

**S4C Board Meeting  
18 March 2021 – Zoom Meeting**

**Meeting No. 448**

**Present:**

**Non-Executive Board  
Members:**

Rhodri Williams	(Chairman)
Anita George	(Board Member)
Hugh Hesketh Evans	(Board Member)
Siân Lewis	(Board Member)
Adele Gritten	(Board Member)
Chris Jones	(Board Member)
Guto Bebb	(Board Member)

**Executive Members:**

Owen Evans	(Chief Executive)
Elin Morris	(Chief Operating Officer)
Amanda Rees	(Director of Content)

**S4C staff present:**

Gwyn Williams	(Director of Communications)
Sharon Winogorski	(Chief Finance Officer) – item 6-12
Owen Derbyshire	(Director of Digital and Marketing) - item 4
Owain Lloyd	(Board Secretary)
Bethan C. Williams	(Assistant to the Board Secretary)

**STANDING ISSUES:**

**1. Welcome and Declarations of Interest**

The Chairman welcomed everyone to S4C's Unitary Board meeting.

The Chairman asked any members with an interest in the business of the meeting to declare their interest. There were no declarations other than that of RhW in relation to Ofcom.

*See the Register of Interests in the Board's section on S4C's website for general declarations.*

**2. Chairman's Report**

The Chairman wished to note the sad news of the death of Euryng Ogwen Williams and for the Board to acknowledge his contribution to broadcasting in Wales. He was a key figure in S4C's history, and it was his vision to see an independent sector with companies producing content across Wales. His contribution since S4C's start, including the independent review in 2018, was crucial. OE endorsed this and said that S4C had lost a friend and mentor.

**3. Chief Executive's Report**

OE presented his monthly report including the matters below.

**3.1** In terms of co-location, he was pleased to report that the technical operation was now much more stable, and although there were some problems with S4C Clic, there were plans in place to resolve them.

- 3.2 He noted that a great deal of work had been done on the application to the DCMS.

**[Summary:** OE and OLI had met with DCMS officials to initiate the discussions on the application. In addition, there have been meetings with politicians. OE noted that intensive discussions will take place over the coming months, and it was hoped that a decision would be made by the DCMS by June.]

RhW thanked the team for all the work on the application. The application was realistic and set out the case clearly with strong, detailed evidence.

#### 4. **Presentation on the Content Strategy 2022-27**

**[Summary:** AR presented a draft of the Content Strategy 2022-27, explaining the objectives of the strategy and how the strategy was shaped through internal and external discussion and consultation.

Following the presentation there was a wide-ranging discussion and comments from Members. Further work on the draft strategy was requested in the light of Members' comments.]

#### 5. **Linear and Digital Performance**

**[Summary:** The linear and digital performance was presented by EJ and he explained that the new format provides a little more detail including weekly reach and peak hour reach.

He referred to an increase in the reach and the thousands average and to the age profile of our linear viewers.

In terms of digital, it was reported that a small, but increasing, portion of our viewing comes from these platforms. EJ mentioned the recent work of Enders Analysis on the trends in viewing in the future. It was agreed to share the report with the Board.

Reference was made to the viewing patterns to dramas and the impact of the increased use of box sets on these patterns.

It was confirmed that the induction sessions for new members will include viewing figures.]

#### 6. **2021-22 Budget**

ShW presented an outline of the budget.

**[Summary:** The budget did not look forward beyond 2021-22 as negotiations on the Licence Fee funding were ongoing.

It was agreed to look at how to measure and apportion content costs between linear and digital where possible.

It was noted that there are obvious savings in not travelling and holding events such as the viewers' evening. There was a discussion about the best

ways to engage with and meet the public in the future, including the greater use of the audience when experimenting with new ideas.

Officers were asked if there were any plans to update events such as the viewers' evenings. OE reported that several Facebook Live events have already been held.]

7. **BBC**

**[Summary:** An update was given on various discussions with the BBC.]

8. **The Board's Work Programme**

A copy of the Board's Work Programme for 2021 was presented for information.

9. **Minutes of Meeting - 2 March 2021**

The minutes of meeting number 447 held on 2 March 2021 were presented. No issues arising from the minutes were discussed. The minutes were approved.

10. **Register of Action Points and Decisions**

OLI would be in contact with the new members soon with respect to induction sessions.

11. **Any other business**

S4C was thanked for the variety of the offering on its channel recently. There had been a great deal of praise.