



S4C



Welsh Language Standards Annual Report

Financial year to 31 March 2021



IAITH AR
DAITH

INTRODUCTION

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 about what services they could 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 2020-2021 in accordance with the requirements of the standards.



S4C - PROVIDING A PLATFORM FOR THE WELSH LANGUAGE ON SCREEN

As the only Welsh television service, the language is core to the existence of S4C and is central to all its provision. The vital role that S4C plays in maintaining and promoting the Welsh language is at the heart of its unique public purpose.

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

The reporting period has been a very challenging year under the shadow of the Covid-19 pandemic, but S4C has nevertheless continued to thrive and has proved itself to be an invaluable service. Indeed, it became clear that S4C's role as one of the cornerstones of the language was more important than ever.

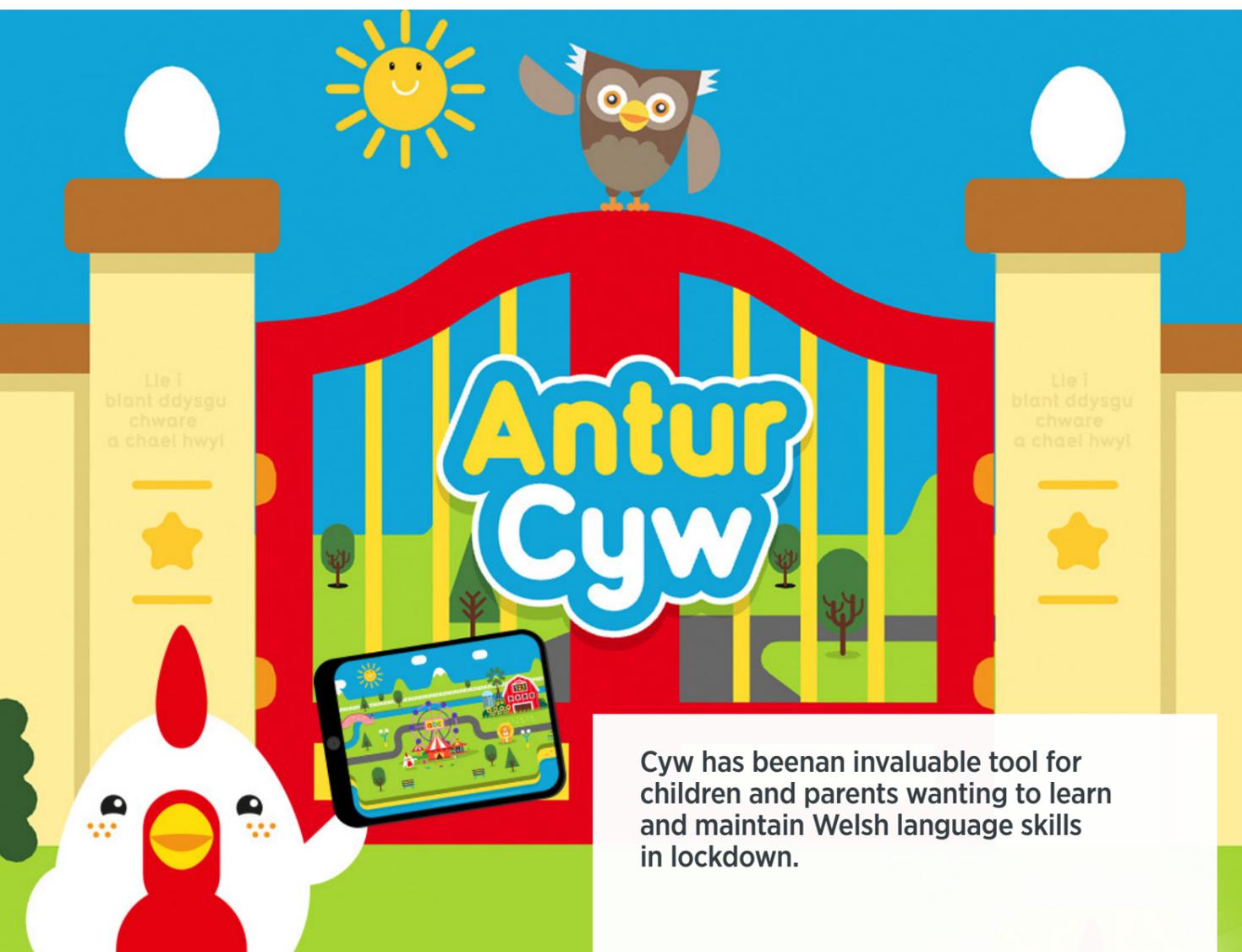
In the week that Covid-19's first lockdown period was announced in March 2020, S4C launched Ysgol Cyw to support home learning. Ysgol Cyw offers Cyw and Stwnsh content (aimed at 7-11-year-olds), online resources and apps to help parents who were at home with young children and were looking for high quality content to educate and entertain their children. S4C's Antur Cyw app was launched during the first lockdown period. Developed by TinInt and Canolfan Peniarth, the app introduces skills to pre-school children including numeracy and literacy.

As part of our aim to provide content on a range of platforms, we have continued to innovate digitally over the past year to reach several notable milestones in S4C's history. December 2020 was a record-breaking month on the channel's main Facebook page, with 994.7k viewing sessions. This clearly demonstrates the demand for high quality Welsh language content on digital platforms. The video clip of the charity song **Dwylo Dros y Môr**, and others such as **Dathlu Dewrder**, **Dolig Ysgol Ni: Maesincla** and **Cefn Gwlad: Dathlu Dai** were at the forefront.

As well as Facebook, S4C's Twitter and YouTube sites have grown, with Cyw remaining the most popular YouTube channel for S4C. Our online and on-demand service, S4C Clic, has successfully increased the number of registrations to over 200,000 during the period. And during the reporting period, S4C Clic

attracted nearly 1,000 viewers from Turkey, with the drama series **Fflam** attracting special interest and putting the Welsh language on an international stage.

Hansh continues to be popular with our viewers under 34 and also provides new platforms for the language to reach new audiences. For the second year running, Hansh ran the **Her Ffilm Fer** competition with the 2021 challenge celebrating LGBTQ+ History Month. 16 films were created across Wales, and these can be viewed on Hansh's YouTube channel.



Cyw has been an invaluable tool for children and parents wanting to learn and maintain Welsh language skills in lockdown.



FFLAM

During the year, S4C launched a new digital news service and appointed a team of in-house journalists for the first time ever. S4C and Cwmni Golwg also reached an innovative agreement to publish and curate news stories as part of this service which contributes to the plurality of news in the Welsh language.

During the reporting period, S4C has been committed to supporting education in Wales through a number of different projects. In addition to **Ysgol Cyw** and the **Antur Cyw** App (now available for use in Breton and Cornish), in partnership with Canolfan Peniarth, a package of educational resources based on the series **Amser Maith Maith yn Ôl** is available on the Welsh Government Hwb Site. S4C now has 80 hours of additional content on Hwb to use for free. Content on Hwb includes children's programmes such as **Shwshaswyn** and **Dwylo'r Enfys**, programmes from the main schedule such as **Cynefin** and **DRYCH** and films on the A level, AS and GCSE curriculum such as **Martha, Jac a Sianco** and **Y Gwyll**. This is part of our commitment to supporting Welsh speakers of the future.

We continue to work in strategic partnership with the **The National Centre for Learning Welsh** on developing learner-friendly content. The results of this partnership can be seen on screen and in the bank of resources to support learners being amassed on S4C Clic. A very popular programme, returning for its second series in 2021, was **laith ar Daith**. In the programme, five celebs and their well-known mentors are learning Welsh and taking a tour of Wales practicing their skills. It was great to see all the positive comments following the series. The viewing figures for the series supported its popularity, with an average of 50,000 viewers watching the episode with James Hook learning Welsh.



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 will be displayed there when they can be re-opened, on our website and on our intranet where there is a dedicated section where staff can view details of the standards and their requirements. S4C's offices remain closed to the public, but a copy of the relevant standards will be displayed there when it can be re-opened. S4C has a policy on the use of Welsh in the workplace, which supports the use of the language in correspondence and communication on a daily basis. This policy is also on our intranet.

The email signature of each member of staff indicates their level of fluency in Welsh and explains that they can be corresponded with in Welsh. Someone who corresponds with us in Welsh would receive a reply in Welsh and there is no delay as a result of this. This is also true of engaging with people through social media.

COMPLIANCE – SERVICE DELIVERY STANDARDS

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

All staff members working in public-facing roles - in the reception area or in our viewers hotline (Gwifren Gwylwyr) are fully bilingual. Due to the pandemic, summer events were not held during the period, but S4C's policy in recruiting temporary staff for such events is to employ Welsh speaking individuals.

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

In January 2021, S4C's broadcasting services transferred to the BBC's care from Central Square. This marks the culmination of a new broadcasting partnership following the relocation of S4C's headquarters to Canolfan Yr Egin, Carmarthen in 2018. The BBC is now responsible for S4C's broadcasting and distribution on television and online and also for S4C's technical infrastructure. As a result of the transfer, there were problems with the S4C staff intranet, with the Welsh language version of our in house human resources software being inactive for a short time. Most of the issues have been resolved, with some work still underway.



DRYCH Aled Haydn Jones: Ti, Fi A'r Fam Fenthyg

HUMAN RESOURCES

As the Welsh language television channel, S4C takes pride in offering the opportunity to work in the language and our processes are administered to enable this. We welcome job applications from Welsh speakers, learners at all levels and those who want to learn. We invest in Welsh training according to demand and offer free classes for staff who want to learn Welsh or improve their language skills. We provide training and opportunities during working hours for our employees, including senior staff and managers. We have continued to implement this during the reporting period with coverage moving online due to lockdown periods.

S4C advertise and publish posts where Welsh is essential, only in Welsh or bilingually. Where Welsh is not essential, a category is set to determine fluency when advertising the post and this would be done bilingually. There are very few cases where Welsh is not essential, and we always advertise posts in Welsh.

The materials below are all published in Welsh or bilingually.

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

And S4C continues to operate from Canolfan S4C yr Egin, we have advertised and recruited a large number of jobs that have been based in Carmarthen, offering a wide range of opportunities to work in Welsh. And S4C continue to operate offices in Cardiff and Caernarfon as well.

S4C'S WORKFORCE

Details of the percentages of S4C staff who could speak Welsh, and the number receiving Welsh courses within the report period are as follows:

(a) The number of employees who worked for S4C during the period in question who possessed Welsh language skills:

Fluent Welsh: 103
Learner: 4
Not a Welsh speaker: 10

(b) The number of staff members who attended training courses offered by us in Welsh during the year: 103

(c) The percentage of staff who attended the Welsh version of a course which was also offered in English: 82.7% (Based on the average number of employees during the year.)

During the year, 15 relevant training courses were held in Welsh.

(d) The number of new and vacant posts advertised by us during the year which have been categorised as requiring:

- That Welsh language skills are essential: 16
- The need to learn Welsh language skills when appointed to the post: 0
- That Welsh language skills are desirable: 1
- That Welsh language skills were not necessary: 1

During the reporting period, no complaints were received regarding S4C's compliance with the operating standards.

MONITORING

The Welsh Language Standards action plan is available on the intranet and the S4C website. All the principles of the standards are communicated to staff, including new members, and there is a specific section that offers advice on the standards on our intranet. Each directorate in S4C has a general responsibility for implementing the Welsh Language Standards in their own directorate which are relevant to their work including record keeping and monitoring so that we are able to report annually in accordance with the requirements placed on us. The Unitary Board is given updates. As a matter of good practice, we are reviewing the action plan and offering our staff briefings and updates on the Standards during 2021.



HANSH

CONTACTING S4C

S4C is always pleased to hear the views of our viewers:

If you would like to submit your views on our programmes or would like further information, we'd be happy to hear from you. You can contact S4C in Carmarthen, Cardiff or Caernarfon, by phone, email, Twitter, Facebook, Instagram or by letter.

Website

s4c.cymru

E-mail

s4c@s4c.cymru

Hotline

0307 600 41 41

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.

