

S4C /

S4C I BAWB
EVERYONE'S S4C

WELSH LANGUAGE STANDARDS ANNUAL REPORT

FINANCIAL YEAR
ENDING 31 MARCH 2026



S4C

S4C exists to show our world through the Welsh language - serving audiences with content that entertains, excites and reflects Wales in all its diversity.

As a public service broadcaster we have a duty to create the platform and ecosystem to drive the creative industries in Wales to create ambitious and unique content that appeals to all ages, backgrounds and language abilities.

S4C aims to be a destination for creative and engaging Welsh-language content available to enjoy on various platforms in Wales and beyond.

Welsh Language Standards

The Welsh Language (Wales) Measure 2011 established a legal framework to impose duties on certain organisations to comply with Standards in relation to the Welsh language through subordinate legislation (the Welsh Language Standards Regulations (No. 2) 2016).

The Standards are intended to:

- make it clear what the duties of organisations are in relation to Welsh language;
- make it clearer to Welsh speakers what services they can expect to receive in Welsh, and
- ensuring greater consistency in Welsh-language services and improving their quality.

S4C has a duty to comply with certain Standards in relation to the Welsh language. S4C's Compliance Notice and details of the Standards that apply to it can be found on S4C website.

The Standards do not cover all aspects of S4C's functions; broadcasting is excluded from the scope of the Standards so S4C is not expected to comply with a Standard if that Standard, and in so far that the Standard, relates to broadcasting.

This annual report reports on the financial year 2025/2026 in accordance with the requirements of the Standards.

S4C – The Welsh Language Belongs To Everyone

The Welsh language is at the core of S4C's existence and a key focal point for all its provision. The crucial role that S4C plays in maintaining and promoting the Welsh language is at the heart of its unique public purpose.

A central element of S4C's work is to reflect the whole Welsh language community and to support speakers - wherever they are on their language journey - through our services. Throughout the reporting year, we have continued to implement a memorandum of understanding with the Welsh Government's **Cymraeg 2050** department, which focuses on the priority areas of education, new speakers, intergenerational language transmission, bringing the Welsh language to the world, and opportunities to work in Welsh,

In September 2025, S4C's Strategy 2030 was published, setting out our vision and direction for the next five years. The strategy notes our position as a cornerstone of the language, as well as our ambition to remain a thriving platform for the Welsh language for years to come.

S4C's content, which provides the opportunity to hear and enjoy the Welsh language in a contemporary context across a range of platforms, is vital to the future of the language. Our children's services, from **Cyw** - which supports intergenerational language transmission - and **Stwnsh**, are vital to nurturing the Welsh speakers of the future. We continue to increase the availability of Welsh subtitles on our children's content to help develop literacy skills.

S4C supports education by making our content available to schools through the Welsh Government's Hwb platform. We are working closely with educators, WJEC and Adnodd to identify opportunities to support the new national curriculum, and to facilitate the commissioning of educational resources to maximise the benefit of our content.

During the year, we have also strengthened our partnerships with schools and colleges across Wales, supporting them through visits and workshops.

Supporting Welsh learners and new speakers is a priority for us. Our short-form content service on digital platforms continues to entertain and inspire learners through a range of content covering vocabulary, grammar, and stories that reflect the experiences of learners in Wales and across the world.



In October 2025, we collaborated with BBC Cymru Wales and the National Centre for Learning Welsh for the second time to mark Wythnos Dathlu Dysgu Cymraeg, providing a platform for learners and new speakers in our content, as well as organising events to welcome learners to our centres in Cardiff, Carmarthen and Anglesey.

We were delighted to announce in the summer of 2025 that the National Centre for Learning Welsh intended to appoint a tutor to work with us to strengthen Welsh language skills within S4C and the wider production sector. Since December 2025, the tutor has been providing regular Welsh lessons at all levels - from complete beginners to language skills enhancement courses - as well as supporting individuals with specific linguistic needs, such as contestants on Y Llais and Y Deis, and actors appearing in our drama productions. This initiative is a valuable tool in our efforts to strengthen the Welsh language broadcasting workforce and ensure it continues to flourish in the future.

Our aim is to reflect Wales in all its diversity, and that means reflecting the rich diversity of our language as well. We want to make sure that all speakers are able to identify themselves in our content: their voice, their dialect, and their natural language. We also expect high standards from our colleagues, offering clear Welsh-language training and guidance to our producers, screenwriters and presenters.

We are very proud of our unique contribution to the Welsh language, and determined to continue to play a part in its growth and prosperity.





S4C Implementing The Standards

S4C complies with the Standards placed on it and has continued to implement them during the year.

Information about the Standards that apply to us is available to the public on our website and to staff on our intranet, where there is a dedicated section for staff to find details of the Standards and their requirements.

S4C has an internal 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 reminding 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 at induction.

Each member of staff's email signature indicates whether they speak Welsh and explains that they can be corresponded with in Welsh. Someone who corresponds with us in Welsh would receive an answer in Welsh and there will be no delay because of that. This is also true of engaging with people through social media.

Compliance
Service Delivery Standards

S4C complies with the Service Delivery Standards. During the period in question, S4C has continued to implement the Standards and to give prominent consideration to the Welsh language in providing its service to the public.

All members of staff working in public facing roles – including our Viewers Hotline - are fully bilingual.

Documents and forms for public use are published in Welsh or bilingually. All pages on our website are available in Welsh and are fully functional.

During the reporting period, S4C did not receive a complaint from a member of the public relating to the Service Delivery Standards.

Compliance
Policy-Making Standards

The Welsh language is an important part of the ethos of S4C's ethos and a key consideration as we draft our policies. When we formulate a new policy, or review or amend an existing policy, we will consider the impact of that on the opportunities for people, and especially our staff, to use Welsh, where relevant.

In terms of policy adoption and approval, there is a specific cover sheet setting out the requirements of the Standards in policy drafting attached to the papers that go before the S4C Board for approval.

During the reporting period, S4C did not receive any complaints about S4C's compliance with the Policy-Making Standards.



Compliance
Operational Standards

The use of the Welsh language internally is an important part of the fabric of S4C as an organisation and S4C has continued to carry out its duties under the Operational Standards.

We have held our staff meetings bilingually with the option of simultaneous translation into English for several years. With our hybrid working policy meaning that some staff work from home or from different locations, we have continued to ensure that our hybrid meetings offer simultaneous translation for those who do not speak Welsh. A translator joins the meeting and those who wish to have translation into English then choose to hear another audio stream.

S4C is proud that we offer 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. S4C's Welsh tutor is available to support all members of staff, providing everyone with the opportunity to develop their Welsh language skills - whether by learning the language as beginners or by enhancing their skills and building their confidence in using it.

S4C advertises and publishes jobs where skills in Welsh are essential in Welsh only or bilingually. Where skills in Welsh are not essential, a category is set for fluency in advertising the job and this is done bilingually. There are very few cases where the Welsh language is not essential, and we always advertise jobs in Welsh.

The documents below are all published in Welsh or bilingual:
- job application forms;
- information about our interview process, or about any other assessment methods when applying for jobs; and
- job descriptions.

Since moving our headquarters to Canolfan S4C Yr Egin in 2018, we have advertised and recruited a large number of jobs based in Carmarthen offering a wide range of opportunities to work in Welsh. S4C continues to have offices in Cardiff and Caernarfon as well. We are tenants in these offices.

During the reporting period, no complaints were received about S4C's compliance with the Operational Standards.

S4C's Workforce

Here are the details of the numbers of staff with Welsh-language skills at S4C, and the number receiving Welsh-medium training courses within the reporting period:

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

Fluent in Welsh: 131
Learning Welsh: 7
Non-Welsh speaking: 8

(b) Number of staff who attended training courses offered by us in Welsh during the year: 127

(c) Percentage of staff who attended a Welsh version of a course that was also offered in English: 91%

During the year, 12 training courses were held through the medium of Welsh.

(d) The number of new jobs and vacancies advertised by us during the year categorised as requiring a job:

i. that skills in Welsh are essential: 23
ii. that skills in Welsh are required to be taught in Welsh when appointed to the post: 0
iii. that skills in Welsh are desirable: 6
iv. that skills in Welsh are not necessary: 0



Monitoring

The Welsh-Language Standards implementation plan is available on S4C's intranet and website. All principles of the Standards are communicated to staff, including new members, and a dedicated section with advice on the Standards is found on our intranet.

Each directorate at S4C has overall responsibility for the implementation of Welsh-Language Standards in their own directorate that are relevant to their work, including record-keeping and monitoring so that we can report annually in accordance with the requirements placed on us.

Contacting S4C

S4C is always pleased to hear form our viewers.

If you would like to share your opinion about our programmes or would like further information, we would be happy to hear from you.

You can contact S4C in Carmarthen, Cardiff or Caernarfon, by phone, by email, WhatsApp, social media, or by letter.

Website s4c.cymru
E-mail s4c@s4c.wales
Hotline 0307 600 41 41

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You are welcome to contact S4C in Welsh, and if you do so we will reply in Welsh and there will be no delay because of that.