

## S4C Board Meeting Minute

**Meeting No. 451**

**15 July 2021 - Zoom Meeting**

**Present:**

**Non-Executive Board Members:**

Rhodri Williams	(Chairman)
Guto Bebb	(Board Member)
Hugh Hesketh Evans	(Board Member)
Anita George	(Board Member)
Adele Gritten	(Board Member)
Chris Jones	(Board Member)
Denise Lewis Poulton	(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)
Owen Derbyshire	(Director of Digital and Marketing)
Rhidian Dafydd	(Director of Projects)
Catrin Hughes	(Director of Partnerships)
Roberts	
Catrin Whitmore	(Head of Human Resources)
Nia Edwards-Behi	(Diversity and Inclusion Officer)
Morfudd Wynne	(on behalf Assistant to the Board Secretary)

**Also present:**

Gareth Williams	TAC
Luned Whelan	TAC

**Apologies:**

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### STANDING ISSUES:

#### 1. Welcome and Declarations of Interest

- 1.1 The Chairman welcomed everyone to S4C's Unitary Board meeting. No apologies were received.
- 1.1.1 The Chairman asked any members with an interest in the business of the meeting to declare their interest. There were no other declarations other than that of RhW in relation to Ofcom. The Chairman reminded everyone of the need to update their declarations of interest.

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

#### 2. Chairman's Report

- 2.1 The Chairman did not submit a report due to time constraints.

3.	<b>Chief Executive's Report</b>
3.1	OE presented his monthly report including the matters below.  <b>[Summary:</b> He explained that he had a further meeting with DCMS officials on the 20th.
3.1.1	RhW noted that the Annual Report is being published next week which involves press interviews so questions regarding the report and the future are bound to arise.]
4.	<b>Presentation by TAC representatives</b>
4.1	RhW thanked TAC for their work and support during a difficult time.
4.1.1	<b>[Summary:</b> Gareth Williams and Luned Whelan gave a presentation on TAC's work.
4.1.2	It was reported that the relationship that AR and the team had developed with other broadcasters and platforms has borne fruit. LW added that communication with the sector was essential to continue the partnership, noting that there was a willingness to develop new strategies but the companies needed to be aware of the plans in advance. In terms of the Board it was stated that a close and open relationship with TAC and the sector was very important to S4C.
4.1.3	Members enquired as to how the relationship should develop between S4C and TAC? LW replied that the relationship between S4C and TAC is a positive one. She noted that she meets with EM every three months. The relationship works best when the sector, TAC and S4C are on the same page. She praised S4C staff for their work with the sector during the pandemic.
4.1.4	LW stated that S4C is leading with regards to digital content with Hansh and so on. She added that companies, who create digital content first, are approaching TAC, which demonstrates the changes occurring at the moment.
4.1.5	AR commented on the importance of planning and working with the sector. She noted how digital content is commissioned, and explained that S4C is at the forefront of short-form content.
4.1.6	OE complemented TAC's involvement in terms of training. GW and LW are departing TAC shortly, and were thanked for their hard work.
5.	<b>Welsh Language Standards</b>  <b>[Summary:</b> CHR presented S4C's Welsh Language Standards Report. With one minor amendment the Board approved the report.]
6.	<b>2021-22 Pay Settlement</b>
6.1	<b>[Summary:</b> CW explained the background and rationale for this year's pay increase for S4C staff, with effect from 1st August.
6.1.1	A question was asked about S4C's pension scheme and CW explained that S4C contributes 10% of salary and staff contribute at least 5%.
6.1.2	The pay increase was approved from 1st August.

7.	<b>2022 Strategy Plan</b>
7.1	<b>[Summary:</b> RhD presented an update on the 2022 Strategy and outlined the plans up to the end of the financial year.
7.1.1	The plan was welcomed and members noted that relaunching the brand was a unique opportunity, and forward planning vital. It was added that the current plan is a framework for developing further, as flexibility is of the upmost importance in the current climate.
7.1.2	Members welcomed the report and the vision, and that it was important to share it with staff as soon as possible.
7.1.3	Members enquired about staff, sector and audience engagement. OE noted that Facebook Live and focus groups worked well for us, together with an official consultation to seek views.
7.1.5	Members welcomed the direction and were pleased to see a plan in place]
8.	<b>S4C schedule</b>
8.1	<b>[Summary:</b> A confidential matter was discussed regarding S4C's content and schedule. It was not a matter requiring a formal decision.]
9.	<b>Diversity and Inclusion</b>
	<b>[Summary:</b> RhW welcomed NE-B to the Board for the first time.
9.1	NE-B presented her report which included a summary of the work undertaken in the first 6 months of her employment. The next steps are to evaluate the current commitment and planning for the next phase.
9.1.1	NE-B would welcome any input from members into the next ambitious phase.
9.1.2	The board thanked NE-B for her interesting and useful report. It was suggested that reference to personas and audiences should be incorporated into the plan, and how S4C staff fit into those personas. NE-B agreed that this was a good idea.
9.1.3	It was emphasized that internal research is integral to the work, and it was suggested that S4C should hold a week of events, with invited speakers to hold sessions. NE-B stated that open sessions were currently held on a monthly basis, but agreed that having speakers in was effective.
9.1.4	Members asked if we were in a position to introduce targets. NE-B replied that consideration needs to be given to setting targets but suggested this should happen closer to 2025, as we firstly need to establish the present position of S4C in order to set reasonable targets.
9.1.5	RhW said that the interest shown amongst the members is testament to the Board's commitment to this vital aspect of the work.
10.	<b>Financial Statement</b>
10.1	<b>[Summary:</b> SW presented the quarterly Financial Report, setting out the financial implications of the pandemic.

- 10.1.1 The next steps with the DCMS will be the supplementary estimates that usually happen around October. They identify any variations to the amount provided by the DCMS.]

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11. **Guidelines on Broadcasting Royal Deaths**

- 11.1 **[Summary:** There was a discussion on the guidelines on broadcasting of any royal deaths. We learned from the experience of the Duke of Edinburgh's death and suggested future changes.]

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12. **Minutes of meeting No. 450 (17 June)**

Following one minor correction, the minutes of meeting No. 450 held on 17 June were approved.

**Commercial Board Minutes (07 July)**

Minutes from the Commercial Board were presented for information.

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

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

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14. **Action Point Register**

No issues were discussed.

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15. **Any other business**

Members were invited to send in agenda items for consideration by the Communications Committee.

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- 15.1.1 RhW stated that Board Training should be prepared for October.
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