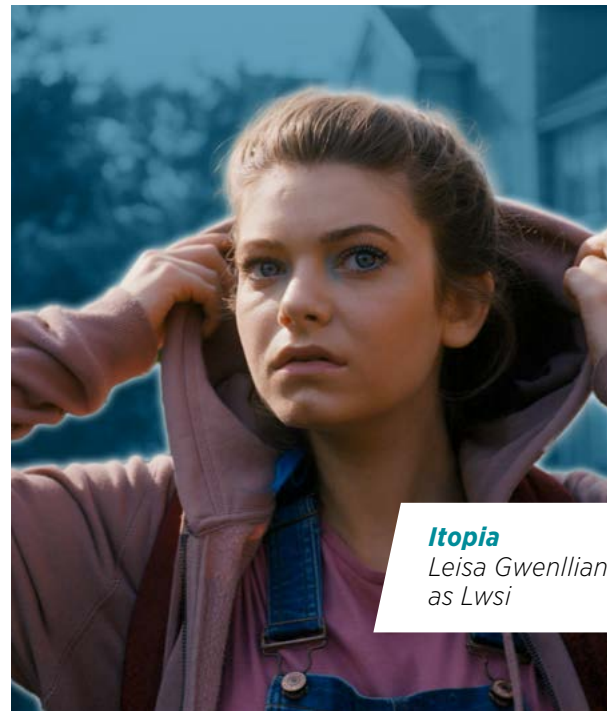
S4C's content, which is now available to watch on a range of different platforms, continues to provide opportunities to hear the Welsh language. As the home of Welsh football, we were proud to broadcast every step of Wales' journey to the **FIFA World Cup** for the first time since 1958, and broadcasting other matches and programmes such as **Wrecsam: Clwb Ni**, and other sports including the **Women's Rugby World Cup**, the **Giro d'Italia**, the **Tour de France**, and the **Commonwealth Games**.

Our popular drama series **Dal y Melit** was sold to Netflix – the first Welsh-language series acquired by the streamer. And

Joanna Scanlan performed in Welsh for the first time in our drama **Y Golau**. This was after having learnt Welsh through our series **Iaith ar Daith** – a popular series which returned within the reporting period and which has earned its place in our provision to spark interest in learning the language.

Our series **Stori'r Iaith**, with Alex Jones, Sean Fletcher, Lisa Jên and Elis James, introduced the language in a different way to new audiences, and is since a valuable educational resource for considering Welsh identity. New resources were created to coincide with the series with the support of the Welsh Government.





**Gogglebocs Cymru** was launched, giving people a platform to hear today's Welsh from all parts of Wales, and **Chris a'r Afal Mawr** and Colleen Ramsey's cooking series **Bywyd a Bwyd** were also popular during the reporting period. We were proud that a number of programmes were recognised with awards this year, including a Broadcast Award for **Efaciwis** – a series which saw children from England re-creating the experience of moving to Wales during the Second World War, including learning Welsh – and to the documentary **Drych: Anabledd, Rhyw a Fi**.

Our children's services from **Cyw**, to the new **Cywion Bach** series – which supports language transmission and new speakers – and **Stwnsh**, continue to play a key role in terms of opportunities to watch and enjoy learning about the world through the medium of Welsh. This year, drama for young adults such as **Itopia** and **Goleudy** funded through the Young Audiences Content Fund also offered something new for an audience which is difficult to reach in Welsh and drew much praise.

We continue to broadcast news, **Newyddion S4C**, in Welsh and have continued to broadcast current affairs programmes, including **Y Byd yn ei Le** which was relaunched during this period. Our digital new service, **NS4C**, is going from strength to strength, offering a valuable source of news and contributing to plurality of voice in Welsh. The year also saw other digital successes such as the launch of **Cwis Bob Dydd** to attract new audiences to Welsh-language digital content. And this year we saw the highest number of 16-44 year old viewers for a decade in peak hours.

In Westminster, a draft Media Bill was published which will recognise the importance of minority and regional languages in public service broadcasting for the first time. The Bill will guarantee availability and prominence for S4C across smart TV sets and devices, making the Welsh language visible and prominent – a vital step in the digital, competitive world.



## 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 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.

A training session to remind staff of S4C's duties under the standards is also available to watch on demand on our intranet, and is offered to all new members of staff.

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.



Cyw



## SERVICE DELIVERY STANDARDS

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

All members of staff working in public-facing roles - at reception or at

our helpline office (Gwifren Gwylwyr) - are fully bilingual. S4C's policy when recruiting temporary staff for events such as the Eisteddfod is to employ Welsh-speaking individuals.

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









Y Sŵn

## 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 new 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 relation to operational standards.

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 opt 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

S4C advertises posts where Welsh-language skills are essential in Welsh 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.

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: **133**

Learning Welsh: **4**

Non-Welsh speaking: **5**

(b) The number of staff who attended training courses offered by us in Welsh during the year: **102**

(c) Percentage of staff who attended a Welsh version of a course also offered in English: **89%**

During the year, **9** 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:

- Welsh-language skills essential: **36**
- requirement to learn Welsh when appointed to the post: **0**
- Welsh-language skills desirable: **4**
- no Welsh-language skills necessary: **0**

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





*Colleen Ramsey:  
Bywyd a Bwyd*

## 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.

# 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.

Website  
[s4c.cymru](http://s4c.cymru)

E-mail  
[s4c@s4c.cymru](mailto:s4c@s4c.cymru)

Hotline  
0307 600 41 41

Canolfan S4C Yr Egin  
Caerfyrddin  
SA31 3EQ

Cardiff Office  
S4C  
3 Y Sgwâr Canolog  
Caerdydd  
CF10 1FT

Caernarfon Office  
S4C Doc Fictoria  
Caernarfon  
Gwynedd  
LL55 1TH

