



Terms of Reference **Content Committee**

Approved: December 2025 (Reviewed: December 2025; Next review: December 2027)

Purpose

The Content Committee is responsible for scrutinising and providing strategic input into activities that deliver S4C's content and digital sub-strategies. It is accountable to the S4C Board.

The Committee will maintain oversight, scrutinise developments, and provide input on behalf of the Board, while respecting editorial independence and the operational responsibilities of the Chief Executive and the Senior Leadership Team.

Membership and Other Attendance

Members (6 members)

- A Non-Executive Board Member (Chair)
- 2 Non-Executive Members
- Chief Content Officer
- Head of Content Operations
- Head of Streaming and Digital

Quorum: 3 members, including at least two Non-Executive Members.

Members of the Committee are appointed by the Board, in accordance with the above membership.

Non-Executive members who do not serve on the Board may be co-opted where desirable to ensure an appropriate balance of skills within the Committee's membership.

Other attendees that are not members

- Director of Communications and Marketing
- Head of Content Planning and Management
- Head of Research
- Board Secretary

The Chair of the Board and the Chief Executive may attend meetings but are not members for quorum purposes.

At the request of the Secretary, the Committee Chair may allow S4C staff members and any other person to attend Board meetings as appropriate.

Terms of Reference

1. Consider strategic matters relating to S4C content across all platforms and agree recommendations to the Board or to the Chief Executive and Senior Leadership Team (SLT) as appropriate.
2. Scrutinise and recommend to the Board on the following:
 - i. Development of S4C's Content and Digital sub-strategies and any revisions;
 - ii. The BBC Annual Programme Plan (in accordance with Section 58, Broadcasting Act 1990); and
 - iii. Revisions to the Committee's Terms of Reference.
3. The Committee will receive reports for information and advise the Board and/or the Chief Executive and SLT as appropriate on:
 - i. Progress in implementing the Content and Digital sub-strategies and related delivery plans;
 - ii. Performance against agreed content and digital metrics, including deeper scrutiny of trends;
 - iii. Reports on recent content performance across all platforms (linear, digital, social), including reach by demographic and audience research;
 - iv. S4C Content Budget Dashboard;
 - v. S4C Commissioning Code of Practice and Guidelines, their implementation and any revisions;
 - vi. Regular review of the range and diversity of content provided by S4C in light of emerging trends, new opportunities and changes in demand.
4. Scrutiny of a sample of series or individual programmes to assess their contribution to delivering Strategy 2030 and the content and digital sub-strategies.
5. Provide strategic guidance to the Executive on balance, consistency and direction of the content slate to ensure planning reflects the strategic direction approved by the Board.

Committee Powers

The committee can:

- Investigate any activity within its remit;
- Commission expert advice or research as required (via the Secretary, subject to normal budgetary arrangements);
- Request any information needed from any member of staff, and all staff are directed to cooperate with any such request.

The Chair may advise on the types of matters to be formally presented to the Committee, the timing, and the nature of information appropriate for submission, but cannot take formal decisions on behalf of the Committee unless delegated in advance.

Meeting Arrangements

Meetings will be held four times a year and additionally as required (at the request of the Secretary, Committee Chair, or Board Chair).

The Committee may consider and approve matters outside formal meetings provided a full record is kept and any decision is reported to the next formal meeting.

Individuals must leave the meeting where a conflict of interest arises (the Committee will have the final say in any such case).

The Secretary, or another competent person appointed by the Secretary, will record the meeting. Minutes and/or reports from the Committee will be submitted to the Board as soon as possible following Committee meetings.

Responsibilities Regarding S4C Content

In line with Standing Orders, the Board and the Content Committee are expected to consider S4C's services from a strategic perspective – neither body has authority to make decisions or give directions on editorial or day-to-day commissioning matters:

"As a general principle, and subject to relevant statutory provisions and Standing Orders, the Board delegates responsibility for delivering S4C's public services, including editorial and commissioning matters and day-to-day management, to the Chief Executive and the Senior Leadership Team. The Senior Leadership Team is accountable to the Board through the Chief Executive, and the Board has responsibility to guide and oversee the Channel's strategic direction. This practice has existed since 1982 and continues to maintain and safeguard the Board's independence from involvement in operational decisions relating to S4C's service".

Subject to the above, the Committee's activities will be governed by the Board's Standing Orders as applicable.