



# SIANEL PEDWAR CYMRU

---

Adroddiad Blynnyddol  
Datganiad Ariannol  
2010

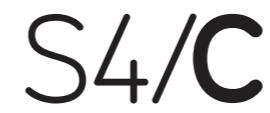
---

Annual Report  
Statement of Accounts  
2010

---

S4/C

---



ADRODDIAD BLYNYDDOL  
DATGANIAD ARIANNOL  
2010

Cyflwynir Adroddiad Blynnyddol a  
Datganiad Ariannol S4C i'r Senedd  
yn sgil paragraffau 13(1) a 13(2)  
i atodlen 6 deddf darlledu 1990

ANNUAL REPORT  
STATEMENT OF ACCOUNTS  
2010

The Annual Report and Statement  
of Accounts for S4C are presented  
to Parliament pursuant to  
paragraphs 13(1) and 13(2) to  
schedule 6 of the Broadcasting  
Act 1990

## CIPOLWG AR YSTADEGAU S4C YN 2010

Nifer y gwylwyr yn ystod wythnos gyffredin -  
cynnydd o 12%  
Number of viewers during typical week -  
increase of 12%

## S4C STATISTICS AT A GLANCE - 2010

**616,000**

Nifer sesiynau gwyllo raglenni ar Clic -  
cynnydd o 44%  
Number of programme viewing sessions on Clic -  
increase of 44%

**1.6m**

Y nifer wylodd raglenni o Ddigwyddiadau'r Haf -  
cynnydd o 47%  
Number of viewers who watched programmes  
from Summer Events - increase of 47%

**1.4m**

Oriau o raglenni gwreiddiol a gafodd eu comisiynu  
Hours of original programmes commissioned

**7,417**

Cyrhaeddiad blynnyddol - oriau Cymraeg yng  
Nghymru  
Annual Reach - Welsh language hours in Wales

**2m**



## CYNNWYS

### ADRODDIAD BLYNYDDOL

8	Cyflwyniad y Cadeirydd
10	Adroddiad y Prif Weithredwr
14	Rhagleni S4C
30	Partneriaeth Strategol S4C a BBC Cymru
32	Gwobrau ac Enwebiadau
34	Gwasanaethau S4C
36	Ein Perthynas gyda'n Gwylwyr
38	Cymorth Ychwanegol i'n Gwylwyr
40	Ymchwil Cynulleidfa
48	Cyfathrebu
54	Rôl yr Awdurdod
56	Adolygiad o Lywodraethiant Corfforaethol S4C
58	Pwyllgorau Awdurdod S4C
60	Aelodau Awdurdod S4C
68	Tim Rheoli S4C
72	Targedau S4C ar gyfer 2010
76	Hyfforddiant ac Amrywiaeth
78	Cydymffurfaeth
80	Ysgoloriaethau a Nawdd
82	<b>DATGANIAD ARIANNOL</b>
86	Adroddiad yr Awdurdod
104	Adroddiad yr Archwiliwr Annibynnol i Aelodau Awdurdod S4C
106	Cyfrif Elw a Cholled Cyfun
108	Mantolen Gyfun
110	Mantolen S4C
112	Datganiad Llif Arian Cyfun
114	Datganiad Cyfanswm yr Enillion a Cholledion Cydnabyddedig
116	Nodiadau i'r Cyfrifon

## CONTENTS

### ANNUAL REPORT

Introduction by the Chairman
Chief Executive's Report
S4C's Programmes
S4C/BBC Wales Strategic Partnership
Awards and Nominations
S4C Services
Relationship with our Viewers
Additional Support for our Viewers
Audience Research
Communications
Role of the Authority
Review of S4C's Corporate Governance
S4C's Authority Committees
Members of the S4C Authority
S4C Management Team
S4C Targets for 2010
Training and Diversity
Compliance
Scholarships and Sponsorship

### STATEMENT OF ACCOUNTS

Report of the Authority
Independent Auditor's report to the Members of the S4C Authority
Consolidated Profit and Loss Account
Consolidated Balance Sheet
S4C Balance Sheet
Consolidated Cash Flow Statement
Statement of Total Recognised Gains and Losses
Notes to the Accounts



## CYFLWYNIAD Y CADEIRYDD

### HUW JONES

Roedd 2010 yn flwyddyn gythryblus yn hanes S4C, gan greu penawdau papur newydd na fyddai neb wedi eu dymuno.

Fy ngobaith i yw troi'r sylw yn awr at yr her sydd o'n blaenau, sef sicrhau ein bod yn cynnal gwasanaeth teledu Cymraeg cryf a deniadol, a fydd wrth fodd cynifer â phosib o wylwyr, wrth i ni fynd i'r afael â'r cwestiynau strwythurol ac ariannol sy'n ein hwynebu.

Yn ystod yr wythnosau nesaf, mae gofyn i ni ddod i gytundeb ag Ymddiriedolaeth y BBC a'r Adran dros Ddiwylliant, Cyfryngau a Chwaraeon (DCMS) ynglŷn â manylion y bartneriaeth a'r dull ariannol newydd sydd i ddod i rym yn ystod 2013. Fe fyddwn hefyd yn bwrw iddi i benodi Prif Weithredwr parhaol a Chyfarwyddwr Cynnwys. Gan weithredu argymhellion Syr Jon Shortridge ynglŷn â natur a strwythur y berthynas rhwng yr Awdurdod a'i swyddogion, byddwn yn cymeradwyo strategaeth er mwyn darparu gwasanaeth cyfoes a deniadol mewn cyfnod o doriadau, ac yn ystyried pob dull posib o gwtopi ar wariant nad yw'n ymwneud yn uniongyrchol â chreu rhaglenni a chynnwys.

Fe fyddwn mor agored ag y mae'n bosib i gorff sy'n delio â chytundebau masnachol i fod ynglŷn â rhesymeg ein penderfyniadau ac fe fyddwn am sicrhau fod barn pobl Cymru – ein gwylwyr – a'u cynrychiolwyr yn cael ei chlywed a'i deall gennym.

Cefais fy mhenodi i wasanaethu yn y swydd hon am gyfnod o bedair blynedd. Pedair blynedd hefyd yw hyd y sicrwedd ariannol a roddwyd i ni yn natganiad yr Ysgrifennydd Gwladol yn Hydref 2010.

Mae dyfodol S4C y tu hwnt i hynny – ei hannybiaeth a'i chyllido – yn dibynnu ar ganlyniad adolygiad allanol sydd i ddigwydd cyn diwedd y cyfnod. Ein tasg felly yw sicrhau y bydd yr adroddiad hwnnw yn ddatganiad cadarnhaol am berfformiad y gwasanaeth, gwerthfawrogiad y cyhoedd ohono, y gwerth am arian a ddarperir ac am ei gyfraniad ehangach i fywyd y genedl. Dyma'r materion a fydd yn ganolbwnt fy sylw i ac aelodau eraill yr Awdurdod yn ystod y cyfnod sydd i ddod.

Wrth dderbyn yr her, ga' i ddiolch i Rheon Tomos, Is-Gadeirydd yr Awdurdod, am arwain y sefydliad gydag ymroddiad yn ystod y misoedd diwethaf, ac i Arwel Ellis Owen, y Prif Weithredwr dros dro, am ei gefnogaeth a'i groeso.

## CHAIRMAN'S INTRODUCTION

2010 was a turbulent year in S4C's history, generating newspaper headlines that no-one would have wished.

My hope is that we can now turn attention to the challenge which lies ahead of us, namely to ensure that we sustain a strong, attractive Welsh language television service, to the satisfaction of as many viewers as possible, as we get to grips with the structural and financial issues that face us.

Over the next few weeks, we need to reach agreement with the BBC Trust and the Department for Culture, Media and Sport (DCMS) regarding the details of the new partnership and funding method which is to come into force during 2013. We will also press on with the appointment of a permanent Chief Executive and Director of Content. Putting into practice Sir Jon Shortridge's recommendations regarding the nature and structure of the relationship between the Authority and its officers, we will approve a strategy to provide a modern, attractive service during a period of cutting back, and will consider every possible means of reducing expenditure which does not directly involve the creation of programmes and content.

We will be as open as it is possible to be, for an organisation dealing with commercial contracts, regarding the rationale underpinning our decisions and we will want to ensure that the opinions of the people of Wales – our viewers – and their representatives are heard and understood by us.

I have been appointed to serve in this post for a period of four years. Four years is also the duration of the financial security given us by the Secretary of State's October 2010 statement.

Beyond that point, S4C's future – its independence and its funding – will depend on the outcome of an external review which is to take place before the end of that period. Our task, therefore, is to ensure that that review provides positive affirmation of the service's performance, the public's appreciation of it, the value for money provided and its wider contribution to the life of the nation. These are the subjects on which I and the other Authority members will be focussing during the period to come.

In accepting the challenge, I wish to express my thanks to Rheon Tomos, the Authority's Vice Chairman, for leading the organisation with dedication during recent months, and to Arwel Ellis Owen, the interim Chief Executive, for his support and welcome.



## ADRODDIAD Y PRIF WEITHREDWR

### ARWEL ELLIS OWEN

Ym mis Gorfennaf y llynedd mi ges i alwad yn gofyn imi fod yn Brif Weithredwr S4C - a hynny dros dro.

O fewn 24 awr roeddwn i'n cerdded i mewn i'r Eisteddfod Genedlaethol yng Nglyn Ebwy fel Prif Weithredwr y Sianel. O fewn hanner awr roedd gen i gyfarfod gydag Ysgrifennydd Gwladol Cymru, Cheryl Gillan AS. Doedd yr un ohonon ni'n nabod ein gilydd o gwblw - wedi'r cyfan, roedd hi hefyd yn newydd yn ei swydd. Ond yn ystod yr amser y buon ni gyda'n gilydd, mi ddaethon ni i nabod ein gilydd yn well ac fe ddywedodd hi bryd hynny ei bod hi'n hynod o gefnogol i S4C.

Ryw dri mis wedyn mi gyhoeddodd y Llywodraeth eu harolwg ariannol. Fe glywson ni ein bod ni'n mynd i golli 24% o gyllideb y Sianel - mae hynny'n £25 miliwn bob blwyddyn am bedair blynedd, sy'n dolc anhygoel i'r gwasanaeth yma.

Roedd hynny, wrth gwrs, wedi dod ar ddiwedd cyfnod pan ofynnwyd i'r Cadeirydd a finnau fynd i weld yr Ysgrifennydd dros Ddiwylliant, Jeremy Hunt AS, oedd yn weinidog newydd sbon ei hun. Fe roddodd y sialens inni i baratoi gweledigaeth mewn tair wythnos fyddai yn ei berswadio i beidio â gweithredu 40% o gwtopiad; dyna'r bygythiad ar y pryd. Petaen ni'n methu, mi fyddai'r rhoi estyniad o flwyddyn i fodolaeth S4C ac wedyn yn cynnal adolygiad a fyddai'n sefydlu rhywbeth tra gwahanol o bosib. Dywedodd Mr Hunt y byddai'n fwy na bodlon clywed pa effaith fyddai toriadau llai na hynny yn eu cael ar S4C.

Mi wnaethon ni'r gwaith ymchwil hwnnw mewn tair wythnos a pharatoi pecyn oedd yn dangos yn glir i'r Gweinidog pa effaith fyddai cwtogiad o 40%, 25% neu 10% yn ei gael ar S4C. Mae'r holl wybodaeth yma ar gael ar wefan S4C.

Wedi hynny, roeddwn i mewn cyfarfodydd cyson gyda gweision sifil y DCMS - roeddwn i yn Llundain o leiaf unwaith yr wythnos. Roedd y cwtogi yma, wrth gwrs, yn mynd i fod ar draws bob elfen o wasanaeth cyhoeddus ac mi rodden ni'n derbyn na fyddai'n bosib eithrio S4C o'r math yna o drafodaethau.

Cyhoeddodd yr Ysgrifennydd Gwladol ei benderfyniad fel rhan o gyhoeddriad Adolygiad Gwariant y Llywodraeth ym mis Hydref. Roedd y penderfyniad yn golygu y byddai Ffi'r Drwydded, trwy Ymddiriedolaeth y BBC, yn gyfrifol am fwyafrif o incwm S4C o 2013 ymlaen, gyda'r DCMS yn parhau i gyfrannu £7m y flwyddyn. Mae'r trefniant hwn yn parhau tan ddiweddu cyfnod yr Adolygiad Gwariant Cynhwysfawr, sef 2015.

Rydan ni wedi bod yn trafod hyn ers y cyhoeddriad - oherwydd mae'n rhaid sicrhau annibyniaeth olygyddol a gweithredol y Sianel. Dyna fy mhriod

## CHIEF EXECUTIVE'S REPORT

I had a call in July last year inviting me to become S4C's interim Chief Executive.

Within 24 hours I arrived at the National Eisteddfod in Ebbw Vale as the Channel's Chief Executive. Within half an hour, I was in a meeting with the Secretary of State for Wales, Cheryl Gillan MP. We had never met - after all she had only been recently appointed to her post. But during the time we spent together we got to know each other better; she told me that she was fully supportive of S4C.

Around three months later the Government announced its Comprehensive Spending Review. We heard that S4C's budget was to be cut by 24% - that's £25m annually for four years, which is a significant cut to the service.

This came at the end of a period when the Chair and I were invited to meet the Culture Secretary, Jeremy Hunt MP who was also a newly appointed Minister. He challenged us to draw up a vision that would dissuade him from implementing a 40% cut; that was the warning at that point in time. If we failed, he would allow a year's extension to S4C before undertaking a review that could, possibly, lead to a very different scenario. Mr. Hunt said he was willing to receive information on what impact lower cuts would have on S4C.

The research was completed within three weeks and we produced a report showing the Minister clearly what impact a 40%, 25% or a 10% cut would have on S4C. This information is available in full on S4C's website.

Following this period we held regular meetings with civil servants from the DCMS - I was in London at least once a week. The cuts were, of course, spread across all parts of public service and we acknowledged that S4C couldn't be excluded from negotiations of this kind.

The Secretary of State published his decision as part of the Government's Comprehensive Spending Review in October. The decision means that the Licence Fee, through the BBC Trust, will be responsible for the majority of S4C's income from 2013, with the DCMS continuing to provide £7m a year. This arrangement is to continue until the end of the current Comprehensive Spending Review period in 2015.

We've been discussing this matter ever since the announcement - we have to ensure the editorial and operational independence of the Channel. That's my priority. Negotiations have taken place between the three partners (S4C, DCMS and the BBC Trust) to ensure that we produce a plan that will last not only for two years but a model that

waith i. Rydyn ni wedi bod yn negydu'n rheolaidd rhwng y tri phartner (S4C, DCMS ac Ymddiriedolaeth y BBC) er mwyn ceisio sicrhau - nid rhw fath o batrwm sy'n mynd i bara am ddwy flynedd - ond model fyddai'n gynaliadwy dros flynyddoedd maith. Er nad ydi lefel y cyllid sy ar gael ar hyn o bryd ddim wedi ei warantu ar ôl 2015, dwi'n gwbwl ffyddlog fy hun ei bod hi'n bosib gweithredu ar y sail y bydd 'na wasanaeth annibynnol Cymraeg ar y teledu yn bell wedi hynny. Wedi'r cwbwl, mae'r BBC wedi cael gwarant o arian Ffi'r Drwydded tan 2017; mi fydd 'na Ddeddf Gyfathrebiadau a Siarter Brenhinol i'r BBC cyn hynny - felly mae S4C yn rhan o'r ddadl yma ynglŷn â darlleu cyhoeddus. A dyna lle dylai S4C fod, mewn deddf gwlad.

Ym mis Gorffennaf roedd yr Awdurdod wedi penderfynu cymryd camau i roi'r broses o Arwahanwydd rhwng yr Awdurdod, Bwrdd Cyfarwyddwyr S4C a'r ochr fasnachol, o'r neilltu a rhoi system well yn ei lle. Ac o hynny mlaen roedd 'na gyfrifoldeb ar bawb i ganolbwntio ar ail greu'r berthynas honno.

Cafodd Syr Jon Shortridge ei gomisiynu i gynnal adolygiad o lywodraethiant corfforaethol S4C a'r berthynas rhwng yr Awdurdod a'r Tîm Rheoli. Roedd ei adroddiad yn awgrymu ein bod ni eisoes yn mynd i'r cyfeiriad cywir ac fe wnaeth sawl argymhelliaid er mwyn gosod S4C mewn sefyllfa gadarn ar gyfer y dyfodol. Ymatebodd yr Awdurdod a'r Tîm Rheoli i'w argymhellion yn syth gan wneud nifer o newidiadau allweddol. Mae'r broses o weithredu argymhellion Shortridge yn dal i fynd yn ei flaen.

Yn y cyfamser, mae'r rhagleni dan ni'n eu gwneud, dwi'n credu, yn rhagleni y byddai unrhyw ddarlledrwr yn falch ohonyн nhw. Wrth gwrs mae 'na fannau gwan yma ac acw - ond yn gyffredinol mae'n weddol glir imi erbyn hyn bod yr amserlen gyfredol yn un sy'n denu cynulleidfa fwy nag yn ystod 2009.

Mae'n ddiddorol hefyd sylwi sut mae pobol yn gwyllo rhagleni'r Sianel. Erbyn hyn mae pobol wedi dod i arfer ag aml platform - mae gwyllo rhagleni ar eich cyfrifiadur a'ch ffôn symudol yn dod yn fwywfwy pwysig. Mae'r hawl a'r rhyddid mae'r gwylwyr yn ei gael i wyllo rhagleni pan mae'n ei siwtio nhw ar wasanaeth Clic yn amlwg yn llwyddo.

Roedd 'na ystyriaethau gweddol ddwys yn digwydd mewn blwyddyn, wrth gwrs, pan aeth Cymru yn wlad ddigidol - a'r wlad gyntaf yn y Deyrnas Unedig i wneud hynny. Roedd hwnnw yn newid mawr oherwydd am bron i 30 mlynedd roedd y Sianel wedi bod yn darlleu rhai o ragleni mwy a poblogaidd Channel 4 bob dydd. Ond o Ebrill 2010 roedd y Sianel ar ei phen ei hun yn gorfol llenwi'r oriau i gyd yn yr iaith Gymraeg. Mi faswn i'n hoffi diolch i Channel 4 am y cydweithio parod dros gymaint o flynyddoedd. Felly, mae hi wedi bod yn flwyddyn eithriadol o bwysig. Rydan ni'n bell o weld pen y daith - ond mae'n beth da - os oes 'na beth da yn codi o'r math yma o chwyldro - bod rhywun yn gorfol meddwl yn wreiddiol ac yn radical am y gwasanaeth yma.

Mae'n amlwg fod y gynulleidfa sy'n ein gwyllo ni nawr yn wahanol iawn i'r rhai oedd yn bodoli ar ddechrau'r Sianel. Mae hi, wrth gwrs, yn dda inni

gofio am y dyddiau cynnar, yn arbennig gan fod Owen Edwards, penneth cyntaf S4C, wedi marw yn ystod 2010. Fe wnaeth Owen gyfraniad anhygoel i ddarlleu yng Nghymru a dwi'n credu, o fod wedi adnabod Owen, mai creu S4C oedd be fyddai'n ymhyfrydu ynddo fwy. Mae'r sialens yn wahanol iawn erbyn hyn - lle mae'n rhaid inni fod yn wreiddiol a defnyddio llawer o ddychymyg a dewrdir gan fod anghenion 2011 a 2012 yn dra gwahanol i 1982.

Daeth tristwch i S4C gan i ni golli Lowri Gwilym, Golygydd Cynnwys Ffeithiol S4C, yn ystod y flwyddyn. Fe wnaeth hi farw yn greulon o sydyn ac ifanc, gan adael cymar a dau o blant. I Lowri mae'r diolch am gymaint o'r rhagleni arbennig iawn sy wedi bod ar S4C dros gyfnod o flynyddoedd. Mae 'na golled fawr ar ei hôl.

Yn ystod y flwyddyn, fe adawodd rhai uwch swyddogion S4C. Mae wedi bod yn galonid gweld sut mae aelodau eraill o dîm S4C wedi llenwi'r bwlc'h a gwneud cystal.

Wrth i 2010 dynnu tua'i therfyn penderfynodd John Walter Jones ymddeol o'i swydd fel Cadeirydd yr Awdurdod. Roedd wedi bod yn aelod er 2004 ac yn Gadeirydd er 2006. Rydyn ni oll yn dymuno'n dda iddo yn ei ymddeoliad.

Mae S4C, wrth gwrs, yn wahanol iawn i'r BBC ac ITV. Dydi S4C ddim yn cynhyrchu rhagleni ei hun - y sector annibynnol sy'n cynhyrchu'r rhan fwyaf ohonyн nhw. Mae'r berthynas greadigol rhwng staff comisiynu S4C a'r cynhyrchwyr annibynnol, felly, yn bwysig iawn.

Dwi'n credu'n gryf mai partneriaeth ydi hi - mae gan y cynhyrchwyr annibynnol dalentau, syniadau a chysylltiadau sy wedi eu gwasgaru ar draws Cymru - ac mae'r ffaith eu bod nhw'n byw yn eu bro a'u bod nhw'n glustiau ac yn ymwybodol o be sy'n digwydd ar lawr gwlad yn eithriadol o bwysig i lwyddiant y Sianel.

Wedi dweud hynny, mi rydw i yma yn gweithio efo dros 150 o staff a dwi wedi cael fy siomi o'r ochr orau gan y gefnogaeth, teyrngarwch a'r weledigaeth sydd yma i wasanaethu Cymru yn y ffordd orau bosib. Mae 150 yn dipyn llai nag oedd yn arfer gweithio yma ac fe fydd yn llai eto yn y dyfodol. Rydyn ni'n clywed llawer iawn am y sector annibynnol yn poeni am gyllidebau, ond mae'r un peth yn wir, wrth gwrs, yn fan hyn - mi fydd yn rhaid i'r gyllell gael ei gweithredu yn fama - felly mae'n gyfnod heriol - cyfnod na fyddai rhywun o ddewis yn dymuno bod yn rhan ohono.

Ond dwi hefyd yn rhw fath o berswadio fy hun, weithiau, y gallai'r math o brofiad a chefnfdir sy gen i a'r blynyddoedd dwi wedi eu treulio yn y byd darlleu fod o help yn y cyfnod yma. Mae'r gefnogaeth dwi wedi ei chael yn gryf iawn ac mae'r math yna o hwb yn sbardun imi ac yn dweud wrtha i y byddan ni'n llwyddo ac y down ni drwy'r sefyllfa yma.

will be viable for many years to come. Although the level of funding for S4C isn't guaranteed after 2015, I'm very confident that we can work on the presumption that there will be an independent Welsh language service on our television screens long after that. The BBC itself has guaranteed funding from the Licence Fee until 2017. There will be a new Communications Act and a new Royal Charter for the BBC before that. S4C is part of the public broadcasting debate. That's where S4C should be, in statute.

In July the Authority decided to take steps to replace the system of "Arwahanwydd" (separation) between the Authority, the Board of Directors and the commercial arm, and to replace it with a more appropriate system. From then on, there was a responsibility on everybody to concentrate on rebuilding the relationships.

Sir Jon Shortridge was commissioned to undertake a review of the corporate governance of S4C and the relationship between the Authority and the Management Team. His report suggested that we were already moving in the right direction and he made a number of recommendations to place S4C on a firm footing for the future. The Authority and the Management Team responded immediately and made a number of key changes. The process of implementing Shortridge's recommendations is ongoing.

I believe the programmes that we produce are of a calibre of which any broadcaster would be proud. There are some points needing attention here and there - but in general it's become quite clear to me that the current schedule attracts more viewers than in 2009.

It's also interesting to note how the public watch the Channel's programmes. People are now used to multi-platform - watching programmes on your personal computer or mobile phone is becoming increasingly important. The freedom and choice that people have to watch programmes when it's convenient on Clic, S4C's catch-up service, is obviously succeeding.

There were some quite serious issues to be taken into account in a year when Wales became the UK's first digital nation. For almost 30 years, prior to the digital switchover, S4C's daily schedule had included some of Channel 4's most popular programmes. From April 2010, S4C had to fill all the hours through the medium of Welsh. I would like to thank Channel 4 for its close co-operation over the years. 2010 has, therefore, been an exceptionally important year. We're far from reaching the end of this journey but if any good comes out of this kind of revolution, it is the fact that we've had to think of original and radical ways of developing the service.

Today's audience is, obviously, very different from the audience of 1982 when S4C was first established. It's even more appropriate that we remember those early days especially as Owen Edwards, the first person to lead S4C, died in 2010. Owen made a huge contribution to broadcasting in Wales but as one who knew Owen, I believe that establishing S4C was his proudest achievement. Today's challenge is very different - we have

to think of original ideas and use plenty of imagination and show courage, as the needs of 2011 and 2012 are very different from the needs of 1982.

Sad news came to S4C with the untimely death of Lowri Gwilym, S4C's Factual Content Editor. She leaves a partner and two children. Lowri commissioned many special programmes that have been broadcast on S4C over a number of years. She will be sorely missed.

During the year, senior executives left S4C. It has been encouraging to see how other members of S4C's team have filled the gap successfully.

As 2010 drew to a close, John Walter Jones decided to retire from his position as Chair of the Authority. He had been a member since 2004 and Chair since 2006. We all wish him well in his retirement.

S4C is, of course, different from the BBC and ITV. S4C doesn't produce its own programmes - the majority of programmes are produced by the independent sector. The creative relationship between S4C's commissioning staff and the independent producers is, therefore, vitally important.

I believe it's a partnership - independent producers have talent, ideas and contacts across Wales. The fact that they live and work in their communities and know what goes on within those communities is vitally important to the success of the Channel.

I work with over 150 members of staff in S4C. I've been impressed by their support, loyalty and vision to provide Wales with the best possible service. 150 is much lower than the number of people who used to work here - there will be even fewer in the future. We've heard a lot about the independent sector's concern about budgets, but the same is true of S4C where cuts will also have to be implemented. This is a challenging period - not a period of which one would choose to be part.

I try to persuade myself from time to time that my background, experience and the numerous years that I've spent working in the broadcasting industry could be an asset during this period. The magnitude of support that I've received has inspired and motivated me and tells me that we will get through this and succeed.

# RHAGLENNI S4C

Fel yr unig sianel deledu sy'n darlledu yn y Gymraeg, mae 'na amrywiaeth mawr o ragleni ar S4C a'r gwasanaeth manylder uwch, Clïrlun. Mae hyn yn cynnwys rhagleni Newyddion, Materion Cyfoes, cyfresi Adloniant, rhagleni ar gyfer Plant a Phobol Ifanc, Chwaraeon, cyfresi Ffeithiol, Dramâu, Comedi a Cherddoriaeth. Mae S4C hefyd yn darlledu o ddigwyddiadau cenedlaethol a lleol o gwmpas Cymru.

Cwmniau annibynnol sydd â chanolfannau mewn gwahanol rannau o Gymru sy'n cynhyrchu rhan fawr o ragleni'r Sianel.

Mae tua 520 o oriau o ragleni Cymraeg y BBC hefyd yn cael eu darlledu ar S4C bob blwyddyn. Mae'r BBC yn darparu'r rhagleni yma o dan ddyletswydd statudol sydd wedi bodoli ers sefydlu'r Sianel.

Mae S4C yn dewis rhagleni annibynnol drwy broses gomisiynu. Mae'r wybodaeth am y broses ar wefan S4C.

Y Cyfarwyddwr Comisiynu sy'n arwain y broses gomisiynu. Mae'r rhagleni wedi eu gosod mewn saith categori ac mae gan bob categori Olygydd Cynnwys neu Benhaeth sy'n gyfrifol am gomisiynu'r rhagleni.

# S4C PROGRAMMES

As the only TV channel broadcasting through the medium of Welsh, there's a wide spectrum of programmes on S4C and its HD Channel, Clïrlun. Programmes include News, Current Affairs, Entertainment, Children and Young People's programmes, Sport, Factual, Drama, Comedy and Music. S4C also broadcasts from national and local events around Wales.

Independent companies based around Wales produce a large proportion of the Channel's programmes.

S4C also broadcasts around 520 hours a year of programmes produced by the BBC. The BBC provides these programmes under a statutory obligation that has existed since the establishment of S4C.

Independent programmes are selected through a commissioning process. Information about the process is available on S4C's website.

The Director of Commissioning heads the commissioning process. Programmes are arranged in seven categories and each category has a Content Editor or Head responsible for commissioning the programmes.

**GAYNOR DAVIES—  
GOLGYDD CYNNWYS ADLONIANT**

Fel Golygydd Cynnwys Adloniant rydw i'n gofalu am amrywiaeth eang o raglenni. Fe gelsen ni'n gorau glas i sicrhau fod llawer o'r rhaglenni yn 2010 yn adlewyrchu Cymru, ei thirwedd a'i phobol.

Mae sawl cymuned yng Nghymru wrthi'n brysur yn cynnal digwyddiadau ac mae sawl person wedi dweud wrthon ni ei bod hi'n bechod nad ydi camerâu S4C yno i recordio rhai o'r perlau 'ma. Ymateb uniongyrchol i hyn oedd y gyfres *Cyngerdd* (Boomerang). Mi gafodd gwylwyr S4C flas o ddigwyddiadau o wahanol rannau o Gymru - o Twrw Tudweiliog ym Mhen Llŷn i ddathliadau 900 mlynedd Aberteifi yn Theatr Mwldan.

Mae rhoi cyfle i gyfarfod â phobol sy ddim wedi bod ar S4C o'r blaen yn rhan o ofyndion y gyfres *Bro* (Telesgop). Mi gafodd hynny ei wireddu wrth deithio Cymru yng nghwmni Iolo Williams a Shân Cothi.

Fe gawson ni flas, yn llythrennol, ar sawl ardal wrth fynd ar daith fywyd hefo Dudley - O'r Giât i'r Plât (Rondo) a Cymru ar Blât (Rondo). Yn 2010 mi benderfynon ni roi sylw haeddiannol i gynnrych Cymru. Roedd cystadleuaeth yn y gegin yn fyw ac yn iach dros gyfnod y Nadolig wrth i Dudley roi her i wyth o bobol adnabyddus yn Dudley - Pryd o Sêr (Rondo). Mi wnaeth y gyfres gyntaf ennill Gwobr BAFTA Cymru am y rhaglen adloniant ysgafn orau yn 2009: Dwi'n credu mai oherwydd gonestrwydd y cynhyrchiad oedd hyn - doedd 'na ddim "Dyma i chi un dwi wedi ei baratoi yn barod" yn perthyn i'r gyfres. Roedd hi'n wythnos ffilmio galed ac emosiynol iawn i'r cystadleuwr, gan greu adloniant pur dros da'r rhaglen. Llongyfarchiadau i Julian Lewis Jones am ennill y cystadleuaeth! Tybed fydd 'na wyth o bobol yn ddigon dewr i dderbyn y sialens yn 2011?

Yn amlach na pheidio un o'r cwestiynau cyntaf mae pawb yn gofyn i'w gilydd wrth gyfarfod ydi 'sut ydach chi?' Y diddordeb yma yn ein hiechyd oedd y tu ôl i'r penderfyniad i gomisiynu *Doctor Doctor* (Boomerang) - cyfres newydd yn cael ei chydgyflwyno gan Nia Parry a'r Doctor Gwyn Jones. Mae mor braf gweld cymaint o feddygon Cymraeg, huawdl, sy'n arbenigwyr yn eu meysydd. Rydan ni'n ddiolchgar iawn i'r cyfranwyr oedd mor barod i rannu eu storïau a'u profiadau dirdynnol mor agored.

Yn ogystal ag adlewyrchu digwyddiadau, dydi o ddim yn ddrwg o beth i S4C geisio creu ambell un. A dyma ddigwyddodd gyda "Sioe Fach y Patsh". Mae'r patsh yn Rhosgadfan ger Caernarfon wedi dod yn adnabyddus dan ofalaeth ei berchenog, y gardwr a'r cyflwynydd Russell Jones. Roedd Russell a gweddill tîm *Byw Yn Yr Ardd* (Cwmni Da) - Bethan Gwanas a Sioned Rowlands - yno i gyfarfod â thua 200 o wylwyr ffyddlon y gyfres. Diolch o galon i bawb ddaeth yno i gefnogi. Rydan ni'n gobeithio ail-adrodd y digwyddiad yn 2011.

Erbyn hyn mae cyfres Ffactor (Cwmni Da) yn ddigwyddiad yng nghalendr y Sianel. Roedd hi'n braff iawn, hyd yn oed ynganol y glaw, sefyll gyda channoedd o gefnogwyr y gyfres ar Faes y Sioe yn Llanelli a chlywed eu brwdfrydedd

a'u mwynhad wrth wyllo'r tri chystadleuwyd olaf yn ceisio cwbwlhau tasg i ennill lle yn y rownd derfynol. Roedd y rhaglen fyw olaf yn llawn tensiwn wrth aros am y canlyniad. Llongyfarchiadau gwresog i Teifi Jenkins ac i'r holl cystadleuwyr. Rydan ni'n edrych ymlaen at gyfarfod â'r deg newydd yng nghyfres 2011.

Roedd 'na ddigon o hwyl gyda Tudur Owen o'r Doc (Cwmni Da). Mae'r cyfresi yma wedi datblygu i fod yn ddigwyddiadau poblogaidd yn Galeri, Caernarfon gyda phobol yn edrych ymlaen at gael gafaol ar docynnau i'r sioe. Ar ôl rhagflas ar Sioe Nadolig Tudur Owen (Cwmni Da) o'i gyfres newydd, rydan ni'n edrych ymlaen am lond bol o chwerthin gyda Tudur a'i "ffrind newydd ffaeth a ffyddlon" Meical Owen yn 2011.

Dwi'n credu'n gryf, yn enwedig o feddwl am yr amgylchiadau anodd sy'n ein hwynebu ni ar hyn o bryd, bod angen chwerthin a mwynhau. Mae adloniant a chomedï yn feysydd anodd i'w cael yn iaŵn, ond yn bwysig i roi cynnig arni, a dyna fydd yr her yn 2011.



**GAYNOR DAVIES—  
CONTENT EDITOR ENTERTAINMENT**

As Content Editor, Entertainment I'm responsible for a variety of programmes. We made every effort in 2010 to ensure that many of our programmes reflected all of Wales, its landscape and its people.

Many people arrange their own events in communities around Wales and many have told us that it's a shame that S4C's cameras aren't there to record some of these highlights. As a direct response to these comments, a new series called *Cyngerdd* (Boomerang) was commissioned. Viewers had a chance to see highlights of some of these events around Wales - from Twrw Tudweiliog on the Llŷn Peninsula to the celebrations to commemorate Cardigan's 900th anniversary at Theatr Mwldan.

Meeting people who haven't appeared on S4C in the past is part of the brief of *Bro* (Telesgop). This was achieved as Iolo Williams and Shân Cothi travelled to different parts of the country. We had a taste of many parts of Wales as chef



Dudley - Pryd o Sêr



Byw Yn Yr Ardd

Dudley went on tour in O'r Giât i'r Plât (Rondo) and Cymru ar Blât (Rondo). In 2010 we made sure that we gave food produce from Wales the attention it deserves. The competitive edge was live and kicking over the Christmas period as Dudley presented eight celebrities with challenges in Dudley - Pryd o Sêr (Rondo). The first series won a BAFTA Cymru award for the best entertainment programme in 2009. I think this was due to the honesty of the production - the series didn't include elements such as "This is one I prepared earlier". This was a busy and emotional week of filming for the contributors, leading to three programmes full of pure entertainment. Congratulations to Julian Lewis Jones for winning the competition! I wonder if there will be eight people brave enough to face the challenge in 2011?

'How Are You?' is often the opening question when people meet. It was this interest in our health that led to the commissioning of a new series called *Doctor Doctor* (Boomerang), co-presented by Nia Parry and Dr Gwyn Jones. It's so good to see so many eloquent Welsh-speaking doctors who are experts in their fields. We're extremely grateful to the contributors for their willingness to openly share their stories and their harrowing experiences.

As well as broadcasting from local events, it's not a bad thing for S4C to create some of its own events. This led to "Sioe Fach y Patsh". Presenter and gardener Russell Jones' gardening patch in Rhosgadfan near Caernarfon has become known to many people. Russell and the rest of the team of *Byw yn yr Ardd* (Cwmni Da) met around 200 loyal viewers who came to see the patch. I'd like to thank all the people who came to the patch for their support. We hope to arrange a similar event in 2011.

Fferm Ffactor (Cwmni Da) is firmly cemented in S4C's annual calendar. It was great to see hundreds of fans braving the wet weather at the Royal Welsh ground in Llanelli and watch their enthusiasm and enjoyment as three competitors tried to reach the final round. The final live programme was brimming with tension as we waited for the result. Warm congratulations to Teifi Jenkins and all the other competitors. We're looking forward to meeting the ten people who'll be competing in the next series in 2011.

There was plenty of fun in *Tudur Owen O'r Doc* (Cwmni Da). These programmes have become popular events at Caernarfon's Galeri with people eager to buy tickets for the show. After seeing a taster of the next series during *Sioe Nadolig Tudur Owen* (Cwmni Da), we're all now looking forward to laughing in 2011 with Tudur and Meical Owen, his new friend who is "faithful and witty".

I strongly believe - especially as we consider the difficult period facing us - that we need to laugh and enjoy ourselves. It's difficult to hit the right note in comedy and entertainment, but it's important that we try - and that will be the challenge in 2011.



Sioe Nadolig Tudur Owen

#### MEDWYN PARRI— PENNAETH DIGWYDDIADAU A THELEDU ACHLYSUR

Pobol sy'n gwneud digwyddiad yn ddigwyddiad o bwys. Gan mai 'S4C yw cartref digwyddiadau o ddiddordeb Cymreig' mae mynd i'r digwyddiadau yma'n rhoi cyfle inni gwrdd â'n cynulleidfa yn ogystal â chael cyfle i ddarlledu'r digwyddiadau ar gyfer cynulleidfa ehangach. Dyna'n sicr ddigwyddodd yn 2010. Mi fu'n flwyddyn o deithio Cymru gyfan yn darlledu o bob math o ddigwyddiadau.

Roedd S4C yn amlwg iawn mewn digwyddiadau diwylliannol Cenedlaethol fel Eisteddfod Yr Urdd (Avanti), Eisteddfod Ryngwladol Llangollen (Rondo), Eisteddfod Genedlaethol Blaenau Gwent (BBC Cymru) a'r Wyl Gerdd Dant (Rondo/Telesgop). Fe aethon ni hefyd i wyliau llai traddodiadol fel Chwilgig, Gŵyl Gobaith Rhys Meirion, Gŵyl Arall Caernarfon, Gŵyl y Caws Mawr Caerffili (Rondo/Telesgop) a Wakestock (Avanti).

O'r rhain mae dau yn sefyll yn y cof. Y cyntaf ydi Chwilgig – gŵyl ddaeth i fy sylw i drwy Facebook. Mae'n wyl gymunedol bentrefol sy'n cael ei chynnal dros benwythnos hir mewn maes parcio tafarn ym mhentre Chwilog ym Mhen Llŷn. Yr hyn sy'n arbennig amdani ydi bod pobol sy'n byw mewn pentre bychan fel Chwilog yn gallu cynnal gŵyl Iwyddiannus flynyddol dros bedair noson. Pen Llŷn sy'n cael yr ail sylw hefyd ond y tro yma gŵyl Wakestock, sy'n cael ei chynnal ym Mhenyberth. Er bod enwau mawr yn perfformio ar y llwyfannau, mae'n rhaid imi gyfaddef mai'r wefr fwyaf oedd gwyliau tonfyrrddwyr gorau'r byd yn cystadlu yn y Marina ym Mhwllheli – roedd miloedd o bobol ar y cei yn eu gwyliau nhw.

Roedd ein camerâu ni hefyd yn Llanelwedd ar gyfer y Sioe Tyddyn a Gardd, Y Sioe Frenhinol a'r Ffair Aear (Boomerang). Yn y Ffair Aear roedd y tymheredd ymhell o dan y rhebwyt a modfeddi o eira ar lawr a'r awyr yn las. Alla i ddim meddwl am well delweddau gaeafol i'r digwyddiad ac mae'n rhaid i mi ganmol y bobol ddaeth yno, gan gynnwys y criw cynhyrchu am frwydro yn erbyn yr elfennau a chreu digwyddiad i'w gofio. Mwy o eira fel yna yn 2011 plîs – a haul braf ar gyfer y Sioe Fawr!



#### MEDWYN PARRI— HEAD OF EVENTS AND EVENT TELEVISION

It's the people themselves who turn events into events that matter. As S4C is the 'home of events of Welsh interest', attending these events gives us an opportunity to meet our viewers and broadcast the shows and festivals to a wider audience. That was certainly the case in 2010. It was a year when we travelled to all parts of Wales, broadcasting a variety of events.

S4C broadcast from cultural festivals such as Eisteddfod yr Urdd (Avanti), Llangollen International Eisteddfod (Rondo), the National Eisteddfod in Blaenau Gwent (BBC Wales) and Gŵyl Gerdd Dant (Rondo/Telesgop). We were also at less traditional events such as Chwilgig, Gŵyl Gobaith Rhys Meirion, Gŵyl Arall Caernarfon, Gŵyl y Caws Mawr Caerphilly (Rondo Telesgop) and Wakestock (Avanti).

Two of these stand out. The first is Chwilgig – a small event that came to my attention through Facebook. It's a community festival held over a long weekend in a pub car park in Chwilog on the Llŷn Peninsula. What makes it special is the fact that people who live in this small village can run their own successful annual festival over a period of four evenings. Pen Llŷn gets the second vote as well – this time the Wakestock festival, held in Penyberth. Although big names perform on stage, I must say that what gives me the biggest thrill was watching some of the world's best wakeboarders competing in Pwlheli's Marina – there were thousands of people on the quay watching them.

Our cameras were also in Llanelwedd for Sioe Tyddyn a Gardd, the Royal Welsh Show and the Winter Fair (Boomerang). It was well below freezing point at the Winter Fair with inches of snow on the ground and a blue sky above. I can't think of better images for the event and I must commend everyone who was there, including the production team, for braving the weather and creating an event to remember. More snow in 2011 please – and plenty of sun during the Royal Welsh Show!



For the first time ever, we broadcast evening programmes from Sioe Sir Benfro and Sioe Môn (Rondo/Telesgop). We were also at Sadwrn Barlys Aberteifi and Sioe Nefyn. I think that the programmes and events surrounding 'Y Porthmon' (Telesgop) will be remembered for a long time. During the series, Ifan Jones Evans and his sheepdog, Nan, retraced the historic footsteps of Dafydd Isaac, one of Wales' last drovers, who walked his sheep 90 miles from Machynlleth to Brecon market. Ifan and his crew had amazing support from people and children throughout the journey, showing the true value of being out and about and broadcasting from different communities.

At the end of the year we broadcast a series with Only Men Aloud (Boomerang), recorded at the Wales Millennium Centre. It was great to see that we had international artists leading a series of programmes on S4C and an audience that filled the main theatre. We also broadcast Cyngerdd Mawr Talent Cymru (Avanti) over the Christmas period. It was recorded at the Cardiff International Arena; it was an opportunity to celebrate the success of some of our artists who have performed on network TV talent shows. This was the first time for S4C to broadcast from the Arena and it was amazing to see thousands of people queuing outside the building, eagerly waiting for the doors to open.

**ROB NICHOLLS—  
GOLGYDD CYNNWYS DIWYLLIANT**

Roedd 2010 yn llawn cyffro a chreadigrwyd yn maes rhaglenni diwylliant. Ar ôl lansiad llwyddiannus yn y Drwm, Llyfrgell Genedlaethol Cymru, Aberystwyth, fe ddechreudd cyfres newydd *Pethe* (Cwmni Da) ym mis Mawrth, gyda Nia Roberts a Rhun ap Iorwerth yn cyflwyno. Dyma ichi wasanaeth newydd y Sianel sy'n ceisio adlewyrchu diwylliant Cymru yn ei holl amrywiaeth.

Yn ogystal â'r brif gyfres o raglenni cylchgrawn mae 'na raglen drafod gyda'r hwyr *Pethe Hwyrach*, yna rhaglen drafod gyda phanel o gyfranwyr *Dweud Pethe* a hefyd cyfres o sgyrsiau wyneb-yn-wyneb gyda chyn-ohebydd y BBC a'r sylwebwyd gweledyddol Guto Harri.

Cafodd cyngerdd cymunedol arbennig ei ddarlledu o Gapel Soar, Llanbedr Pont Steffan ym mis Mawrth, sef *Cyngerdd Rhuban Glas y Cardis* (Boomerang). I gyd-fynd â'r cyngerdd yma, cafodd CD ei lansio gyda chyn-enillwyr y Rhuban Glas i godi arian ar gyfer cronicaid Ceredigion - y sir oedd yn noddi Sioe Amaethyddol Frenhinol Cymru yn 2010. Fe gafodd y darllediad yma lawer o sylw yn y wasg leol, gydag erthyglau yn y Tivyside, Carmarthen Journal, Cambrian News yn ogystal â'r papurau bro.

Yn ddiweddarach ym mis Mawrth fe ddechreudd cyfres newydd *Sopranos* (P.O.P.1) gydag Elin Manahan Thomas yn cyflwyno. Cafodd y gyfres ei hyrwyddo mewn nifer o gylchgronau cerddorol arbenigol gan gynnwys Classic FM, Opera, The Singer, BBC Music a Classical Music - ond bwriad y gyfres oedd apelio at gynulleidfa eang, gan gynnwys pobol sy ddim, o reidrwydd, yn arbenigwyr ar gerddoriaeth glasurol.

I mi, un o uchafbwyntiau'r arwy gerddorol yn ystod y flwyddyn oedd y rhaglen ddogfen *Only Men Aloud! – O Dredeg Newydd i Efrog Newydd* (Boomerang). Roedd y rhaglen yn olrhain cyfnod cyffrous yn hanes yr ensemble lleisiol poblogaidd wrth iddyn nhw ddathlu eu pen-blwydd yn 10 oed. Roedd y rhaglen yn bwrw golwg dros y degawd

diwethaf yn eu hanes, gan orffen gyda'u llwyddiant yn ennill albwm y flwyddyn yng ngwobrâu'r Classical Brits ym mis Mai 2010.

Fe ddarllelon ni ail gyfres o gerddoriaeth a sgwrs gyda'r gantores boblogaidd *Shân Cothi* (Presentable). Ers y gyfres gyntaf yn 2009, mae rhai o dalentau cerddorol mwyaf Cymru wedi ymuno gyda Shân. Fe gawson ni amrywiaeth eang o gerddoriaeth yn y gyfres, o fydd yr opera ac opereta i alawon Cymreig a chaneuon ysgafnach o'r sioeau cerdd.

Fel rhan o ddathliadau cofnodi 400 mlynedd ers merthyrdod John Roberts, Trawsfynydd, fe gafodd rhaglen ddogfen *Merthyr Meirionnydd* (Green Bay) ei darlledu yn olrhain hanes y Sant olaf o Gymru wnaeth farw dros y ffydd Catholig yn 1610. Guto Harri aeth ar drywydd y mynach, gan ddarganfod fod bywyd y dyn a gafwyd yn euog o deyrnfradwriaeth yn llawn cyffro ac antur. Fe gafodd y digwyddiad gryn dipyn o sylw yn y wasg yng Nghymru ac yn Lloegr a chafodd wythnos o weithgareddau eu cynnal i gofnodi'r dathliadau gan gynnwys yr offeren Gymraeg gyntaf i'w chynnal yn Eglwys Gadeiriol Westminster.

Bwriad trydedd cyfres *Codi Canu* (Boomerang) oedd sefydlu corau rhanbarthol yng Nghymru; fe gafodd pedwar côr cymunedol mawr a bach eu ffurio mewn gwahanol ardaloedd sef Y Rhondda, Tawe, Dyffryn Ogwen a Rhosllannerchrugog. Daeth y gyfres i ben ym mis Tachwedd gyda darllediad byw o Neuadd Dewi Sant, Caerdydd. Côr Y Rhos oedd yn fuddugol. Drwy gydol y gyfres, fe gafodd y corau lawer o sylw mewn papurau newydd lleol ac roedd pob côr wedi ymddangos mewn gweithgareddau diwylliannol yn eu hardaloedd eu hunain.

Roedd *Dechrau Canu*, *Dechrau Canmol* (Avanti) yn boblogaidd iawn eto yn 2010 gan barhau i fynd i bob math o ardaloedd o gwmpas Cymru. Fe gafodd rhaglenni arbennig eu darlledu i ddathlu Gŵyl Ddewi, Y Pasg a'r Nadolig, ynghyd â rhaglenni i gofnodi prif achlysuron y calendr crefyddol.



**ROB NICHOLLS—  
CONTENT EDITOR, CULTURE**

As far as the Culture genre is concerned, 2010 was a year full of excitement and creativity on S4C. The new series, *Pethe* (Cwmni Da) presented by Rhun ap Iorwerth and Nia Roberts appeared on our screens after a successful launch at Y Drwm at the National Library of Wales in Aberystwyth. This is the Channel's new strand reflecting the diversity of Welsh culture.

As well as the main magazine series, there is also a late-night discussion programme, *Pethe Hwyrach*, another discussion programme with a panel of contributors called *Dweud Pethe* and a face-to-face series presented by former BBC reporter and political commentator, Guto Harri.

A special community concert was broadcast from Soar Chapel in Lampeter in March. *Cyngerdd Rhuban Glas y Cardis* (Boomerang) coincided with the launch of a CD; the CD includes performances by previous winners of the National Eisteddfod's Blue Ribband competition to raise money for the Ceredigion fund - the county sponsoring the Royal Welsh Show in 2010. The programme had extensive coverage in the local press with articles in the Tivyside, Carmarthen Journal, Cambrian News and the Welsh language community papers (Papurau Bro).

Later that month saw the beginning of a new series, *Sopranos* (P.O.P.1), presented by Elin Manahan Thomas. The series was promoted in a number of specialist music magazines including Classic FM, Opera, The Singer, BBC Music and Classical Music - but the aim of the series was to appeal to a wider audience including those who wouldn't necessarily be familiar with classical music.

For me, one of the year's musical highlights was the documentary programme *Only Men Aloud! – O Dredeg Newydd i Efrog Newydd* (Boomerang). The programme followed the story of the popular ensemble as they celebrated their tenth anniversary. The programme looked back at the

past decade, the highlight being their award for Album of the Year at the Classical Brits in May 2010.

We broadcast the second series of *Shân Cothi* (Presentable), programmes with a mix of music and discussion. Some of Wales' most talented artists have appeared on the show since the first series began in 2009 with songs from the opera and operetta to Welsh melodies and light hearted songs from musicals.

*Merthyr Meirionnydd* (Green Bay) was a documentary commemorating 400 years since the martyrdom of John Roberts of Trawsfynydd. The documentary followed the trail of Wales' last Saint who died for his Catholic faith in 1610. Guto Harri retraced his steps discovering that the life of the monk found guilty of treason was full of excitement and adventure. The press in England and Wales covered the story and activities were held over a period of a week to commemorate the celebrations including the first ever Welsh language mass to be held at Westminster Cathedral.

The aim of the third series of *Codi Canu* (Boomerang) was to form new regional choirs in Wales; four small and large community choirs were established in the Rhondda Valley, Tawe, Dyffryn Ogwen and Rhosllannerchugog. The series ended with a live broadcast from St David's Hall in Cardiff. Côr y Rhos won the competition. Throughout the series, local newspapers published stories about the choirs and the choirs themselves took part in cultural activities within their communities.

*Dechrau Canu*, *Dechrau Canmol* (Avanti) was, again, popular in 2010 and continued to visit different parts of Wales. Special programmes were broadcast to celebrate St David's Day, Easter and Christmas as well as some of the main events in the religious calendar.



**SIÂN EIRIAN—  
PENNAETH GWASANAETHAU PLANT**

Roedd 2010 yn flwyddyn o ddatblygiad a llwyddiant ym maes rhaglenni a gwasanaethau plant ar S4C. Ond mae o hyd yn braf dechrau adroddiad gyda mesur amlwg a chyhoeddus o lwyddiant.

Rydw i'n falch iawn o'r llond trol o enwebiadau a gwobrâu a gafodd eu hennill yn 2010. Mae sôn am enwebiadau a gwobrâu fel y Rose d'Or yn y Swistir, Kidscreen yn Efrog Newydd, BAFTA Plant yn Llundain, yr Wyl Cyfryngau Celtaidd yng Ngogledd Iwerddon a BAFTA Cymru yng Nghaerdydd yn rhoi rhyw syniad i chi o'r gwerthfawrogiad a chydnbabyddiaeth sydd 'na i waith ein cwmnïau cynhyrchu ar lefel ryngladol.

Ond i mi, y wobr orau efallai ydi gweld wynebau plant Cymru yn disglerio wrth iddyn nhw weld a chyfarfod â chyflwynwyr Stwnsh a chymeriadau fel Cyw, Sali Mali, Jac y Jwc, Huwi Stomp, Betsan Brysur a Rapsgaliwn, bardd mwyaf direidus Cymru. Mae'n brofiad unigryw i blant Cymru weld eu hoff gymeriadau ar y sgrîn yn dod yn fwy ar faes y Steddfod neu yn eu stafell ddosbarth. Ac nid y fi yn unig sy'n dweud hynny. Dyma sylw un rhiant a gafodd ei holi fel rhan o'r gwaith ymchwil y mae S4C yn ei wneud i wybod mwy am effaith a dylanwad ein rhaglenni ar gyfer plant:

"Mae 'na hunaniaeth Gymreig i'r rhaglenni. Mae 'na wreiddioldeb a pherthnasedd yn bendant. Mae Cyw yn lledaenu'r neges fod y Gymraeg yn iaith fyw." Mae sylw fel 'na cystal ag unrhyw wobr ac yn cynrychioli barn rhieni, neiniau, teidiau a'r plant eu hunain.

Ym mis Medi roedd yn bleser cael bod ar risiau'r Senedd yng Nghaerdydd gyda Cyw, Sali Mali a Jac y Jwc gan gyhoeddi bod gwasanaeth Cyw yn ymestyn i'r penwythnos gyda rhaglenni meithrin ar foreau Sadwrn a Sul am y tro cyntaf. Drannoeth aeth Cyw a'i ffrindiau i Lundain i dreulio prynhawn gyda phlant Ysgol Gymraeg Llundain a'r cyflwynydd Alex Jones - a chael croeso swyddogol gan y Maer, Boris Johnson! Sbloets gyhoeddusrwydd? Wel ie, wrth gwrs, ond roedd y neges yn glir; dechrau taith oedd hon gyda chynlluniau uchelgeisiol i wneud yn siŵr fod Clwb Cyw yn teithio'n gyson er mwyn rhoi cyfle i blant fod yn rhan o'r gweithgareddau.

Fe ychwanegon ni at dîm cyflwyno Cyw ac fe ddechreuodd rhaglenni newydd. Ym myd Cyfryngau'r Dyfodol mi gafodd 'Ap' Cyw ei gynllunio ac fe gafodd Gwefan Cyw ei hail gynllunio. Fe ddechreuodd Clwb Cyw deithio i'n cymunedau ar hyd a lled Cymru er mwyn rhoi cyfle i fwy o blant gyfarfod â'r cyflwynwyr, y cymeriadau unigryw a'u ffrindiau hoffus ac yn wir, gamu i mewn i'w byd hudolus a hapus.

Daeth Stwnsh yn rhan o eirfa plant a phobol ifanc yn Ebrill 2010, gair a brand sy'n gosod nod clir o greu cyfresi a chynnwys uchelgeisiol ar gyfer plant rhwng 7 a 13 oed. Cafodd ystod eang o gyfresi cyffrous eu darlledu gyda phwyslais ar arbrofi, heb anghofio hwyl ac adloniant Stwnsh Sadwrn a Stwnsh ar y Ffordd. Unwaith eto, rhaglenni i bobol ifanc ac am bobol ifanc ac yn eu cymunedau eu hunain. Ac i'r 'gymuned' newydd ddigidol,

mae gwefan Stwnsh yn cynnig gemau, elfennau rhywngweithiol, lawrlwytho gwybodaeth a gwyllo ar-lein.

Dyma ddwy ran o dair o'r darlun mawr felly, Cyw i'r plant ieuengaf, Stwnsh i'r plant hŷn, ac yn 2010 fe aethon ni ati i gynllunio rhaglenni newydd ar gyfer pobol ifanc dros 13 oed. Fe arweiniodd y penderfyniad yma at ddiwedd cyfnod Uned 5, cyfres wnaeth gyfaniad gwerthfawr i blant a phobol ifanc dros 16 mlynedd.

I mi, roedd 2010 yn gyfle i wneud llawer mwy na datblygu. Dwi'n grediniol fod 2010 wedi gosod ein gwasanaethau plant yng nghanol popeth sy'n bwysig i S4C, sef ein cyfraniad at dwf a pharhad yr iaith, rôl allweddol S4C ym myd addysg a chysylltiad agos ein rhaglenni ni at ddiwylliant a'r gymuned. Ond yn fwy na dim mae Cyw a Stwnsh yn dod â mwynhad a phleser a balchder i fywydau ein plant. Wedi'r cwbl, dim ond yng Nghymru y cewch chi rapiwr o'r enw Rapsgaliwn, 'rapiwr gorau'r byd sy'n odli o hyd!' yn barddoni wrth rannu rhyfeddodau'r byd o'i gwmpas gyda phlant o bob oed!



**SIÂN EIRIAN—  
HEAD OF CHILDREN'S SERVICES**

2010 was a year of development and success for S4C's programmes and services for children. But it's always pleasing to open a report with a very public and evident measure of success.

I was very pleased with the numerous nominations and awards during 2010. Nominations and awards such as the Rose d'Or in Switzerland, Kidscreen in New York, the BAFTA Kids Awards in London, the Celtic Media Awards in Northern Ireland and BAFTA Cymru in Cardiff gives an indication of the recognition and appreciation of the work of our production companies on an international stage.

But for me, the best award possibly is seeing the happy faces of Welsh children as they see and meet the presenters of Stwnsh and characters such as Cyw, Sali Mali, Jac y Jwc, Huwi Stomp, Betsan Brysur and Rapsgaliwn - the most mischievous poet in Wales. Seeing their favourite on-screen characters coming to life on the Eisteddfod field or in their classroom is an unique experience for the children of Wales. And I'm not the only one saying that. Here's a comment by one parent who was interviewed as part of S4C's research to discover more about the affect our programmes have on children.



Clwb Cyw



"There's a Welsh identity to these programmes. They're definitely original and relevant. Cyw spreads the message that Welsh is a living language." A comment such as this is as valuable as any award and represents the views of parents, grandparents and the children themselves.

In September, it was a pleasure being on the steps outside the Senedd in Cardiff with Cyw, Sali Mali and Jac Jwc promoting the fact that Cyw was being extended to the weekends with programmes for pre-school children on Saturday and Sunday mornings for the first time. The following day, Cyw and her friends went to London to spend an afternoon with pupils of the city's Welsh language primary school (Ysgol Gymraeg Llundain) and Alex Jones - they were also welcomed by the Mayor, Boris Johnson! A publicity stunt? Of course - but the message was loud and clear; this was the beginning of a tour with ambitious plans to make sure that Clwb Cyw would be on the road constantly, giving children a chance to take part in activities.

New presenters were recruited and new programmes were launched. In the world of New Media, a Cyw App was developed and Cyw's website was also redesigned. Clwb Cyw started travelling to communities around Wales. This gave more children a chance to meet the presenters, the unique characters and their likeable friends and step into their magical and happy world.

Stwnsh became part of children and young people's vocabulary in April 2010, a word and a brand to create ambitious programmes and content for children between the ages of 7 and 13. A wide spectrum of exciting series was broadcast with emphasis on experimenting - without forgetting the fun and entertainment on Stwnsh Sadwrn and Stwnsh ar y Ffordd. Once again, programmes for young people about young people in their own communities. And for the new digital community, there are games, interactive elements, downloadable material, information and a chance to watch videos on the Stwnsh website.

This is two-thirds of the story - Cyw for the youngest children, Stwnsh for older children and, in 2010, we started developing new programmes for young people over the age of 13. This decision led to the end of an era as Uned 5 was discontinued - a series that made a valuable contribution to the lives of children and young people for over 16 years.

For me, I feel that 2010 was an opportunity to achieve much more than developing our services. I'm convinced that 2010 has put our children's services at the heart of everything that's important to S4C - our contribution to the growth and continuation of the Welsh language, S4C's pivotal role in the world of education and the close relationship between our programmes and the culture of Wales and its communities. But, more than anything, Cyw and Stwnsh have given our children enjoyment and pride. After all, where except Wales would you find a rapper called Rapsgaliwn - 'the world's greatest rapper - in gold he's so dapper' sharing the world's wonders with children of all ages!

### BETHAN EAMES— GOLGYDD CYNNWYS FFUGLEN

Fe gafodd y gyfres ddrama Pen Talar (Fiction Factory) lawer iawn o sylw yn 2010. Hunaniaeth, magwraeth yng Nghymru a datblygiad emosiol a gwleidyddol oedd wrth wraidd y ddrama. Richard Harrington a Ryland Teifi oedd yn actio'r prif cymeriadau Defi a Doug - sef dau ffrind agos oedd yn dod o gefndiroedd gwahanol i'w gilydd.

Fe aeth y gyfres, oedd wedi ei sgwennu gan Siôn Eirian ac Ed Thomas, â ni drwy gyfnod o newid mawr yng Nghymru rhwng y 1960au a 2010. Cyn i'r gyfres gael ei darlleu fe aeth S4C i wahanol rannau o Gymru er mwyn rhoi rhagflas i'r gwylwyr o'r hyn oedd i ddod. Fe gawson ni ymateb cadarnhaol iawn i'r gyfres yn ystod y nosweithiau llwyddiannus yma ac yn ddiweddarach ar lafar ac mewn adolygiadau yn y wasg. Roedd hi'n braf darllen yr adolygiadau yma, nid yn unig oherwydd eu bod nhw'n ffafriol ond hefyd oherwydd eu bod nhw'n dangos bod 'na werthfawrogiad clir yma o gyfraniad a phwysigrwydd drama deledu yn y Gymraeg i'n diwylliant ni a'n bywydau ni fel Cyrry cyfoes. Roedd hi'n glasur o gyfres gyda gwerthoedd cynhyrchu uchel, cyfarwyddo sinematig gan Gareth Bryn ac Ed Thomas a pherfformiadau pwerus a sensitif gan gast cryf iawn.

Fe gafodd cyfres olaf Caerdydd (Fiction Factory) ei darlleu yn 2010 gan dod â phenillan i fywydau hardd ac egniöl ein grŵp o hedonistaidd oedd yn byw ac yn gweithio'n y brifddinas. Fe enillodd Roger Williams, awdur y gyfres, wobr BAFTA Cymru am yr Awdur Gorau yn 2011 gan ddod â diwedd glo haediannol i Caerdydd.

Roedd 'na ganmoliaeth fawr hefyd i'r ffilm Cwcw (Ffilmiau Fondu). Roedd hi'n ddrama heriol, doniol, trasig a gweiddiol. Fe welson ni berfformiadau arbennig gan gast oedd yn cynnwys Rhys Richards, Aneurin Hughes a seren y ffilm, Eiry Thomas. Fe gafodd Eiry wobr BAFTA Cymru am yr Actores Orau ar ôl ei pherfformiad anhygoel yn y ffilm. Delyth Jones wnaeth ysgrifennu, cyfarwyddo (am y tro cyntaf) a chynhyrchu Cwcw. Enillodd Cwcw y ffilm orau yng Ngŵyl Ryngwladol De Affrica a'r Female Eye Festival yng Nghanada yn ogystal â chael enwebiad am y ffilm orau yn Los Angeles a Gwobr Ffilm Lleiafrifoedd Ewrop yn yr Almaen.

Cafodd Ar y Tracs – Y Trêñ i'r Gêm (Tidy Productions) gan Catrin Dafydd ac Ed Talfan ei darlleu yn ystod 2010. Cafwyd doniolwch a pathos gan y cymeriadau annwyl yn y bennod hwyllog yma.

Roedd trydedd cyfres Teulu (Boomerang) gan Meic Povey a Branwen Cennard yr un mor gyffrous â'r gweddill. Mae'r gyfres yma'n hynod o boblogaidd ac yn cynwys digoneidd o wrthdaro i gorddï'r dyfroedd. Mae'r straeon yn gafael a'r mynd a dŵâd carwriaethol rhwng y cymeriadau yn gwneud i bobol ddod yn ôl i wylio'r gyfres o wythnos i wythnos - yn ddigon tebyg i Dallas 'slawer dydd! Mae'r gyfres yma'n llwyddo i hudo'r gwylwyr i fyd moethus, crand a hardd y cymeriadau - dihangfa adloniannol ar ei gorau!

Ac mae 'na ddigon o emosiwn yn yr opera sebon nosweithiol, Pobol y Cwm (BBC Cymru) a'r opera sebon ar gyfer plant a phobol ifanc, Rownd a Rownd (Rondo). Roedd y ddwy gyfres yn boblogaidd iawn yn ystod y flwyddyn - a minnau hefyd yn 'hooked', diolch i straeon gafaelgar, cymeriadau cofiadwy, y llon a'r lleddf.

Cyn cloi, ychydig mwyn am wobrau. Ro'n i'n falch iawn bod y ffilm Ryan a Ronnie (Boomerang) wedi cael ei gwobrwyd yn seremoni BAFTA Cymru. Enillodd Meic Povey wobr yr Awdur Gorau, Rhys Powys enillodd y wobr am y Cyfarwyddwr Gorau ac Aled Pugh, oedd yn actio cymeriad Ryan, ddaru gipio'r wobr am yr Actor Gorau. Fe faswn i hefyd yn hoffi llonygfarch Rhestr Nadolig Wil (Boomerang) am ennill gwobr BAFTA Prydain am y ffilm orau i blant. Fe gafodd y ffilm yma ei hysgrifennu gan Caryl Parry Jones a Christian Phillips. Roedd yn gyfile i ni fwynhau talent dychymyg gweledol y cyfarwyddwr, Dafydd Wyn. Ro'n i mor falch o weld y ffilm, oedd yn cynwys perfformiadau a cherddoriaeth mor hyfryd, yn llwyddo i ennill y wobr yn Llundain mewn marchnad sy mor gystadleuo.



### BETHAN EAMES— CONTENT EDITOR, FICTION

The ambitious drama series Pen Talar (Fiction Factory) gained a lot of publicity in 2010. The drama focused on questions of identity, a Welsh upbringing and the emotional and political development of the individual. Richard Harrington and Ryland Teifi played the main characters, Defi and Doug, two lifetime friends from very different backgrounds.

The series, written by Siôn Eirian and Ed Thomas, took us on a journey of great change in Wales between the 1960s and 2010. To launch the series, S4C travelled to different parts of Wales to give viewers a taste of what was to come. The response during these events and from viewers and in press reviews was very positive. It was encouraging to read the reviews not only as the comments were very positive but also because they showed clear appreciation of the contribution and importance of Welsh language television drama to our culture and lives as contemporary Welsh speakers. It was a classic series with high production standards, cinematic directing by Gareth Bryn and Ed Thomas and powerful and sensitive performances by an exceptional cast.

The final series of Caerdydd (Fiction Factory) brought to a conclusion the lives of the beautiful, energetic 20-30 somethings who lived and worked in Cardiff. Roger Williams, who wrote the series, won a BAFTA Cymru award for Best Writer in 2011 - a fitting end to Caerdydd.



Pen Talar



Cwcw



Rownd a Rownd

The film Cwcw (Ffilmiau Fondu) was also highly commended. It was a challenging, funny, tragic and original drama with notable performances by the main cast including Rhys Richards, Aneurin Hughes and the star of the film, Eiry Thomas. Eiry won the BAFTA Cymru Award for Best Actress following her outstanding performance. The film was written, directed (for the first time) and produced by Delyth Jones. Cwcw won the best film award in the South Africa International Festival and the Female Eye Festival in Canada. It was nominated for best film in Los Angeles and won the European Minority Film Award in Germany.

Ar y Tracs – Y Trêñ i'r Gêm (Tidy Productions) by Catrin Dafydd and Ed Talfan brought loveable characters to the screen with humour and pathos.

The third series of Teulu (Boomerang), written by Meic Povey and Branwen Cennard, was as exciting as the previous ones. This is an exceptionally popular series with plenty of confrontation. Viewers returned to watch the series week after week due to the gripping storylines about the love lives of the characters - similar to the way viewers followed Dallas many years ago! The series succeeds in drawing viewers into the luxurious, grand and beautiful world of the characters - escapist entertainment at its best.

And there's plenty of emotion in our soap operas for adults, young people and children. Pobol y Cwm (BBC Wales) and Rownd a Rownd (Rondo) were extremely popular during the year - I'm also hooked thanks to the gripping storylines, memorable characters, laughter and tears.

And to end, a little more on awards. I was very pleased when the film Ryan a Ronnie (Boomerang) was recognised during the BAFTA Cymru ceremony. Meic Povey won the Award for Best Screenwriter, Rhys Powys won the award for the Best Director and Aled Pugh, who portrayed Ryan, won the Best Actor Award. I would also like to congratulate Rhestr Nadolig Wil (Boomerang) for winning the British BAFTA awards for the best film for children. The film was written by Caryl Parry Jones and Christian Phillips. It was a chance for us to enjoy the imaginative visual talent of the director, Dafydd Wyn. I was so pleased to see the film, that included wonderful performances and music, winning the award in London in such a competitive world.

**TWELI GRIFFITHS**  
**GOLGYDD CYNNWYS GWLEIDYDDOL A MATERION CYFOES**

Roedd 2010 yn flwyddyn heriol ym maes Newyddion a Materion Cyfoes. Roedd hi'n braf gweld safon uchel y Sianel o newyddiaduraeth ymchwiliadol yn parhau wrth i nifer o straeon newydd ac unigryw ddedd i sylw'r gwylwyr. Ymyst y uchafbwyntiau oedd ffilmio cyffrous Y Byd ar Bedwar (ITV Cymru) o'r ymgrych yn erbyn difa moch daear, ymchwiliad trylwyr Taro Naw (BBC Cymru) i'r twyllwr Ken Jones a'r darlun digalon o broblemau cyffuriau yn Llanelli yn Hacio (ITV Cymru).

Yn ogystal â'r ymchwilio, roedd 'na drafod. Aeth Pawb a'i Farn (BBC Cymru) ar daith i galon ein cymunedau i drafod prif bynciau llosg y dydd, tra bod CF99 (BBC Cymru) yn dadansoddi gwaith y Cynulliad. Y rhaglenni yma oedd y sylfaen hefyd i 14 o raglenni arbennig ar ymgrych yr Etholiad Cyfreidinol hanesyddol ym mis Mai, yn ogystal â'r sylw nosweithiol ar ein gwasanaeth Newyddion (BBC Cymru).

Ym mis Ebrill, fe ddechreuodd gwasanaeth newydd Y Dydd yn y Cynulliad sy'n darlledu detholiad gyda'r hwyr o gyfarfodydd llawn a phwyllgorau'r Cynulliad.

Fe lwyddodd ein newyddiadurwyr i ymateb i brif ddigwyddiadau'r byd, gan gynnwys daeargryn Haiti (ITV Cymru), argywng y llwch folcanig (Tinopolis), Iliogwydd Pakistan (SMS), ymchwiliad gan Rhun ap Iorwerth i'r argywng ariannol (Green Bay), ac adroddiad ar etholiadau canol tymor America (Tinopolis). Cafodd rhai rhaglenni yn y maes yma eu darlledu dan frand newydd Byd Pawb ar gyfer y straeon hynny sy'n effeithio, rywsut, ar bob un ohonon ni.

Mae rhaglenni Cefn Gwlad (ITV Cymru) a Ffermio (Telesgop) yn parhau i fod ymyst rhaglenni mwy poblogaidd y Sianel. Rhyngddyn nhw, mae holl weithgarwch ac amrywiaeth ein hardaloedd gwledig yn cael sylw manwl a thrylwyr.

Roedd yn galondid gweld fod cyfresi dogfen Y

Daith ac O'r Galon yn cael ymateb mor dda gan ein gwylwyr ni. Roedd rhaglenni Trêñ i Ravensbrück (Rondo Media), Frank Letch (ITV Cymru), Bywyd y Bugail (Elan), ac Y Daith - Madagascar (Unigryw), yn uchafbwyntiau yn y cyfresi yma.

Ar Ddydd Gŵyl Dewi fe gafodd teyrnged arbennig ei darlledu i'r cyn-archdderwydd Dic Jones - Dic Jones - Yn Ei Eiriau Ei Hun (P.O.P.1). Yng nghyfresi Cofio (ITV Cymru) a 3 Lle (Apollo) fe gawson ni bortreadau dadlenol o rai o wynebau mwyaf adnabyddus Cymru trwy gyfrwng eu dewis o archif a lleoliadau sy'n agos at eu calonau.

Fe gafodd ein hunaniaeth a'n cyfoeth llenyddol ni eu hadlewyrchu mewn cyfres newydd - Gwlad Beirdd (Apollo). Roedd dawn adrodd storïr Cymry i'w weld hefyd yng nghyfresi Pen Liŷn Harri Parri a Straeon Harri Parri (Cwmni Da). Yng nghyfresi Byw Yn ôl y Llyfr (Cwmni Da) a Straeon Tafarn (P.O.P.1) fe gafodd hanes ei gyflwyno mewn arddull adloniadol ac unigryw. Aled Samuel agorodd y drws i ddangos sut mae pobol wedi byw yng Nghymru dros y blynnyddoedd yn y gyfres drawiadol Cartrefi Cefn Gwlad Cymru (Fflic).

Fe gafodd tirwedd Cymru ei adlewyrchu yn ei holl ogoiant yng nghyfres ysblennydd Iolo Williams, Tir Cymru (Aden). Roedd yr un harddwch i'w weld yng nghyfres Y Fenai (Cwmni Da).

Ym mis Tachwedd, daeth tair blynedd o wasanaeth tywydd gan ITV Cymru i S4C i ben. Rydyn ni'n ddiolchgar iiddyn nhw am wasanaeth proffesiynol a dibynadwy. Fe gafodd y cytundeb newydd ei ennill gan gwmni Tinopolis, sy'n defnyddio'r graffeg gyffrous ddiweddaraf i wella diwyg y bwletinau a'r gwasanaeth tywydd ar y we.

Unwaith eto eleni cafodd nifer o'n rhaglenni ym maes ffeithiol eu henwebu a'u gwobrwyd, sy'n deyrnged bellach i weledigaeth Lowri Gwilym, a gollwyd yn sydyn yn ystod y flwyddyn. Roedd ganddi hi ddiddordeb angerddol mewn pobol a'r hyn sy'n ein diffinio ni fel Cymry. Dyna oedd yn arwain ein harlwy ffeithiol yn 2010, gan sicrhau dilyniant ffyddlon a chyson i'n prif gyfresi.



**TWELI GRIFFITHS**  
**CONTENT EDITOR, POLITICAL AND CURRENT AFFAIRS**

2010 was a challenging year for News and Current Affairs. I was pleased that the high standard of investigative journalism continued as a number of new stories were brought to the attention of viewers. Highlights include the exciting filming of the anti badger baiting campaign by the team of Y Byd ar Bedwar (ITV Wales), the thorough investigation of the fraudster, Ken Jones, by Taro Naw (BBC Wales) and the sad portrayal of problems related to drugs in Llanelli in Hacio (ITV Wales).

As well as investigation, there was discussion. Pawb a'i Farn (BBC Wales) went on tour to the heart of our communities to discuss the burning issues of the day and CF99 (BBC Wales) analysed the work of the Assembly. These, along with reports on the evening news service, Newyddion (BBC Wales) were also the strands that laid the foundations for 14 special programmes about the historic General Election campaign in May.

A late night service broadcasting a selection of the Assembly's full sessions and committees, Y Dydd yn y Cynulliad, was launched in April.

Our journalists responded to some of the world's biggest events, including the earthquake in Haiti (ITV Wales), the crisis caused by the volcanic dust (Tinopolis) and the floods in Pakistan (SMS). Other programmes included an investigation by Rhun ap Iorwerth into the global financial crisis (Green Bay) and a report on the mid term Elections in the United States (Tinopolis). Some of these programmes about issues that affect all of us in one way or another were broadcast under the new brand, Byd Pawb.

Cefn Gwlad (ITV Wales) and Ffermio (Telesgop) are still amongst the Channel's most popular programmes. Through these programmes, the activities and diversity of our rural areas are given thorough and prominent attention.



Byw Yn ôl y Llyfr



Pen Liŷn Harri Parri

It was heartening to see the positive response of our viewers to our documentary series Y Daith and O'r Galon. Highlights included Trêñ i Ravensbrück (Rondo Media), Frank Letch (ITV Wales), Bywyd y Bugail (Elan) and Y Daith - Madagascar (Unigryw).

On St David's Day a special tribute was paid to the late archdruid, Dic Jones in Dic Jones - Yn Ei Eiriau Ei Hun (P.O.P.1). Revealing portrayals of some of Wales' most famous personalities were shown on Cofio (ITV Wales) and 3 Lle (Apollo) through the guests' choices of archive and locations that are important to them.

Our national identity and richness of our literature were reflected in a new series, Gwlad Beirdd (Apollo). We also experienced the Welsh gift of storytelling in Pen Liŷn Harri Parri and Straeon Harri Parri (Cwmni Da). History was presented in an entertaining and unique fashion in Byw yn ôl y Llyfr (Cwmni Da) and Straeon Tafarn (P.O.P.1). Aled Samuel opened the door to portray how people lived their lives over the years in the striking series, Cartrefi Cefn Gwlad (Fflic).

Wales' landscape was shown in all its glory in Iolo Williams' splendid series, Tir Cymru (Aden). This was also true in the case of the series Y Fenai (Cwmni Da).

After three years, ITV Wales' weather service for S4C ended in November. We're extremely grateful to ITV Wales for the professional and reliable service. The new contract was awarded to Tinopolis who use the latest exciting graphics to improve the format of the bulletins as well as the weather service provided on S4C's website.

Once again many of our factual programmes were nominated and won awards – another tribute to the vision of Lowri Gwilym who died suddenly during the year. She had a passionate interest in the people that define us as a Welsh nation. This is what led our factual content during 2010, bringing a faithful and continuous following to our main programmes.

### GERAINT ROWLANDS— GOLGYDD CYNNWYS CHWARAEON

Roedd sefyll yng nghanol canolfan ddarledu Cwpan Ryder ddechrau Hydref 2010 yn brofad bythgofadwy. Dyma lle'r oedd prif ddarparwyr chwaraeon y byd wedi ymgynnull i ddarledu un o brif ddigwyddiadau chwaraeon y byd. Sky Sports, NBC, BBC ac eraill, ac yn eu canol S4C a'r iaith Gymraeg. Yn sydyn roedd yr oriau hir o negydu a pharatoi yn werth bob munud. Roedd yr holl lafur yn dwyn ffrwyth wrth i ni gynnig gwasanaeth arbennig i wylwyr S4C - hwn fyddai'r cyfle cyntaf i'r rhan fwyaf o'r gwylwyr weld holl ddrama'r achlysur.

Mae rhaglenni chwaraeon, yn enwedig yr achlysuron byw ac ecsigliwsif, yn hynod o bwysig i S4C. Mae'r rhaglenni yma'n denu cynulleidfa fawr a phwysig gan ddenu llawer iawn o wylwyr.

Heb os, cystadleuaeth golff Y Cwpan Ryder (Slam/ Indus) oedd un o'r digwyddiadau chwaraeon mwyaf erioed yma yng Nghymru. Roedd yn hynod o bwysig, felly, bod yna wasanaeth Cymraeg o'r safon ucha ar S4C. Hawliau uchafbwyntiau byr oedd gynnon ni - ond er hynny fe lwyddon ni i gyflwyno holl gyffro a drama'r achlysur yn ein rhaglenni nosweithiol. Roedd gwaith cyflwyno Gareth Roberts a Rhodri Ogwen unwaith eto o'r safon uchaf ac mae angen canmol ffordd hwyllog a gwybodus y tîm i gyd. Roedd yr hyn a gafodd ei ddarledu ar S4C yn profi pa mor bwysig ydi hi fod S4C yn adlewyrchu prif ddigwyddiadau chwaraeon Cymru.

Un o lwyddiannau mawr y Sianel yn 2010 oedd ein rhaglenni byw ac ecsigliwsif o gemau clybiau Cymru yng nghystadleuaeth Pêl-Droed Cwpan FA Lloegr (Rondo). Roedd y nifer o bobol wylloedd gemau Caerdydd yn erbyn Chelsea a Bristol City yn eithriadol o uchel gyda 459,000 a 341,000 o bobol yn tiwnio i mewn i S4C. Unwaith eto, mae hyn yn profi pa mor bwysig ydi hi ein bod ni'n gallu negydu am hawliau chwaraeon o'r radd flaenaf er mwyn gallu darparu gwasanaeth unigryw i'n gwylwyr ni.

Fe aeth yr hyn y mae S4C yn ei gynnig o ran gemau Rybgi o nerth i nerth yn 2010. Cafodd ein prif gemau yn Y Clwb Rybgi (BBC Cymru) - sef ein rhaglenni o Gynghrair Magners - eu symud i 18:30 ar nos Sadwrn. Fe gafodd hyn effaith gadarnhaol iawn ar ein ffigyrâu gwyliau nos Sadwrn - a hynny er bod y cystadleuaeth i ddenu gwylwyr bryd hynny yn gryf iawn. Erbyn hyn, mae'r slot yma wedi sefydlu ei hun o fewn yr amserlen yn ogystal â'r clybiau.

Fe lwyddon ni i negydu ac ymestyn ein hawliau Rybgi am bedair blynedd arall o ran Cynghrair Magners a Chwpan Heineken. Roedd gemau rybgi byw ac ecsigliwsif yn creu conglifaen i'r amserlen - mae hefyd yn hynod o bwysig i ochr fasnachol y Sianel.

Fe ddechreuodd gwasanaeth pêl-droed newydd ar brynhawn Sadwrn gyda Sgorio (Rondo) ar ei newydd wedd. Mae'r rhaglen bellach yn darlleu gêm fyw o Uwch Gynghrair Cymru gyda gwasanaeth cynhwysfawr o ganlyniadau a newyddion pêl-droed. Fe brofodd hyn i fod yn wasanaeth poblogaidd dros ben sy'n golygu fod mwy o bobol yn gwylio S4C ar bnawn Sadwrn erbyn hyn. Roedd hi hefyd yn werth clywed sgrechfeydd

Malcolm Allen a Dylan Ebenezer wrth i'w hangerdd drosglwyddo i'n cynulleidfa! Mae rhaglenni Sgorio ar nos Lun (Rondo) yn rhoi cyfle pellach i ni wneud y gorau o'n hawliau pêl-droed domestig yn ogystal â gallu dangos y gorau o bêl-droed Ewrop.

Roedd Criced (Tinopolis) yn ychwanegiad pwysig wrth i ni gyflwyno pump o gemau undydd Morganwg yn 2010. Mae hyn yn golygu ein bod ni wedi gallu ymestyn ein darpariaeth chwaraeon byw i fisodd yr haf. Wrth sefydlu camp newydd mae ambell broblem yn anorfol - ond fe gawson ni ymateb ffafriol iawn i natur hwyllog ac uchelgeisiol y rhaglenni. Yn anffodus roedd perfformiad y rhaglenni a'r beirdd yn llawer gwell na'r tîm ar y cae! Unwaith eto roedd y gwasanaeth yn denu llawer o wylwyr yng Nghymru a thrwy'r Deyrnas Unedig.

Cafwyd amrywiaeth o chwaraeon drwy'r flwyddyn. Roedd perfformiad Lowri Morgan ym Marathon y Jwngl yn y gyfres Ras yn Erbyn Amser (P.O.P.1) yn ddim llai nag arwol. Mae cynnig amrywiaeth o wahanol chwaraeon yn hanfodol i ofynion ein cynulleidfa. Roedd yna le yn yr amserlen hefyd i Ras yr Wyddfa (Cwmni Da), Marathon Eryri (Cwmni Da) a Hanner Marathon Caerdydd (Dream Team Television) gyda'r rhaglenni i gyd yn boblogaidd. Roedd y cystadlu yr un mor frwd ag erioed ar gyrsiau trotian y gyfres Rasus (Apollo / Boomerang).

O arwyr Ewrop ar gwrs gwastad y Celtic Manor i'r rhedwyr amatuer yn straffaglu ar lethrau'r Wyddfa. O feysydd cywrain pêl-droed Sbaen i gaeau anwastad clybiau Cymru ac o uchelfannau gêm derfynol y Gynghrair Magners i angerdd a llacs brwydrau SWALEC, roedd S4C yn cyflwyno holl gyffro, emosiwn a drama'r cystadlu - ac roedd hi mor braf bod yng nghanol hyn i gyd.

Ras yn Erbyn Amser



### GERAINT ROWLANDS— CONTENT EDITOR, SPORT

Standing in the Ryder Cup's broadcasting centre at the beginning of October 2010 was an experience that I will treasure for the rest of my life. The main suppliers of Sport around the world had come together to broadcast one of the world's biggest sport events. Sky Sports, NBC, BBC and others were there and in their midst, S4C and the Welsh language. Suddenly the long hours of negotiations and preparations were worth every second. The preparation work was bearing fruit as we offered a special service for S4C's viewers - this would be the first time for the vast majority of viewers to see the drama unfold at the Ryder Cup.

Sports programmes, especially live and exclusive events, are extremely important to S4C. These programmes attract many viewers.

Without a doubt, the golf competition Y Cwpan Ryder (Slam/Indus) was one of the biggest ever sports events held here in Wales. It was therefore crucial that we provided the highest possible standard of programmes on S4C. We secured the rights for short highlights - but despite that, we managed to convey the whole excitement and drama in our evening programmes. Once again, Gareth Roberts and Rhodri Ogwen showed first class presentation skills and I must praise the happy and educated approach of the whole team. The service provided by S4C proves how important it is for the Channel to reflect what's happening at Wales' main sporting events.

One of the Channel's main successes in 2010 was the live and exclusive coverage of the Welsh clubs taking part in the FA Cup (Rondo). The number of viewers for the Cardiff v Chelsea and Cardiff v

Cwpan FA



Y Cwpan Ryder



Bristol City games was extremely high with 459,000 and 341,000 tuning into S4C. This proves again the importance of negotiating the best possible sports rights to provide our viewers with exclusive programmes.

S4C's rugby provision went from strength to strength in 2010. Our main rugby matches in Y Clwb Rybgi (BBC Wales) - the programmes from the Magners League - were moved to 18:30 on Saturday. This had a positive impact on our viewing figures on Saturday evenings despite the huge competition to attract audiences on Saturday nights. The new timetable is now firmly set in the Channel's and the clubs' schedules.

We succeeded in winning the rights to broadcast Rybgi from the Magners League and the Heineken Cup for another four years. Live and exclusive rugby programmes are at the heart of the schedule - it's also important for the Channel's commercial operation.

We launched a new football strand, Sgorio (Rondo) on Saturday afternoons. Each programme includes live coverage from a game in the Welsh Premier League as well as football news and a comprehensive results service. This has proved to be a very popular service drawing in more viewers to S4C on Saturday afternoons. It's also worth listening to Malcolm Allen and Dylan Ebenezer screaming as their enthusiasm is transmitted to our viewers! Sgorio ar nos Lun (Rondo) gives us another opportunity to make the best use of our domestic football rights as well as enabling us to broadcast the best of European football.

Criced (Tinopolis) was an important addition to our sports provision - we broadcast five of Glamorgan Cricket's one-day matches in 2010. As a result, we've been able to extend our live sports programmes to the summer months. As a new venture is launched, a few problems are inevitable - but there was a very positive response to the ambitious and light-hearted nature of the programmes. Unfortunately, the performance of the programme and poets out-weighed the performance of the team on the cricket field! Once again, the service has managed to attract many viewers in Wales and throughout the UK.

There was a variety of sport throughout the year. In Ras yn Erbyn Amser (P.O.P.1) Lowri Morgan's race against time in the jungle marathon was heroic. Providing a variety of sports is crucial for the needs of our viewers. We also broadcast Ras yr Wyddfa (Cwmni Da), Marathon Eryri (Cwmni Da) and Hanner Marathon Caerdydd (Dream Team Television) - all these programmes were popular. It was also as competitive as ever on the Rasus (Apollo / Boomerang) trotting courses.

From the European heroes on the flat course of the Celtic Manor to amateur runners on the slopes of Snowdon. From the elaborate football fields in Spain to the uneven fields of clubs in Wales and from the highlights of the final of the Magners League to the passion and mud of the SWALEC battles, S4C conveyed the excitement, emotion and drama of competing - and it was great to play our part.

# PARTNERIAETH STRATEGOL S4C A BBC CYMRU

Fe wnaeth y Bartneriaeth Strategol rhwng S4C a BBC Cymru barhau yn 2010. Roedd 'na le amlwg o fewn ein hamserlen i gyfresi poblogaidd a gafodd eu cynhyrchu gan BBC Cymru – cyfresi fel Pobol y Cwm, ein gwasanaeth **Newyddion**, Y Clwb Rygbi, yn ogystal ag elfen helaeth o'n darpariaeth materion cyfoes. BBC Cymru oedd hefyd yn gyfrifol am ein darpariaeth o'r Eisteddfod Genedlaethol a'r rhaglen fyw ar noson Etholiad 2010.

Ar draws y flwyddyn fe gynhyrched yd cyfanswm o 735.5 o oriau gwreiddiol gan BBC Cymru.

Unwaith eto roedd **Pobol y Cwm** yn gonglafn o fewn yr amserlen gyda'r prif ddarlediad am 20:00 yn ystod yr wythnos. Roedd 'na gyfleoedd eraill i wyllo gydag isdeitlau agored am 18:00 ac ar yr Omnidws ar ddydd Sul. Perfformiodd y gyfres yn dda drwy'r flwyddyn – fe gynyddodd cynulleidfa'r brif raglen o 42,000 ar gyfartaledd yn 2009 i 51,000 yn 2010.

Roedd 2010 yn flwyddyn Etholiad Cyffredinol hanesyddol ac roedd 'na ystod eang o ragleni ar S4C. Roedd rhagleni'r BBC yn amlwg yn ein darpariaeth. Yn ogystal â chynnwys nosweithiol ar ein gwasanaeth **Newyddion** fe gafodd sylw cynhwysfawr ei roi i'r Etholiad ar gyfresi **Pawb a'i Farn** ac **CF99** gan sicrhau fod ein darpariaeth yn cyrraedd calon ein cymunedau gan drafod, dadansoddi a dehongli holl agweddau'r ymgyrchoedd. Roedd y rhaglen ganlyniadau ar noson yr Etholiad dan arweiniad Dewi Llwyd yn drylwyr ac awdurdodol. Fe gafodd Cyllideb gyntaf llywodraeth newydd Prydain sylw helaeth ar S4C gan gynnwys rhaglen fyw gan BBC Cymru yn ystod araih y Canghellor.

Yn ystod y flwyddyn fe ddaeth y gyfres ar gyfer pobol ifanc **Mosgito** i ben.

Fe aeth darpariaeth rygbi S4C o nerth i nerth yn 2010 gyda'r rhagleni byw yn denu cyrhaeddiad unigryw a phwysig i'r Sianel. Yn y maes yma, cyfres **Y Clwb Rygbi**, a gafodd ei chynhyrchu gan BBC Cymru, oedd yn sicrhau'r ffigyrâu cyrhaeddiad uchaf. Cafodd dwy gêm bron i 350,000 o gyraeddiad yr un ar gyfartaledd ar draws y Deyrnas Unedig.

# STRATEGIC PARTNERSHIP BETWEEN S4C AND BBC WALES

The Strategic Partnership between S4C and BBC Wales continued in 2010. Popular programmes produced by BBC Wales were prominent in our schedule including **Pobol y Cwm**, **Newyddion**, **Y Clwb Rygbi** as well as a large proportion of our current affairs provision. BBC Wales also provided our content from the National Eisteddfod as well as our live results programme on the night of the General Election.

BBC Wales produced 735.5 original hours during 2010.

Once again, **Pobol y Cwm** was a cornerstone in our schedule. The programme is broadcast at 20:00 on weekdays with open subtitles on the repeat at 18:00 and the omnibus edition on Sundays. The series performed well throughout the year – the audience reach for the first transmission increased from an average of 42,000 in 2009 to 51,000 in 2010.

S4C also broadcast a wide spectrum of programmes covering the historic General Election. BBC programmes were integral to the service we provided. As well as content on our news service, **Newyddion**, the Election was covered extensively in programmes such as **Pawb a'i Farn** and **CF99**, ensuring that our content reached the heart of our communities by discussing, analysing and interpreting the many aspects of the campaigns. The results programme on Election night, presented by Dewi Llwyd, was thorough and authoritative. The new UK Government's first Budget was also covered extensively on S4C including a live BBC Wales programme during the Chancellor's speech.

During the year the **Mosgito** series for young people came to an end.

S4C's rugby coverage went from strength to strength in 2010 with live programmes attracting an important and unique reach to the Channel. BBC Wales' **Y Clwb Rygbi** obtained the highest reach for rugby programmes. An average of almost 350,000 people across the UK watched two of the matches.

# GWOBRAU AC ENWEBIADAU 2010

Fe enillodd rhaglenni S4C nifer o wobrau mewn seremoniau cenedlaethol a rhyngwladol yn 2010. Mae cael eich enwebu ac ennill gwobrau yn arwydd o werthfawrogiad y diwydiant ac mae S4C yn ddiolchgar iawn i'r cwmniau o wahanol rannau o Gymru am gynhyrchu rhaglenni mor safonol ar gyfer y Sianel.

## BAFTA CYMRU

Roedd seremoni wobrwyd BAFTA Cymru yn 2010 yn noson dda i S4C. Enillodd rhaglenni'r Sianel 14 o wobrau gan gynnwys yr Actor Gorau, yr Actores Orau, y Cyfarwyddwr Gorau a'r Awdur Gorau ar gyfer y Sgrîn. Fe gafodd un o wobrau arbennig y noson, Gwobr Gwyn Alf Williams, ei chyflwyno i'r gyfres o raglenni dogfen **Dwy Wraig Lloyd George** (Tinopolis) - Ffion Hague gyflwynodd y gyfres yma.

Enillodd y ffilm **Ryan a Ronnie**, (Boomerang) bedair gwobr gan gynnwys yr Actor Gorau i Aled Pugh am ei bortread o'r diddanwr Ryan Davies. Meic Povey enillodd wobr yr Awdur Gorau ar gyfer y Sgrîn. Enillodd Rhys Powys wobr y Cyfarwyddwr Gorau (Drama) a'r Cyfarwyddwr Ffotograffiaeth Gorau (Drama) oedd Peter Thornton.

Eiry Thomas enillodd y wobr am yr Actores Orau am ei rhan yn y ddrama bwerus, **Cwcw** (Ffilmiâu Fondue). Enillodd y ffilm hefyd y wobr am y Trac Sain Gerddorol Wreiddiol Orau.

Enillodd y ddrama ddogfen am Carwyn James, **Carwyn** (Green Bay Media), a'r ffilm **Ar y Tracs** a gafodd ei scriptio gan Ruth Jones ddwy wobr yr un. Cipiodd **Ar y Tracs** (Tidy Productions a Greenbay Media), y Sain Gorau a'r Gwisgoedd Gorau. **Carwyn** enillodd y wobr am y Ddrama Ddogfen Orau ac fe gafodd Dylan Richards wobr y Cyfarwyddwr Gorau.

**Dudley - Pryd o Sêr** (Rondo Media) enillodd y wobr am yr Adloniant Ysgafn Gorau. Cipiodd Martyn Rourke wobr am y Cyfarwyddwr Goleuo Gorau (dim camera) am ei waith ar **Cyngerdd Dathlu Karl Jenkins** (Rondo Media). Y gyfres ddogfen **Y Daith** enillodd wobr y Teitlau Gorau. Cafodd y teitlau eu cynhyrchu gan Roughcollie.

## YR WYL CYFRYNGAU CELTAIDD

Enillodd ffilm bwerus S4C **Martha, Jac a Sianco** (Apollo) un o wobrau pwysicaf yr Wyl Cyfryngau Celtaidd yn Newry, Gogledd Iwerddon. Fe gipiodd y ffilm, oedd yn addasiad o nofel afaelgar Caryl Lewis am etifeddiaeth a thorcalon teuluol, wobr Ysbryd yr Wyl.

Enillodd cyfres S4C **Y 7 Magnifico a Matthew Rhys** (Boomerang) wobr yn y categori Adloniant Ffeithiol.

Cipiodd y rhaglen ddogfen **Carwyn** (Green Bay Media) y wobr yn y categori Chwaraeon. Daeth gwobr arall i S4C yn y categori Addysg. Y rhaglen fuddugol oedd **Trip yr Ysgol Gymraeg** (ITV Cymru), gyda'r chwaraewr rygbi Nicky Robinson yn olrhain hanes addysg drwy'r iaith Gymraeg.

## LLWYDDIANNAU ERAILL

Enillodd y ffilm **Cwcw** wobr ddarlledu fawr arall gan gipio Gwobr Ffilm Lleiafritoedd Ewrop mewn gŵyl ryngwladol yng ngorlledd Friesland, Yr Almaen. Hon oedd y drydedd wobr ffilm ryngwladol i **Cwcw** ei hennill. Fe fu'n llwyddiannus hefyd mewn gwyliau ffilm yng Nghanada a De Affrica.

Cipiodd trêl i hyrwyddo chwaraeon S4C, oedd wedi ei seilio ar adefod yr Haka, ddwy wobr - Gwobr Aur yng Ngwobrau Promax UK a gwobr hefyd mewn gŵyl yn Monaco - Gwobrau Georges Bertellotti Golden Podium.

Enillodd tri chwmni o Gaerdydd a fu'n cydweithio ar ymgyrch S4C o'r enw **Ymlaen â'r Sioe** un o wobrau'r diwydiant cyfathrebu. Hon oedd yr ymgyrch gan S4C i godi ymwybyddiaeth pobol am y newid i ddigidol. Bu Working Word PR, Cazbah Marketing and Events a JM Creative yn llwyddiannus yng Ngwobrau Rhagoriaeth y CIPR, Sefydliad Siartredig Cysylltiadau Cyhoeddus.

Yn ogystal â hyn, llwyddodd llawer iawn o raglenni S4C i gyrraedd y rhestr fer mewn gwyliau ffilm a theledu yng Nghymru a thu hwnt.

# AWARDS AND NOMINATIONS 2010

S4C's programmes won a whole host of awards in national and international festivals in 2010. Being nominated and winning awards is a sign of appreciation by peers in the broadcasting industry. S4C is very grateful to the companies from all around Wales for producing high quality programmes for the Channel.

## BAFTA CYMRU

The BAFTA Cymru Awards ceremony in 2010 was a good night for S4C. The Channel won 14 awards including Best Actor, Best Actress, Best Director and the Best Screenwriter. The prestigious Gwyn Alf Williams Award went to **Dwy Wraig Lloyd George** (Tinopolis); the series was presented by Ffion Hague.

The film **Ryan a Ronnie** (Boomerang) won four awards including Best Actor for Aled Pugh, who played the part of Ryan Davies. Meic Povey won the award for Best Screenwriter. Rhys Powys was given the award for Best Director (Drama) and Peter Thornton won the Best Director of Photography Award (Drama).

The award for Best Actress was presented to Eiry Thomas for her part in the powerful drama **Cwcw** (Ffilmiâu Fondu). The film also won the award for the Best Original Music Soundtrack.

The documentary drama about the life of Carwyn James (Green Bay Media) and the film **Ar y Tracs** written by Ruth Jones (Tidy Productions and Green Bay Media) each won two awards. Ar y Tracs won the awards for Best Sound and Best Costume. **Carwyn** won the Best Drama Documentary Award and Dylan Richards won Best Director.

**Dudley - Pryd o Sêr** (Rondo Media) won the Best Light Entertainment Award. The Best Lighting Director - not camera went to Martyn Rourke for his contribution to **Cyngerdd Dathlu Karl Jenkins** (Rondo Media). The documentary series **Y Daith** won the Best Titles; the titles were produced by Roughcollie.

## CELTIC MEDIA FESTIVAL

The powerful S4C film, **Martha, Jac a Sianco** (Apollo) won one of the festival's major prizes at the Celtic Media Festival in Newry, Northern Ireland. The film, based on Caryl Lewis' gripping novel about family inheritance and heartbreak, won the Spirit of the Festival Award.

S4C's series, **Y 7 Magnifico a Matthew Rhys** (Boomerang) won the award in the Factual Entertainment category.

The documentary, **Carwyn** (Green Bay Media) won the best award in the Sports category. S4C won another award in the Education category; the award went to **Trip yr Ysgol Gymraeg** (ITV Wales) where rugby player Nicky Robinson looked at the history of Welsh language education.

## OTHER AWARDS

The film **Cwcw** scooped another prestigious award, winning the European Minority Film Award in an international festival in northern Friesland, Germany. This was the third international award for **Cwcw** after winning awards in film festivals in Canada and South Africa.

An S4C Sport trail, based on the famous Haka ritual, won two awards - a Gold Award at the Promax UK Awards and another prize at the Georges Bertellotti Golden Podium Awards in Monaco.

Three Cardiff based companies who collaborated on **Ymlaen â'r Sioe**, an S4C campaign won one of the communication industry's awards. This was S4C's campaign to raise people's awareness of the digital switchover. Working Word PR, Cazbah Marketing and Events a JM Creative won top industry recognition at the Chartered Institute of Public Relations (CIPR) Excellence Awards.

In addition, a large number of S4C programmes reached the shortlists at film and television festivals in Wales and further afield.

# GWASANAETHAU S4C

2010 oedd y flwyddyn pan ddaeth teledu analog i ben yng Nghymru. Dros gyfnod o fisoedd, cafodd y signal analog ei ddiffodd mewn gwahanol rannau o'r wlad. O ddiwedd Mawrth 2010, Cymru oedd y wlad gyntaf yn y Deyrnas Unedig i dderbyn ei holl raglenni drwy gyfrwng digidol. Roedd hyn yn golygu fod gan S4C her newydd. Ers iddi gael ei sefydlu yn 1982, roedd amserlen S4C wedi cynnwys rhai o raglenni Saesneg Channel 4. O ddiwedd Mawrth, roedd pob un o raglenni'r Sianel yn Gymraeg.

Yna, ym mis Ebrill, dechreuodd Clirlun, sef sianel Manylor Uwch newydd S4C - sianel fyddai'n darledu'r un rhaglenni ag S4C. Roedd 'na benderfyniad strategol wedi ei wneud i lansio'r gwasanaeth newydd yma ar Freeview HD yn hytrach nag ar loeren. Roedd hyn oherwydd y gallai'r gofod fyddai ar gael ar gyfer sianeli newydd fod yn brin ar bltafform Freeview HD.

Fel y dechreuodd un gwasanaeth newydd, daeth un arall i ben yn ddiweddarach yn y flwyddyn. Roedd S4C2 wedi cael ei defnyddio'n bennaf i ddarlledu rhaglenni o'r Cynulliad Cenedlaethol a deunydd ychwanegol o ddigwyddiadau fel Eisteddfod yr Urdd, Eisteddfod Llangollen, yr Eisteddfod Genedlaethol a'r Sioe Frenhinol yn Llanellwedd. Ar ôl ystyried y sefyllfa ariannol, daeth S4C2 i ben ac fe wnaed penderfyniad i gyfeirio'r adnoddau i'r brif sianel.

Yn y byd Cyfryngau Newydd, fe gafodd gwefan Cyw ei ail lansio a chafodd 'Ap' iPhone newydd ei ddatblygu ar gyfer plant meithrin. Cafodd safon dechnegol Clic hefyd ei gwella. Mae hyn yn golygu fod pobol sy'n gwyliau rhaglenni ar eu cyfrifiaduron yn gallu mwynhau gwasanaeth gwell o lawer.

Fe gafodd gwefan S4C ei datblygu'n gyson yn ystod 2010. Un o'r datblygiadau oedd creu safle 'Caban' sy'n cynnwys llawer o wybodaeth ychwanegol am raglenni'r Sianel. Ar y safle yma mae modd i bobol hefyd wybod pryd mae S4C a rhaglenni'r Sianel yn mynd i wahanol rannau o Gymru.

Fe gyhoeddodd ni hefyd fod S4C yn awyddus i greu Fforwm Cyfryngau Newydd. Y bwriad oedd dod â phobol sy'n brofiadol yn y maes yma at ei gilydd a chreu Fforwm a fyddai'n helpu'r Sianel i ddatblygu strategaeth newydd ym maes y Cyfryngau Newydd. Cafodd wyth o bobol eu penodi'n aelodau o'r Fforwm ym mis Chwefror 2011.

# S4C SERVICES

In 2010 analogue TV came to an end in Wales. Over a period of months, the analogue signal was switched off in different parts of the country. From the end of March 2010, Wales became the first Digital TV nation in the UK. This presented S4C with a new challenge. Since its launch in 1982, S4C's schedule had included some of Channel 4's English language programmes. From the end of March, all the Channel's programmes were in the medium of Welsh.

Then in April, S4C launched Clirlun, its new High Definition Channel - a channel transmitting a simulcast service of S4C. A strategic decision had been made to launch this new service on Freeview HD, rather than on Satellite, as space for new channels could become limited on the Freeview HD platform.

As one service was launched, another ended later in 2010. S4C2 had been used primarily to broadcast Welsh Assembly coverage and alternative content from events such as the Urdd and National Eisteddfodau, Llangollen International Eisteddfod and the Royal Welsh Show in Llanellwedd. After reviewing the financial situation, S4C2 came to an end and resources were redirected to the main channel.

New Media developments included relaunching Cyw's website and the introduction of a new iPhone App for pre-school viewers. The technical quality and delivery capacity of Clic on broadband was improved. This allowed viewers watching programmes on their computers to enjoy a much-improved quality of service.

S4C's website was developed throughout 2010. Developments included the launch of a new site called 'Caban', with additional information about the Channel's programmes. People can also find out when and where S4C and the Channel's programmes visit different communities in Wales.

S4C announced that it was eager to establish a New Media Forum. The aim was to bring a number of experienced people together to establish a Forum that would assist the channel to develop a new New Media strategy. Eight people were appointed members of the Forum in February 2011.

# EIN PERTHYNAS GYDA'N GWYLWYR

Yn ystod y flwyddyn roedd ail-gydio yn y berthynas hollbwysig gyda'n gwylwyr yn flaenoriaeth. Fe fuon ni'n cynnal gwahanol weithgareddau oedd yn rhoi cyfle i ni gwrdd â'n gwylwyr a gwrandio ar eu barn am raglenni'r Sianel.

## NOSWEITHIAU GWYLWYR

Bob blwyddyn rydyn ni'n cynnal cyfarfodydd cyhoeddus rheolaidd o'r enw Nosweithiau Gwylwyr ym mhob cwr o Gymru. Mae aelodau'r Awdurdod a swyddogion y Sianel yn bresennol yn y cyfarfodydd yma, yn barod i drin a thrafod ein rhaglenni yn uniongyrchol gyda'r gynulleidfa. Fe ddaeth cannoedd o wylwyr i'n cyfarfodydd ym Machynlleth, Abertyleri a Glyn Ebwy yn ystod 2010.

## NOSON GWYLWYR S4C

Fe wnaeth bron i 1,000 o bobol gysylltu â ni wrth i ni ddarlledu Noson Gwylwyr S4C ym mis Hydref. Roedd hon yn rhaglen arbrofol - Noson Gwylwyr ar y teledu, gyda chriw o S4C yn ateb cwestiynau'r gwylwyr yn fyw ar yr awyr. Yn dilyn y rhaglen awr o hyd, cafodd hanner awr ychwanegol ei darlledu ar-lein.

Roedd y rhan fwyaf o'r gwylwyr a gysylltodd â ni yn gefnogol iawn i'r Sianel ac yn enwi ystod eang o raglenni yr oedden nhw'n eu gwerthfawrogi. Roedd rhai yn gofyn am fwy o raglenni ar gyfer pobl 16-45 oed; roedd 'na alw hefyd am fwy o raglenni adloniant a chomedi. Roedd dysgwyr y Gymraeg yn teimlo'n gryf iawn am y Sianel, yn ei gwerthfawrogi'n fawr ac yn galw am fwy o raglenni ar eu cyfer nhw.

## S4C YN GWRANDO

Fel rhan o'r drafodaeth am ddyfodol S4C aed ati i gynnal ymgyrch arbennig ym mis Hydref i ddarganfod barn y gwylwyr am ein rhaglenni a'n gwasanaethau. Roedd modd i bobol fyngi barn drwy lenwi ffurflen ar y wefan neu drwy ffonio'r Wifren. Cafwyd dros 500 o ymatebion; mae'r gwaith ymchwil hwn yn bwyo ein cynlluniau ar gyfer y dyfodol.

## SEFYDLU'R FFORWM DARLLEDU

Yn ystod y flwyddyn derbyniodd S4C wahoddiad gan Undeb y Cymdeithasau Cymraeg i sefydlu Fforwm Darlledu. Pwrpas y Fforwm yw rhoi cyfle i gynrychiolwyr dros 26 o sefydliadau a chymdeithasau Cymraeg leisio eu barn a thrafod arwy S4C gyda'r Sianel. Cynhalwyd cyfarfod cyntaf y Fforwm Darlledu yn Aberystwyth ym mis Mehefin. Bydd y Fforwm yn cyfarfod yn flynyddol, gyda gwahoddiad gan S4C i aelodau'r Fforwm i gysylltu yn rheolaidd yn ystod y flwyddyn i drafod materion penodol.

# RELATIONSHIP WITH OUR VIEWERS

Re-engaging with our viewers became a priority in 2010. We held a number of activities giving us opportunities to meet and listen to viewers' opinions about the Channel's programmes.

## VIEWERS' EVENINGS

Public meetings are held frequently in different parts of Wales. Members of the Authority and the Channel's officials are present at these meetings, giving the audience a chance to discuss programme issues face to face. Hundreds of viewers attended our meetings in Machynlleth, Abertillery and Ebbw Vale during 2010.

## VIEWERS' EVENING LIVE ON S4C

Almost 1,000 people contacted the Channel as we broadcast 'Noson Gwylwyr S4C' (S4C's Viewers' Evening) in October. It was an experimental television programme with representatives of S4C answering viewers' questions live on air. As the hour long television programme ended, an extra half an hour continued online.

The vast majority of viewers were very supportive of the Channel. The response indicated that the viewers appreciated a wide variety of the Channel's programmes. Some asked for more programmes aimed at people between the ages of 16 and 45; there were also calls for more entertainment and comedy programmes. Welsh learners also had strong feelings about S4C, showing great appreciation for the Channel - they also asked for more programmes aimed at those learning Welsh.

## S4C IS LISTENING

As part of the debate about the future of S4C, a campaign was launched in October to discover more about the viewers' opinions of our programmes and services. People were invited to give their views by filling an on-line form or by phoning the viewers' hotline Gwifren Gwylwyr. We received over 500 responses; this research feeds into our plans for the future.

## ESTABLISHING A BROADCASTING FORUM

During the year, S4C accepted an invitation by the Union of Welsh Societies to establish a Broadcasting Forum. The aim of the Forum is to give representatives of 26 Welsh organisations and societies an opportunity to give their views and discuss the content of S4C with the Channel. The first meeting of the Forum was held in Aberystwyth in June. Meetings will be held annually. S4C has also invited members of the Forum to contact S4C regularly during the year to discuss specific matters.



# CYMORTH YCHWANEGOL I'N GWYLWYR

Rydyn ni'n credu'n gryf fod angen i S4C fod ar gael ar gyfer cymaint o bobol ag y bo modd. Er mwyn gwneud hynny, mae'n bwysig ein bod ni'n cynnwys gwasanaethau fel Isdeitla a Sain Ddisgrifio ar wahanol raglenni er mwyn galluogi pobol i wyllo ein rhaglenni ac i fod yn rhan o gymuned S4C.

Dyma restr o'r gwasanaethau sydd ar gael:

## ISDEITLAU SAESNEG

Bwriad y gwasanaeth yma ydi ehangu apêl y rhaglenni ar gyfer gwylwyr di-Gymraeg, pobol fyddar a phobol trwm eu clyw. Mae isdeitlau ar gael ar bob math o raglenni, gan gynnwys rhaglenni byw. Cafodd rhai rhaglenni eu darlleu gyda'r is-deitla ar y fideo yn barod. Fel arfer, ail-ddarllediadau o raglenni poblogaidd fel Pen Talar, Teulu ac omnibws Pobol y Cwm oedd y rhaglenni yma. Yn ystod y flwyddyn roedd isdeitlau Saesneg ar gael ar bron i 86% o'r rhaglenni Cymraeg ar y gwasanaeth Digidol - hyn yn twy na tharged Ofcom o 80%.

## ISDEITLAU CYMRAEG

Mae'r isdeitlau yma ar gael yn bennaf ar gyfer y byddar a'r trwm eu clyw sy'n siarad Cymraeg yn ogystal â phobol sy'n dysgu siarad Cymraeg.

Roedd 'na isdeitlau Cymraeg ar 10 awr o raglenni'r wythnos ar gyfartaledd - sef y targed ar gyfer S4C yn 2010.

Mae isdeitlau Cymraeg a Saesneg hefyd ar gael ar wasanaeth Clic.

## SAIN DDISGRIFIO

Mae'r gwasanaeth Sain Ddisgrifio yn rhoi sylwebaeth yn y Gymraeg i lenwi'r cyfnodau pan nad oes unrhyw ddeialog mewn rhaglenni. Mae'n cynnwys disgrifiadau ychwanegol am y rhaglen sydd o help i ddefnyddwyr dall neu olwg rhannol Cymraeg eu hiaith. Roedd y gwasanaeth yma ar gael ar 10.52% o'r rhaglenni - ychydig yn uwch na tharged Ofcom o 10% ar gyfer y flwyddyn.

## ARWYDDO

Cafodd rhai rhaglenni, fel arfer ar y penwythnos, eu harwyddo yn BSL (British Sign Language) ar gyfer gwylwyr byddar a'r rhai sy'n defnyddio iaith BSL. Roedd y gwasanaeth ar gael ar 5.14% o raglenni - ychydig yn uwch na tharged Ofcom o 5%.

## GWASANAETH I DDYSGWYR CYMRAEG

Mae gwefan dysgwyr S4C yn rhoi gwybodaeth gefndirol am amryw o raglenni'r Sianel ac yn darparu ymarferion iaith drwy gyfrwng posau a chlippiau o raglenni. Nod y wefan ydi helpu dysgwyr i fwynhau a deall rhaglenni S4C yn well.

Mae'r wefan wedi ei chynllunio ar gyfer pedair lefel, gan roi sylw arbennig i dair rhaglen newydd bob wythnos ac fe gafodd 150 o eitemau eu paratoi yn ystod 2010. Ymysg y rhaglenni gafodd sylw, roedd Teulu, Pen Talar, Y Fenai, a Byw yn yr Ardd. Yn ogystal â'r gwasanaeth ar-lein, fe gafodd nifer o gyfarfodydd hyrwyddo eu cynnal yn ystod y flwyddyn o gwmpas Cymru.

## GWASANAETH CYMORTH

Mae cefnogaeth ychwanegol ar gael ar gyfer ein gwylwyr drwy wasanaeth Cymorth S4C ar wefan S4C. Mae'r tudalennau cymorth yn cynnwys deunydd am sawl pwnc sy'n ymwnaed â chynnwys rhaglenni. Ar adegau, caffodd llinellau cymorth ar y ffôn eu trefnu yn ogystal â gwasanaeth gwybodaeth wedi ei recordio er mwyn helpu'r gwylwyr. Cafodd y wefan ei hail gynllunio yn ystod 2010 ac mae bellach yn cynnwys sawl adnodd ychwanegol. Yn ystod y flwyddyn roedd 'na sylw i amryw o bynciau yn cynnwys canser, bwlian, clefyd y galon, iselder a phynciau penodol yn deillio o gyfresi fel Doctor Doctor.

## GWIFREN GWYLWYR

Mae modd i'n gwylwyr gysylltu'n uniongyrchol gydag S4C drwy ffonio, e-bostio neu anfon llythyr at Gwifren Gwylwyr. Mae manylion cyswllt Gwifren Gwylwyr ar gael yng nghefn yr Adroddiad yma.

# ADDITIONAL SUPPORT FOR OUR VIEWERS

We believe strongly that S4C needs to reach out to as many prospective viewers as possible. To achieve this, it's important that services such as Subtitling and Audio Description are available on a variety of programmes so that viewers can follow our output and become part of S4C's community.

This is a list of available services:

## ENGLISH SUBTITLES

The aim of this service is to extend the appeal of specific programmes to include non-Welsh speakers, the deaf and hard of hearing. Subtitles are available on a variety of programmes, including live programmes. Some programmes included automatic subtitles on the screen - usually on repeats of popular programmes such as Pen Talar, Teulu and the omnibus of Pobol y Cwm. During the year subtitles were available on almost 86% of Welsh language programmes broadcast on the digital service - this is higher than Ofcom's target of 80%.

## WELSH LANGUAGE SUBTITLES

These subtitles are provided primarily for Welsh speakers who are deaf or hard of hearing, as well as people who are learning to speak the Welsh language.

Welsh subtitles were included on an average of 10 hours of programmes per week, reaching S4C's target for 2010.

Welsh and English subtitles are also available on the online Clic service.

## AUDIO DESCRIPTION

The Audio Description service provides oral commentary through the medium of Welsh during periods when there is no dialogue. It includes added descriptions to assist blind and partially blind Welsh speaking users to follow the programmes. The service was provided on 10.52% of programmes - slightly higher than Ofcom's target of 10% for the year.

## SIGNING

Some programmes were broadcast using a British Sign Language interpreter for deaf viewers who use BSL. This was typically provided at weekends. The service was available on 5.14% of programmes - slightly higher than Ofcom's target of 5%.

## SERVICE FOR WELSH LEARNERS

S4C's website provides background material on many of the Channel's programmes as well as language activities using quizzes and clips of programmes. The website's aim is to enhance learners' understanding and enjoyment of S4C's programmes.

The website has been designed for four levels of learning, concentrating on three new programmes every week; 150 items were produced during 2010. Programmes featured during 2010 include Teulu, Pen Talar, Y Fenai and Byw yn yr Ardd. S4C held a number of meetings around Wales to promote this service.

## PROGRAMME SUPPORT SERVICE

Extra support is provided for viewers through S4C's Programme Support Service on the Channel's website. Users can access support on various subjects related to programme content. At specific times, phone-in helplines and recorded information services were organised to assist viewers. This site was redesigned in 2010 and now includes many new resources. There was material relating to a number of subjects during the year including cancer, bullying, heart disease, depression and other specific subjects linked to programmes such as Doctor Doctor.

## GWIFREN GWYLWYR (VIEWERS' HOTLINE)

People can contact S4C directly by either phoning, e-mailing or sending a letter to S4C's Viewers' Hotline, Gwifren Gwylwyr. Contact details are available at the back of this Report.

# YMCHWIL CYNULLEIDFA

## FFIGYRAU GWYLIO

Fe fu cynydd yn y nifer o bobol oedd yn gwyllo S4C yn 2010. Wrth edrych ar wythnos gyffredin o wyllo, fe fu 616,000 o bobol yn gwyllo oriau Cymraeg S4C. Mae hynny 65,000 yn fwy nag yn 2009. Roedd 467,000 o'r gwylwyr hynny yng Nghymru - 18,000 yn fwy nag yn 2009.

Ers naw mlynedd bellach, mae cyfartaledd o 30,000 o bobol yn gwyllo rhaglenni S4C yn ystod yr oriau brig (18:30-21:30) - sef yr adeg y mae'r rhan fwyaf o bobol yn gwyllo'i teledu. Gydag amrywiaeth rhwng 27,000 a 32,000 dros y blynnyddoedd hynny, mae'r sefydlogrwydd yma dros gyfnod mor hir yn dangos teyngarwch y gwylwyr i S4C. Dyma'r cyfnod pan gafodd y gwylwyr fwy a mwy o ddewis o sianeli teledu yn yr oes ddigidol newydd. Yn ystod 2010 roedd y cyfartaledd yn 28,000.

Yn 2010, cafodd 84 o raglenni S4C gynulleidfa o dros 100,000 o gyrraedd. Y rhaglen gafodd y gynulleidfa fwy a oedd y gêm bêl-droed rhwng Bryste a Chaerdydd yng nghystadleuaeth Cwpan yr FA; fe wylodd 459,000 o bobol y gêm ar S4C.

Roedd rhaglenni S4C o Ddigwyddiadau o gwmpas Cymru yn boblogaidd iawn hefyd. Yn ystod 2010, fe wylodd 1.4 miliwn o bobol y rhaglenni yma ar draws y DU - mae hynny 47% yn fwy nag yn 2009.  
Ffynhonnell: BARB

## AR-LEIN

Roedd 'na gynydd mawr iawn yn y nifer o bobol fu'n gwyllo rhaglenni byw a rhaglenni wedi eu recordio ar wasanaeth 'Clic'ar wefan S4C. Fe fu 1.6 miliwn o sesiynau gwyllo yn 2010 - 44% yn fwy nag yn 2009. Fe wyddon ni o ffynonellau eraill (Kantar Media, 2010) fod ein cynulleidfa ar-lein yn tuedd i fod yn iau na'n cynulleidfa deledu.  
Ffynhonnell: Multistream & Sawmill

## GWERTHFAWROGIAD

Mae gwerthfawrogiad y gynulleidfa o raglenni S4C yn dda iawn o'i gymharu â sianeli eraill yng Nghymru, a hynny ymhlið siaradwyr Cymraeg a'r di-Gymraeg. Yn ystod 2010, fe gafodd rhaglenni Cymraeg S4C sgôr gwerthfawrogiad gan siaradwyr Cymraeg o 80 o'i gymharu â chyfartaledd o 78 ar gyfer BBC1, BBC2 ac ITV1. Roedd y sgorïau yn 79 i S4C a 77 i'r sianeli uchod ymhlið y Di-Gymraeg.  
Ffynhonnell: Kantar Media

## CYNRYCHIOLI AC ADLEWYRCHU CYMRU

Mae S4C yn cael ei gweld yn glir fel 'Y Sianel i Gymru', gyda chryfderau uwchlwm sianeli eraill ym meysydd Digwyddiadau o Gymru, chwaraeon a cherddoriaeth o Gymru a rhaglenni dogfen perthnasol i bobol Gymru.

Mae S4C hefyd ymhell uwchlwm sianeli eraill o ran adlewyrchu Cymru gyfoes a Chymru wledig a dangos 'rhaglenni am fy rhan i o Gymru'. Mae'r ffactorau yma i gyd yn wir am siaradwyr Cymraeg a'r di-Gymraeg. Mae hyn yn dangos rôl ganolog S4C yn nhirlun darlledu Cymru a'r berthynas glos rhwng y Sianel a'r gynulleidfa ar draws Cymru.  
Ffynhonnell: SPA

## YMCHWIL YMHLITH PLANT

Cafodd plant eu holi am Stwnsh - roedd yr ymateb yn arbennig o dda wrth i'r gyfres gael ei hyrwyddo mewn nifer o ysgolion ar draws Cymru. Fe gafodd rhieni plant bach eu holi wrth i Sioe Nadolig Cyw fynd o ardal i ardal. Mae'r ymateb i Cyw wastad yn gadarnhaol iawn, gyda rhaglenni unigol ar ein gwasanaeth gwyllo ar-lein (ar Clic a gwefan Cyw) yn cyraedd safleoedd uchel yn rheolaidd. Mae gwefan Cyw yn un o safleoedd mwya poblogaidd S4C.

## YMCHWIL IAITH

Yn ôl arolwg a gafodd ei gynnal gan gwmni Beaufort Research ar ran S4C, mae'r Sianel yn cyfrannu at ddatblygiad ieithyddol siaradwyr Cymraeg ac yn eu gwneud yn fwy ymwybodol o ddiwylliant a chymunedau Cymru.

Mae'r ymchwil yn dangos fod 86% o siaradwyr Cymraeg yn credu fod S4C yn cefnogi'r iaith gyda'i rhaglennu a'i chynnwys.

Yn ogystal â hyn roedd 75% o'r bobol a gafodd eu holi'n dweud fod S4C wedi eu gwneud nhw'n fwy ymwybodol o ddigwyddiadau diwylliannol ac fe ddywedodd 65% eu bod nhw wedi dysgu llawer am rannau eraill o Gymru drwy wyllo S4C.

Mae'r ymchwil hefyd yn dangos fod 55% o siaradwyr Cymraeg llai rhugl a gafodd eu holi yn dweud fod S4C wedi eu gwneud nhw'n fwy hyderus yn eu defnydd o'r Gymraeg, gyda 69% o'r bobol hynny hefyd yn dweud fod S4C wedi eu hysgogi i wella eu Cymraeg.

Fe ddywedodd 69% o siaradwyr Cymraeg a 78% siaradwyr Cymraeg rhwng 16 a 34 oed fod S4C wedi eu haddysgu am dafodiaith a geiriau o rannau eraill o Gymru.  
Ffynhonnell: Beaufort

# AUDIENCE RESEARCH

## VIEWING FIGURES

There was an increase in the number of S4C viewers in 2010. During a typical week, 616,000 people watched Welsh language hours on the Channel - an increase of 65,000 compared with 2009. 467,000 of these viewers watched the Channel in Wales - an increase of 18,000 year on year.

For nine years, S4C has attracted an average of 30,000 viewers during peak hours (18:30-21:30) - this is the time when most people watch television. With a variation of between 27,000 and 32,000, the consistency of viewing over such a long period shows the viewers' loyalty to S4C. This was during a period when the viewers had an increasing choice of television channels available to them in the new digital age. During 2010 an average of 28,000 watched S4C during peak hours.

In 2010, 84 programmes had a reach of more than 100,000 viewers. The programme attracting the highest audience was the football match between Bristol City and Cardiff City in the FA Cup; 459,000 watched the game on S4C.

S4C's programmes from events around Wales were also very popular. During 2010, 1.4 million people watched these programmes across the UK - an increase of 47% from 2009.  
Source: BARB

## ONLINE

There was a significant increase in the number of people watching live and recorded programmes on SAC's catch-up Clic service. There were 1.6 million viewing sessions in 2010 - 44% more than in 2009. We know from other sources (Kantar Media, 2010) that our online audience shows a tendency to be younger than our TV viewers.  
Source: Multistream & Sawmill

## APPRECIATION

The audience's appreciation of S4C's programmes compares favourably with other channels in Wales - amongst Welsh speakers and non-Welsh speakers. During 2010, S4C's Welsh language programmes had a score of 80 from Welsh speakers compared with an average of 78 for BBC1, BBC2 and ITV1. The scores are 79 for S4C and 77 for the above channels amongst non-Welsh speakers.  
Source : Kantar Media

## REPRESENTING AND REFLECTING WALES

S4C is seen clearly as the 'Channel for Wales' with strengths over and above other channels in the following categories: Events from around Wales, Sport, Music and Documentaries relevant to the people of Wales.

S4C is also way above other channels in reflecting contemporary and rural Wales and broadcasting programmes 'from my part of Wales'. This was true of Welsh speakers and non-Welsh speakers. This shows S4C's central role in the broadcasting landscape of Wales and the close relationship between the Channel and its audience across Wales.  
Source: SPA

## RESEARCH AMONGST CHILDREN

Children's feedback for Stwnsh was very positive during promotion and evaluation activities in schools across Wales. Parents were interviewed as Cyw's Christmas Show travelled to different communities. The reaction to Cyw is always very positive, with individual programmes online (Clic and the Cyw website) constantly reaching high positions. Cyw's website is one of S4C's most popular sites.

## RESEARCH ON LANGUAGE ISSUES

A survey by Beaufort for S4C indicates that Welsh speakers believe that the Channel has made a significant contribution to the development of their Welsh language skills and has raised their awareness of the culture and the communities of Wales amongst Welsh speakers.

According to the research, 86% of Welsh speakers believe that S4C supports the Welsh language with its programming and content.

75% of the people interviewed said that S4C had made them more aware of Welsh language cultural events and 65% felt they had learnt a lot about other areas in Wales through S4C.

Other findings include the fact that 55% of less fluent Welsh speakers have indicated that S4C has made them more confident in their use of Welsh with 69% of this group also saying that S4C had inspired them to improve their Welsh.

69% of Welsh speakers and 78% of 16 to 34 year olds said that S4C had educated them about dialects and words from different parts of Wales.  
Source - Beaufort

# YMCHWIL CYNULLEIDFA

Fe fu cynnydd o 65,000 yn y nifer o bobol oedd yn gwyliau S4C yn ystod wythnos arferol yn 2010.

## AUDIENCE RESEARCH

There was an increase of 65,000 in the number of S4C viewers during a typical week in 2010.

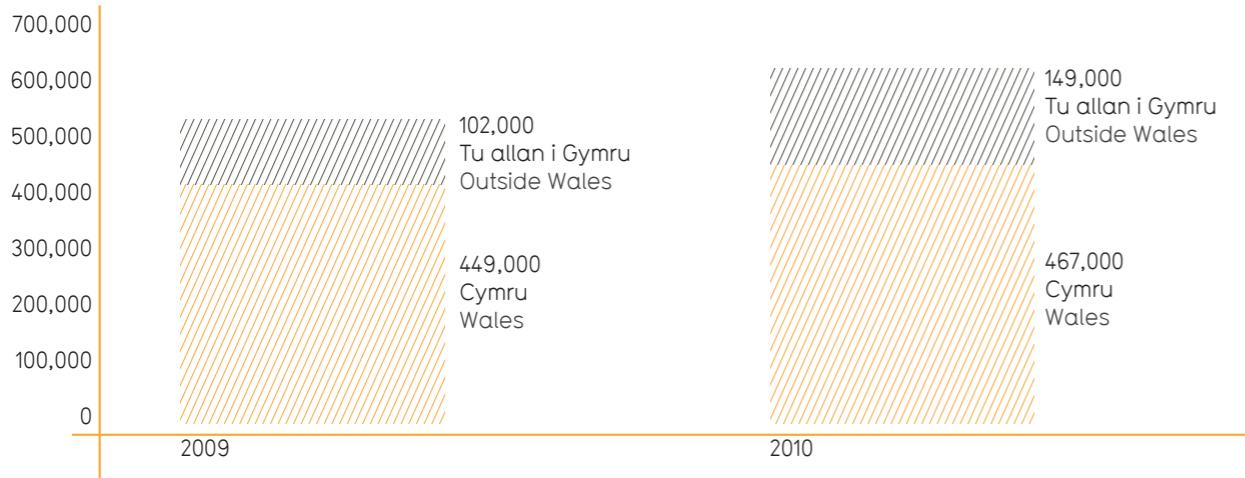
Mae'n cynulleidfa'n cynyddu'n sylweddol ar-lein hefyd - gyda 1.6 miliwn o sesiynau gwyliau rhaglenni yn 2010 - 44% o gynnydd ar ffigyrâu 2009.

Our online audience is also increasing - with 1.6m viewing sessions in 2010 - an increase of 44% compared to 2009.

	Cymru Wales	Tu allan i Gymru Outside Wales	Cyfanswm - Y Deyrnas Unedig Total - United Kingdom	
	2009	2010	2009	2010
Nifer y bobol fu'n gwyliau'r oriau Cymraeg Number of weekly viewers, Welsh Hours	449,000	467,000	102,000	149,000
			551,000	616,000

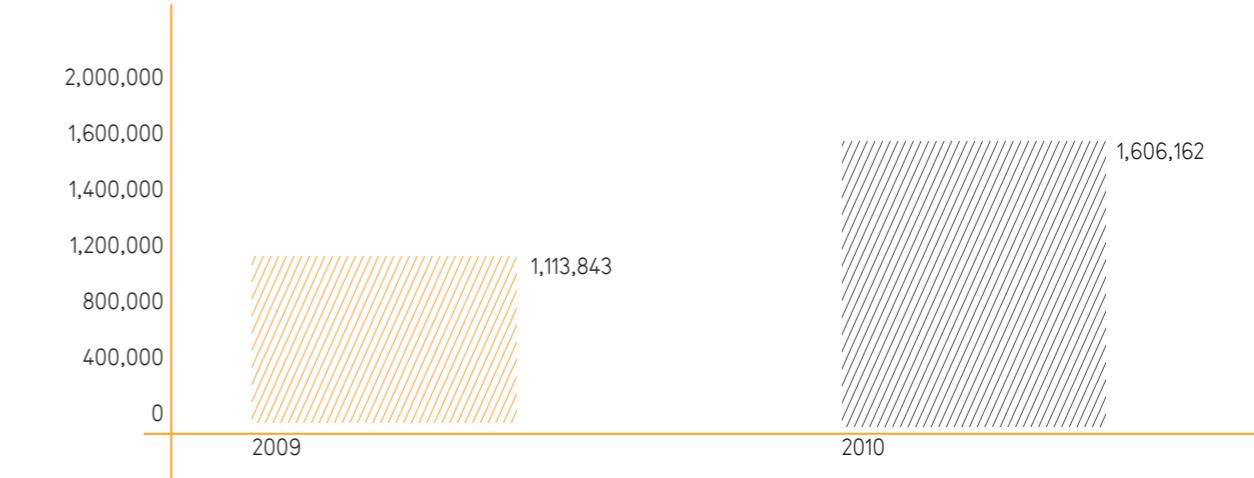
Cyfanswm Sesiynau Gwyliau Rhaglenni Total Viewing Sessions of Programmes	2009	2010
	1,113,843	1,606,162

Y nifer o bobol sy'n gwyliau oriau Cymraeg S4C  
Number of weekly viewers - S4C Welsh language hours



Ffynhonnell: BARB a RSMB  
Source: BARB and RSMB

Nifer o sesiynau gwyliau i raglenni ar S4C Clic  
Number of weekly viewing sessions on S4C Clic



Ffynhonnell: Multi Stream/Unique Media/Sawmill  
Source: Multi Stream/Unique Media/Sawmill

10 Rhaglen Uchaf Gymraeg S4C fesul genre yn 2010  
S4C Top 10 Welsh Programmes by genre in 2010

ADLONIANT  
ENTERTAINMENT

Safle	Rhaglen	Dyddiad	Cyrhaeddiad Miloedd
Position	Programme	Date	Reach Thousands
1	Only Men Aloud	11/11/10 & 12/11/10	142
2	Jonathan	12/02/10 & 13/02/10	117
3	Cyngerdd yr Urdd	30/05/10 & 05/06/10	116
4	Jonathan	05/02/10 & 06/02/10	113
5	Only Men Aloud	02/12/10 & 04/12/10	106
=	Only Men Aloud	09/12/10 & 11/12/10	106
7	Jonathan	19/02/10 & 20/02/10	103
8	Only Men Aloud	16/12/10 & 18/12/10	98
9	Cyngerdd Haiti	21/02/10 & 27/02/10	94
10	Fferm Ffactor	10/06/10 & 11/06/10 & 12/06/10	92

CERDDORIAETH  
MUSIC

Safle	Rhaglen	Dyddiad	Cyrhaeddiad Miloedd
Position	Programme	Date	Reach Thousands
1	Katherine Jenkins: Llangollen '10	11/07/10 & 17/07/10	195
2	Cyngerdd Mawr Talent Cymru	27/12/10 & 31/12/10	122
3	Katherine Jenkins o'r Brangwyn	26/12/10	102
4	Cyngerdd Gala Llangollen 09	06/02/10 & 09/02/10	100
5	Nadolig Bryn Terfel	24/12/10 & 26/12/10	98
6	Bryn Terfel: Cyngerdd y Bechgyn Drwg	13/01/10	85
7	Codi Canu	12/10/10 & 16/10/10	82
8	Codi Canu	23/11/10 & 26/11/10	74
9	Wakestock	03/07/10	71
=	Cyngerdd Tudweiliog	11/09/10 & 12/09/10	71

CHWARAEON  
SPORT

Safle	Rhaglen	Dyddiad	Cyrhaeddiad Miloedd
Position	Programme	Date	Reach Thousands
1	Bristol City v Caerdydd: Cwpan FA	12/01/10	459
2	Y Clwb Rygbi (Leinster v Gweilch)	29/05/10 & 30/05/10	347
=	Y Clwb Rygbi (Gweilch v Caeredin)	04/12/10 & 05/12/10	347
4	Chelsea v Caerdydd: Cwpan FA	13/02/10	341
5	Y Clwb Rygbi (Sgarlets v Gweilch)	02/10/10 & 03/10/10	318
6	Y Clwb Rygbi (Gleision v Dreigiau)	18/09/10 & 19/09/10	313
7	Y Clwb Rygbi (Sgarlets v Dreigiau)	01/01/11 & 02/01/11	303
8	Y Clwb Rygbi (Gweilch v Aironi)	25/09/10 & 26/09/10	299
9	Y Clwb Rygbi (Gleision v Caeredin)	04/09/10 & 05/09/10	282
=	Y Clwb Rygbi (Caeredin v Gleision)	09/01/10	282

OPERAU SEBON  
SOAPS

Safle	Rhaglen	Dyddiad	Cyrhaeddiad Miloedd
Position	Programme	Date	Reach Thousands
1	Pobol y Cwm	21/09/10 & 22/09/10 & 26/09/10	111
2	Pobol y Cwm	12/11/10 & 13/11/10 & 14/11/10	109
=	Pobol y Cwm	22/07/10 & 23/07/10 & 25/07/10	109
4	Pobol y Cwm	30/11/10 & 01/12/10 & 05/12/10	106
5	Pobol y Cwm	03/11/10 & 04/11/10 & 07/11/10	104
6	Pobol y Cwm	25/08/10 & 26/08/10 & 29/08/10	103
7	Pobol y Cwm	03/12/10 & 05/12/10 & 06/12/10	102
=	Pobol y Cwm	14/04/10 & 15/04/10 & 18/04/10	102
=	Pobol y Cwm	29/11/10 & 30/11/10 & 05/12/10	102
=	Pobol y Cwm	02/07/10 & 04/07/10 & 05/07/10	102

RHAGLENNI CELFYDDYDOL  
ARTS PROGRAMMES

Safle	Rhaglen	Dyddiad	Cyrhaeddiad Miloedd
Position	Programme	Date	Reach Thousands
1	Y Babell Lên	06/08/10 & 07/08/10	64
2	Pethe	07/09/10 & 09/09/10 & 11/09/10	56
3	Straeon Harri Parri	12/09/10 & 17/09/10	52
4	Y Babell Lên	08/08/10 & 09/08/10	48
5	Pethe	16/03/10 & 18/03/10 & 20/03/10	45
6	Pethe	06/04/10 & 08/04/10 & 10/04/10	43
7	Pethe	04/05/2010 & 08/05/10 & 10/05/10	41
=	Pethe	09/03/10 & 11/03/10 & 13/03/10	41
9	Straeon Harri Parri	19/09/10 & 24/09/10	40
10	Pethe	20/04/10 & 22/04/10 & 24/04/10	37
=	Y Babell Lên	05/08/10	37

DIGWYDDIADAU  
EVENTS

Safle	Rhaglen	Dyddiad	Cyrhaeddiad Miloedd
Position	Programme	Date	Reach Thousands
1	Eisteddfod Genedlaethol: Only Men Aloud - Adre'n Ôl	30/07/10	207
2	Eisteddfod Genedlaethol: Only Men Aloud - Adre'n Ôl	31/07/10	167
3	Eisteddfod Genedlaethol: Cyngerdd Cloi	07/08/10	133
4	Llangollen 10	10/07/10	119
5	Y Sioe/10	20/07/10	102
6	Eisteddfod Genedlaethol	07/08/10	99
7	Y Sioe/10	21/07/10	95
8	Eisteddfod Genedlaethol	06/08/10	90
9	Y Ffair Aeaf/10	29/11/10	89
10	Llangollen 10	07/07/10	86

**MATERION CYFOES A NEWYDDION**  
**CURRENT AFFAIRS AND NEWS**

Safle	Rhaglen	Dyddiad	Cyrhaeddriad Miloedd
Position	Programme	Date	Reach Thousands
1	Ffermio	20/12/10 & 21/12/10	76
2	Ffermio	08/11/10 & 09/11/10	68
3	Ffermio	25/01/10 & 26/01/10 & 31/01/10	66
4	Ffermio	22/03/10 & 23/03/10 & 28/03/10	60
=	Ffermio	11/01/10 & 12/01/10 & 17/01/10	60
6	Wedi 7	29/03/10 & 30/03/10	59
=	Y Byd ar Bedwar	14/06/10 & 16/06/10	59
8	Pawb a'i Farn	25/11/10	57
9	Newyddion	01/10/10	56
10	Ceffylau'r Ffair Aeaaf 09	07/01/10 & 10/01/10 & 11/01/10	55
=	Ffermio	13/12/10 & 14/12/10	55
=	Ffermio	01/02/10 & 02/02/10 & 07/02/10	55

**DRAMA**  
**DRAMA**

Safle	Rhaglen	Dyddiad	Cyrhaeddriad Miloedd
Position	Programme	Date	Reach Thousands
1	Teulu	28/11/10 & 02/12/10	88
2	Pen Talar	12/09/10 & 16/09/10	86
3	Pen Talar	19/09/10 & 23/09/10	85
4	Pen Talar	26/09/10 & 30/09/10	79
5	Pen Talar	24/10/10 & 28/10/10	77
6	Ar y Tracs: Y Trêñ i'r Gêm	01/01/11 & 07/01/11	76
7	Pen Talar	03/10/10 & 07/10/10	75
8	Teulu	02/01/11 & 06/01/11	74
9	Cwcu	07/03/10 & 11/03/10	68
10	Teulu	12/12/10 & 16/12/10	64

**DOGFENNAU**  
**DOCUMENTARIES**

Safle	Rhaglen	Dyddiad	Cyrhaeddriad Miloedd
Position	Programme	Date	Reach Thousands
1	Only Men Aloud: O Dredgar Newydd i Efrog Newydd	27/05/10 & 31/05/10	111
2	Nigel Owens	05/02/10 & 10/02/10	103
3	Cefn Gwlad	18/01/10 & 20/01/10 & 24/01/10	90
4	Carolau Gobaith	18/12/10 & 22/12/10	85
5	Tir Cymru	31/01/10 & 04/02/10 & 06/02/10	83
6	Cefn Gwlad	22/03/10 & 24/03/10 & 26/03/10 &	
		28/03/10	80
7	Cefn Gwlad	08/02/10 & 10/02/10 & 12/02/10	79
=	Cefn Gwlad	11/01/10 & 13/01/10 & 17/01/10	79
=	Cefn Gwlad	12/04/10 & 14/04/10 & 16/04/10	79
10	Cefn Gwlad	01/02/10 & 03/02/10 & 07/02/10	78

**PLANT**  
**CHILDREN**

Safle	Rhaglen	Dyddiad	Cyrhaeddriad Miloedd
Position	Programme	Date	Reach Thousands
1	Rownd a Rownd	23/12/10 & 24/12/10 & 26/12/10	75
2	Rownd a Rownd	21/12/10 & 24/12/10 & 26/12/10	72
3	Rownd a Rownd	02/02/10 & 05/02/10 & 07/02/10	70
4	Rownd a Rownd	01/04/10 & 02/04/10 & 04/04/10	69
5	Rownd a Rownd	25/12/10 & 26/12/10	56
=	Rownd a Rownd	12/01/10 & 15/01/10 & 17/01/10	56
=	Rownd a Rownd	28/12/10 & 31/12/10 & 02/01/11	56
8	Rownd a Rownd	30/03/10 & 02/04/10 & 04/04/10	55
9	Rownd a Rownd	21/01/10 & 22/01/10 & 24/01/10	53
10	Rownd a Rownd	19/01/10 & 22/01/10 & 24/01/10	52

**RHAGLENNI HAMDDEN**  
**HOBBIES/LEISURE**

Safle	Rhaglen	Dyddiad	Cyrhaeddriad Miloedd
Position	Programme	Date	Reach Thousands
1	Dudley: Pryd o Sêr	28/12/10 & 31/12/10 & 02/01/11	79
2	Straeon Tafarn	17/12/10 & 21/12/10	69
3	Bro	17/08/10 & 21/08/10 & 22/08/10	66
=	Bro	10/08/10 & 14/08/10 & 15/08/10	66
5	Byw yn yr Ardd	31/03/10 & 01/04/10 & 03/04/10 &	
		04/04/10	63
6	Bro	21/09/10	61
=	Tocyn	17/03/10 & 18/03/10 & 20/03/10 &	
		22/03/10	61
8	Byw yn yr Ardd	30/08/10 & 31/08/10	59
9	Tocyn	06/01/10 & 07/01/10 & 09/01/10 &	
		11/01/10	58
10	Byw yn yr Ardd	12/05/10 & 13/05/10 & 15/05/10	57
=	Dudley: Cymru ar Blât	09/12/10 & 11/12/10 & 15/12/10	57
=	Bro	15/06/10 & 19/06/10 & 20/06/10	57

**RHAGLENNI CREFYDDOL**  
**RELIGIOUS**

Safle	Rhaglen	Dyddiad	Cyrhaeddriad Miloedd
Position	Programme	Date	Reach Thousands
1	DCDC*	28/02/10	67
=	DCDC*	19/12/10 & 20/12/10	67
3	DCDC*	06/06/10 & 07/06/10	57
4	DCDC*	28/11/10 & 02/12/10	54
5	Y Daith: Yn ôl i Ystrad Fflur	28/11/10 & 01/12/10 & 04/12/10	51
6	Cymanca Ganu'r Eisteddfod Genedlaethol	01/08/10	49
8	DCDC*	23/05/10 & 24/05/10	48
=	DCDC*	27/06/10	48
9	DCDC*	04/04/10	45
10	DCDC*	02/05/10 & 03/05/10	43

\* Dechrau Canu Dechrau Canmol

CYFATHREBU

COMMUNICATIONS



**GARFFILD LLOYD LEWIS—  
CYFARWYDDWR CYFATHREBU S4C**

Mae 'na ymadrodd yn y byd pêl-droed sy'n sôn am 'gêm o ddau hanner'. Heb amheuaeth mae'n bobis disgrifio gwaith adran Gyfathrebu S4C yn ystod 2010 yn yr un modd.

Prif amcanion cynllun yr adran ar gyfer 2010 oedd hyrwyddo'r rhagleni sy'n cael eu darlleu yn ystod oriau brig - sef yr oriau pryd y mae'r rhan fwyaf o bobol yn gwylio'r teledu. Fe drefnol ni ymgyrchoedd penodol i roi sylw i gyfresi a rhagleni fel Ar y Tracs (Tidy Productions), Pen Talar (Fiction Factory) a'r Porthmon (Telesgop). Roedd angen cyrraedd cynulleidfa oedd newydd hefyd. Un ffordd o wneud hynny oedd hysbysebu ar ITV Cymru a Classic FM. Fe dargedon ni gynulleidfa oedd penodol yn y wasg a thrwy Facebook a Twitter. Roedd 'na ymgyrchoedd i godi ymwybyddiaeth o S4C yn y digwyddiadau mawr a bach ym mhob cwr o Gymru.

Ond nid dweud ein dweud am ein cynyrch ni ydi unig waith y tîm Cyfathrebu - rydan ni hefyd yn glustiau i S4C. Mae hynny'n golygu ymateb i geisiadau am wybodaeth a chwynion gan wylwyr. Mae'r adran hefyd yn trefnu Nosweithiau Gwylwyr S4C lle mae swyddogion S4C ac aelodau'r Awdurdod yn cael clywed barn y bobol.

Roedd mis Mawrth yn garreg filtir bwysig i S4C. Wrth i Gymru droi'n wladd digidol mi ddaeth S4C yn sianel gwbl Gymraeg. I gyd-fynd â hyn fe wnaethon ni hyrwyddo cyfresi drama o bwys fel Teulu (Boomerang), Caerdydd (Fiction Factory) a Rownd a Rownd (Rondo). Roedd yr Etholiad Cyffredinol ar y gorwel. Fe drefnol ni ymgyrchi i hyrwyddo ein gwertheodd newyddiadurol a hygrededd ein darpariaeth ni ar y Sianel. Mi fyddai canlyniad yr Etholiad hwnnw yn cael effaith fawr ar S4C. Mwy am hynny yn y man.

Ym mis Mawrth hefyd fe ddechreuodd Sianel Manylder Uwch S4C. Cafodd y Sianel ei henwi yn Clirlun - enw a gafodd ei fathu gan un o wylwyr Wedi 7 (Tinopolis). Cafodd y gwasanaeth newydd ei hyrwyddo drwy gydol y flwyddyn - yn enwedig i gyd fynd â chyfresi fel Iolo sy'n rhoi llwyfan gwych i ansawdd Manylder Uwch.

Daeth gair anghyfarwydd arall yn rhan o'nn geirfa ym mis Ebrill - Stwnsh (Boomerang) - y gwasanaeth newydd i blant dros saith oed. Fe aethon ni ati i hyrwyddo Stwnsh gyda gwe-ddarllediad, gwefan ryngweithiol a thrwy fynd i dros 100 ysgolion ar draws Cymru lle cafodd dros 8,000 o blant gyfle i gyfarfod â chyflwynwyr Stwnsh. Chafodd brawd, neu chwaer fach Stwnsh mo'i anwybyddu chwaith wrth i Cyw ymestyn i'r penwythnosau. Fe gafodd sioeau Cyw eu cynnal yn ystod y ddwy Eisteddfod a thros gyfnod y Nadolig. Fe deithiodd Cyw i Lundain hefyd i bwysleisiau i wleidyddion bwysigrwydd rhagleni plant S4C.

Ond, yng nghanol y bwrlwm, fe ddaeth newyddion drwg. Ym mis Mehefin aeth cwmni adnoddau Barcud Derwen i'r wal. Fe gollodd nifer mawr o staff eu gwaith. Roedd y cwmni a'r gweithwyr wedi gwneud gwaith arbennig i S4C drwy'r cwmniâu cynhyrchu dros nifer fawr o flynyddoedd. Am

nifer o resymau chafodd gwerthfawrogiad S4C o'r gwaith hwnnw mo'i gyfleo yn ddigonol yn y datganiad byr a moel wnaed ar y pryd. Dwi'n credu mai'r Adroddiad Blynnyddol yd'i lle priodol i S4C ymddiheuro yn ddifftuant am hynny.

2010 oedd blwyddyn Cwpan Ryder yng Nghasnewydd. Yn ogystal â darlleu rhagleni o'r gystadleuaeth roedd y digwyddiad yma'n cynnig cyfle i ni wahodd cynrychiolwyr o nifer o feysydd gwahanol aton ni i drafod dyfodol y Sianel.

Wrth darlleu gemau criced gartref clwb Morgannwg, fe gafodd fersiwn gwahanol iawn o'r Haka ei baratoi er mwyn hyrwyddo'r rhagleni ar S4C. Enillodd y gwaith yma nifer o wobrau am ei greadigrwydd.



**GARFFILD LLOYD LEWIS—  
S4C DIRECTOR OF COMMUNICATIONS**

A football match is often described as 'a game of two halves'. This could also easily describe the Communications Department's work in 2010.

One of the department's main objectives for 2010 was to promote peak time programming - this is the period when most people watch television. We arranged individual campaigns to promote programmes such as Ar y Tracs (Tidy Productions), Pen Talar (Fiction Factory) and Y Porthmon (Telesgop). We also had to reach new audiences. One way of achieving this goal was through advertising on ITV Wales and Classic FM. We targeted specific audiences through the press, Facebook and Twitter. Campaigns were arranged to raise the profile of S4C at national and local events around Wales.

Cyw a Maer Llundain Boris Johnson  
Cyw and London Mayor Boris Johnson



But we're not here just to communicate messages about our services - we're here to listen to people's views. That responsibility includes responding to requests for information and reacting to complaints by viewers. The department is also responsible for arranging S4C's Viewers' Evenings, where Channel officials and members of S4C's Authority listen to people's opinions.

March was an important milestone for S4C. As Wales became a digital country, S4C also became a channel broadcasting solely through the medium of Welsh. We promoted high profile drama series such as Teulu (Boomerang), Caerdydd (Fiction Factory) and Rownd a Rownd (Rondo) to coincide with this development. The General Election was on the horizon. We arranged a campaign to promote our journalistic values and the credibility of our Channel's output. The result of the election would have a huge impact on S4C. More on this later.

Also in March, S4C's High Definition Channel was launched. The new channel is called Clirlun - a new word conjured up by one of the viewers of Wedi 7 (Tinopolis). The new service was promoted throughout the year - in particular on programmes such as Iolo, showing HD in all its glory.

In April another unfamiliar word became part of our vocabulary - Stwnsh (Boomerang) - the new service for children over seven years old. To promote Stwnsh, we arranged a webcast, a new website and we visited over a hundred schools across Wales giving more than 8,000 children a chance to meet some of the presenters. We didn't forget about Stwnsh's younger sibling as Cyw was extended to the weekends. Cyw went on the road with shows during the Eisteddfodau and the Christmas period. Cyw also travelled to London to remind politicians of the importance of S4C's Children's programmes.

Then bad news struck. In June, TV facilities company Barcud Derwen went into administration. A large number of people were made redundant. The company and its workers had, through working with independent production companies, provided S4C with an important service over a number of years. For several reasons, S4C's appreciation of that work was not appropriately conveyed in the short and impersonal press release issued at the time. I believe that the Annual Report is the appropriate place for S4C to apologise sincerely for that statement.

The Ryder Cup came to Newport in 2010. As well as broadcasting programmes from the competition itself, this was an opportunity to invite people from different walks of life to meet us to discuss the future of the Channel.

As S4C broadcast some of Glamorgan Cricket's home games, a very different version of the Haka

Cafodd amrywiaeth mawr o ragleni a chyfresi eu hyrwyddo yn ystod y flwyddyn. Ond fe gafodd Amrywiaeth (Diversity) ei hun ei hyrwyddo hefyd, gyda chyhoeddi polisi Amrywiaeth S4C, tudalen Amrywiaeth ar y We a gweithdy i'r cwmniau cynhyrchu. Mae S4C yn agor ei drws i bawb, o bob oed a phob cefndir. Dyna'r neges oedd yn treiddio drwy'r gweithgareddau i gyd, gan gynnwys fersiwn sain ac ar-lein o'r cylchgrawn Sgrîn. Cafodd Sgrîn ei gyhoeddi mewn print deirgwaith yn ystod 2010.

Fe wnaed llawer o waith i godi ymwybyddiaeth o'r sialensiau oedd yn wynebu S4C wrth iddi ddod yn amlwg y byddai S4C yn cael tipyn llai o arian yn y dyfodol. Mi gafodd cyfarfodydd eu trefnu gyda'r cwmniau cynhyrchu, gwleidyddion, mudiadau a sefydliadau, gwylwyr, staff S4C ac aelodau o'r wasg a'r cyfryngau. Roedd angen hefyd cywiro cam argraffadau a chamgymeriadau oedd yn cael eu cyhoeddi am ffugyrau gwyliau'r Sianel.

Fe gafodd adroddiadau a datganiadau allweddol eu cyhoeddi yn ystod ail hanner 2010 gan S4C ac am S4C. Yn eu plith, Adroddiad S4C i'r DCMS ynglŷn â'r goblygiadau wrth gael llai o gyllid, y bwrriad i gomisiynu adolygiad o lywodraethiant corfforaethol S4C gan Syr Jon Shortridge, cyhoeddiant yr Ysgrifennydd Gwladol am ariannu S4C ac adroddiad am effaith economaidd S4C ar y diwydiant cynhyrchu teledu. Mi fu'r Prif Weithredwr a'r Is-Gadeirydd yn rhoi dystiolaeth gerbron y Pwyllgor Dethol ar Faterion Cymreig yn San Steffan ac - am y tro cyntaf erioed - fe gafodd Noson Gwylwyr S4C ei darledu yn fyw o bencadlys S4C. Ar y rhaglen, ac yn fyw ar y we, fe gafodd y gwylwyr gyfle i ofyn cwestiynau yn fyw i swyddogion ac aelodau o Awdurdod S4C.

Yn ystod y cyfnod hefyd, fe adawodd Rhian Gibson, Cyfarwyddwr Comisiynu S4C ac ychydig cyn y Nadolig, fe adawodd y Cadeirydd, John Walter Jones. Roedd pob un o'r digwyddiadau arwyddocaol yma'n cael sylw yn y wasg a'r cyfryngau. Rhoddodd hyn bwysau rhyfeddol ar adran fach ac mae fy niolch yn fawr ac yn ddiffuant i'r tîm yn yr adran Gyfathrebu. Dwi'n credu bod y cyfnod anodd yma wedi paratoi'r adran gyfan am yr her sydd yn ein hwynебu yn 2011 a thu hwnt.



# Clirlun

was devised to promote the programmes. This piece of work won a number of awards as a result of its creativity.

A diversity of programmes were promoted during the year. Diversity itself was also promoted as we launched S4C's Diversity Policy, a Diversity page on our website and a workshop for independent TV production companies. S4C's door is open to all - all ages and from all backgrounds. This message was linked strongly to all our activities, including an audio and online version of our magazine, Sgrîn. The magazine was published three times in 2010.

We worked hard to raise the awareness of the challenges facing S4C as it became clear that the Channel's budget would be cut in the future. Meetings were arranged with independent production companies, organisations and establishments, viewers, S4C staff and members of the press and media. We also had to correct mistakes and misinterpretations that were being made about the Channel's viewing figures.

Key reports by and about S4C were released during the latter part of 2010. These included S4C's report to the DCMS on the implications of reduced funding, the intention to commission Sir Jon Shortridge's review of S4C's corporate governance, the Secretary of State's announcement about the funding of S4C and a report about S4C's economic impact on the TV production industry. The Chief Executive and Chair gave evidence before the Welsh Affairs Select Committee in Westminster and, for the first time in its history, a TV programme inviting viewers to participate in a discussion about S4C (Noson Gwylwyr S4C) was broadcast live from the Channel's headquarters. During the

programme, which was also broadcast live on the web, viewers had an opportunity to quiz members of S4C's management team and members of the S4C Authority.

During the same period Director of Commissioning, Rhian Gibson, left S4C and just before Christmas, S4C's Chairman, John Walter Jones announced his retirement. All these significant events were reported in the press and media. This put immense pressure on a small department and I'm sincerely grateful to the team in Communications. I believe that this difficult period has prepared the department for the challenges facing us in 2011 and beyond.

Caerdydd



Criced

# RÔLYR AWDURDOD

Mae Awdurdod S4C yn gorff cyhoeddus annibynnol. Mae'n gyfrifol am ddarparu gwasanaethau rhaglenni teledu yn yr iaith Gymraeg. Yr Awdurdod sy'n atebol am yr hyn sy'n cael ei ddarlledu ar S4C ac am sicrhau fod y Sianel yn cael ei rheoli'n gywir.

Mae dyletswyddau'r Awdurdod wedi eu nodi mewn statud yn Nedd Gyfathrebiadau 2003 a Deddfau Darlledu 1990 a 1996.

## RÔL YMCHWIL YR AWDURDOD

Mae gan yr Awdurdod gyfrifoldeb statudol i ganfod y farn gyhoeddus am y rhaglenni sy'n cael eu darlledu ar S4C ynghyd ag effeithiau rhaglenni ar agwedd ac ymddygiad y gwylwyr ac yn ogystal y math o raglenni y byddai aelodau'r cyhoedd yn dymuno eu gweld ar S4C.

Mae'r dyletswydd yma'n greiddiol i'r ôl yr Awdurdod – hwn sy'n gwreiddio'r Awdurdod yng nghymunedau Cymru a hwn yw'r ffurf gryfaf o atebolwydd sy'n bodoli – atebolwydd i'r gwylwyr.

Mae rolau allweddol yr Awdurdod yn cynnwys:

- goruchwyllo, cymeradwyo a chraffu rheolaeth gywir S4C
- sicrhau fod S4C yn darparu gwasanaethau teledu S4C
- gweithredu fel corff cyhoeddus
- gweithredu fel rheolydd wrth ymdrin â materion penodol
- paratoi Adroddiad a Chyfrifon Blynnyddol.

Cyfrifoldeb y Prif Weithredwr, swyddogion a staff S4C ydi rheoli a chynnal S4C o ddydd i ddydd. Mae'r cyfrifoldeb yma'n cynnwys darparu gwasanaethau teledu S4C. Dyi'r Awdurdod ddim yn ymwneud â phenderfyniadau sy'n cael eu gwneud o ddydd i ddydd. Yn benodol, dyi'r Awdurdod ddim yn ymwneud ag unrhyw benderfyniadau comisiyny neu benderfyniadau golygyddol. Mae'r arfer yma wedi bodoli er 1982, ac mae'n parhau i gynnal annibyniaeth yr Awdurdod. Mae'n sicrhau ei fod yn cael ei gadw hyd braich o benderfyniadau sy'n cael eu gwneud gan y swyddogion, yn arbennig, felly, yn glŷn â chynnwys rhaglenni.

# ROLE OF THE AUTHORITY

The S4C Authority is an independent body. It's responsible for the provision of Welsh language television programme services. The Authority is accountable for S4C's output and the proper management of the Channel.

Its statutory duties are placed upon it by the Communications Act 2003 and the Broadcasting Acts of 1990 and 1996.

## THE AUTHORITY'S RESEARCH ROLE

The Authority has a statutory duty to ascertain the state of public opinion concerning programmes broadcast on S4C, any effects of such programmes on the attitudes or behaviour of viewers as well as the types of programmes that members of the public would like to be broadcast on S4C.

This responsibility is core to the Authority's role - this ensures that the Authority is rooted in the communities of Wales. This is the strongest form of accountability - the accountability to our viewers.

Key responsibilities of the Authority include the following:

- to oversee, approve and scrutinise the proper management of S4C
- to ensure that S4C provides S4C's television services
- to operate as a public body
- to act as a regulator on certain matters
- to prepare Annual Reports and Accounts

It is the responsibility of the Chief Executive, officers and staff of S4C to manage and maintain S4C on a day-to-day basis. This responsibility includes providing S4C's television services. The Authority does not participate in day-to-day decisions. In particular, the Authority is not involved in any commissioning or editorial decision. This practice has existed since 1982 and continues to maintain the independence of the Authority. It ensures that it remains at arm's length from decisions made by officers - especially in the case of programme content.

**ADOLYGIAD O LYWODRAETHIANT CORFFORAETHOL****S4C - ADRODDIAD SYR JON SHORTRIDGE KCB**

Ym mis Awst 2010 fe gomisynnodd Awdurdod S4C Syr Jon Shortridge, cyn Ysgrifennydd Parhaol Llywodraeth Cynulliad Cymru, i gynnal adolygiad o lywodraethiant corfforaethol y Sianel. Roedd hyn yn ganlyniad i broses o ystyried systemau llywodraethiant corfforaethol S4C yn ystod hanner cyntaf y flwyddyn.

Fe gyflwynodd Syr Jon ei adroddiad i Awdurdod S4C ym mis Tachwedd 2010. Ar ôl derbyn yr adroddiad, rhoddodd yr Awdurdod ystyriaeth i argymhellion Syr Jon, a chafodd yr adroddiad ac ymateb a chynllun gweithredu yr Awdurdod eu cyhoeddi yn eu cyfarwydd ym mis Chwefror 2011. Mae'r adroddiad ac ymateb yr Awdurdod i'w cael ar wefan S4C.

Yn 2006 penderfynodd Awdurdod S4C weithredu system o lywodraethiant corfforaethol sy'n cael ei galw'n "Arwahanwydd". Amcan y system oedd dangos yn glir beth oedd swyddogaethau penodol yr Awdurdod a swyddogion S4C. Fodd bynnag, fe ddaeth hi'n amlwg ymhen amser bod y system yn anaddas ar gyfer corfforaeth unol fel S4C. Y teimlad oedd bod y drefn yma'n cyfyngu ar allu'r Awdurdod i weithredu ei swyddogaethau statudol anweithredol; roedd hyn yn cynnwys ei allu i sicrhau ei atebolwydd i ystod o randdeiliaid. Fe ddaeth yr Awdurdod i'r casgliad nad oedd "Arwahanwydd" yn briodol bellach ac y dyli comisynu adolygiad annibynnol o lywodraethiant corfforaethol er mwyn adnabod fflyrdd newydd a mwy atebol o weithredu. O ddechrau 2010, fe wnaeth yr Awdurdod fwrr ati i ymgymryd â phroses o adolygu ei drefniadau llywodraethiant corfforaethol. Fe arweiniodd y broses yma at gomisynu Syr Jon Shortridge i ymgymryd ag adolygiad annibynnol o lywodraethiant corfforaethol S4C.

Roedd adroddiad Syr Jon yn feirniadol o'r system "Arwahanwydd", y berthynas a oedd yn bodoli rhwng yr Awdurdod a'r tîm gweithredol, y llif gwybodaeth o'r tîm gweithredol i'r Awdurdod, ac o ganlyniad i hynny, gallu'r Awdurdod i weithredu ei rôl craffu yn llawn.

Mae'r Awdurdod eisoes wedi gweithredu neu ar fin gweithredu ar lawer o argymhellion Syr Jon; mewn achosion eraill roedd y trefniadau oedd yn bodoli eisoes yn foddaol. Mae'r gwelliannau sydd wedi eu mabwysiadu yn galluogi'r Awdurdod i wneud penderfyniadau strategol a gweithredu ei rôl craffu.

Mae'n bwysig nodi nad ydi penderfyniad yr Awdurdod i roi'r system o "Arwahanwydd" o'r neilltu yn newid y gwahanu sylfaenol mewn cyfrifoldebau rhwng rôl anweithredol yr Awdurdod a rôl weithredol y Prif Weithredwr a'i Dîm Rheoli. Mae'r Awdurdod yn parhau i fod yn fwrrd anweithredol ac, o'r herwydd, ddim yn chwarae rhan mewn penderfyniadau sy'n cael eu gwneud ddydd i ddydd. Mae hyn yn egwyddor sydd wedi'i hen sefydlu ac yn bodoli ers dechrau S4C yn 1982.

Mae'r Awdurdod o'r farn bod y gwelliannau sydd eisoes ar waith a'r newidiadau eraill fydd yn cael eu gweithredu yn ystod y misoedd nesaf yn sicrhau y bydd gan S4C system sefydlog a chynaliadwy o lywodraethiant corfforaethol. Mi fydd y system yn addas ar gyfer ein dibenion heddiw, ac o dan y trefniadau i'w gosod yn eu lle gyda'r BBC a'r DCMS ar gyfer y cyfnod ar ôl 2013. Fe fydd y system hefyd yn galluogi Aelodau'r Awdurdod i graffu perfformiad a bod yn atebol am berfformiad S4C heddiw ac yn y dyfodol mewn ffordd effeithiol ac effeithlon.

Mae'r Awdurdod wedi cymryd camau cadarnhaol i fabwysiadu argymhellion Syr Jon. Fe ddaeth i'r casgliad bod yn rhaid i hyn ddigwydd er mwyn sicrhau bod llywodraethiant corfforaethol S4C yn creu hinsawdd sefydlog lle gall staff a chyflenwyr S4C ddarparu rhagleni a gwasanaethau o'r ansawdd uchaf i wylwyr S4C yng Nghymru a thu hwnt gan hefyd sicrhau mwy o atebolwydd nag erioed o'r blaen i'r rhanddeiliaid niferus hynny sy mor bwysig i S4C.

**REVIEW OF S4C'S CORPORATE GOVERNANCE – REPORT BY SIR JON SHORTRIDGE KCB**

In August 2010 the S4C Authority commissioned Sir Jon Shortridge, former Permanent Secretary to the Welsh Assembly Government, to undertake a review of its corporate governance following an overview of its arrangements in early 2010.

Sir Jon presented his report to the S4C Authority in November 2010. Since receiving his report the Authority considered his recommendations and published the report, its response and its action plan in its entirety in February 2011. The report and the Authority's response can be viewed on S4C's website.

In 2006 the S4C Authority decided to put in place a system of corporate governance known as "Arwahanwydd" ('Separation'). This system was intended to clarify the distinct roles of the Authority and S4C's officials. However, it became apparent over time that this system was unsuitable for a single corporate body such as S4C. It was felt that it was inhibiting the Authority's ability to discharge its non-executive statutory functions, including its ability to provide accountability to a range of stakeholders. The Authority came to the conclusion that "Arwahanwydd" was not suitable and that an independent review of corporate governance should be commissioned in order to identify new and more accountable ways of working. From early 2010, the Authority commenced a process of review of its corporate governance arrangements. This process led to commissioning Sir Jon Shortridge to undertake an independent review of the corporate governance of S4C.

Sir Jon's report was critical of the system of "Arwahanwydd", the relationship which existed between the Authority and the executive, the flow of information from the executive to the Authority and, as a result, the Authority's capacity to take decisions and adequately perform its scrutiny role.

Many of Sir Jon's recommendations have or are already in the process of being implemented, or satisfactory arrangements were already in place. The amendments that have been implemented have enabled the Authority to take strategic decisions and also to perform its important scrutiny role.

It's important to note that the Authority's decision to replace the system of "Arwahanwydd" does not alter the fundamental division of responsibilities between the non-executive roles of the Authority and the Chief Executive and his Management Team. The Authority remains the non-executive board of S4C, and does not participate in day-to-day decisions. This is a long established principle that has existed since S4C's establishment in 1982.

The Authority believes that the reforms already put in place and the further proposed changes which will be implemented over the coming months will ensure that S4C has a stable and sustainable system of corporate governance that is fit for purpose today, and under the new arrangements to be put in place with the BBC and DCMS for the period post-2013. The system will also enable Members of the Authority to properly oversee and account for the present and future performance of S4C in an effective and efficient way.

The Authority has taken positive steps to take ownership of Sir Jon's recommendations. It concluded that this had to happen to ensure that the corporate governance of S4C creates a stable environment in which S4C's staff and suppliers can deliver programmes and services of the highest quality to S4C's viewers in Wales and beyond and also to provide greater accountability than ever before to S4C's numerous important stakeholders.

**PWYLLGORAU AWDURDOD S4C**

Mae gan Awdurdod S4C bedwar pwylgor sy'n goruchwyliau gwahanol agweddau o waith S4C. Mae'r pwylgorau'n adrodd yn ôl yn rheolaidd i'r Awdurdod. Yr Awdurdod sy'n cymeradwyo argymhellion y pwylgorau.

Fe wnaed argymhellion i ddatblygu rolau'r pwylgorau yn adroddiad Shortridge; mae'r Awdurdod wedi derbyn mwyafrif llethol yr argymhellion. Mae'r argymhellion ac ymateb yr Awdurdod wedi eu cyhoeddi yn eu cyfanwyd ar wefan yr Awdurdod.

Mae gwaith y pwylgorau'n adlewyrchu gwahanol agweddau o waith S4C. Y pedwar pwylgor yw'r Pwyllgor Cynnwys Pwyllgor Archwilio a Rheoli Risg Pwyllgor Personél Pwyllgor Cwynion a Chydymffurfiaeth

**PWYLLGOR CYNNWYS**

Mae'r Pwyllgor Cynnwys yn gyfrifol am oruchwyliau a monitro perfformiad cynnwys rhagleni a gwasanaethau S4C. Hwn ydi'r pwylgor sy'n trafod arwyl rhagleni S4C ac sy'n ceisio sicrhau bod arwyl'r Sianel yn diwallu anghenion y gynulleidfa.

**AELODAU'R PWYLLGOR**

Cenwyn Edwards –  
(Cadeirydd y Pwyllgor o 01/04/10)  
Eira Davies (tan 31/03/10)  
John Davies (o 01/04/10)  
Chris Llewelyn (tan 31/03/10)  
Dyfrig Jones (o 01/04/10)  
Glenda Jones (o 01/04/10)

**PWYLLGOR ARCHWILIO A RHEOLI RISG**

Mae'r Pwyllgor Archwilio a Rheoli Risg yn gyfrifol am oruchwyliau gwaith archwilio mewnol ac allanol S4C, yn ogystal â gofalaeth am fonitro rheoli risg o fewn S4C. Mae'r pwylgor hefyd yn gyfrifol am graffu'r Datganiad Ariannol drafft ac adrodd arno i'r Awdurdod cyfan. Yn dilyn argymhellion adroddiad Syr Jon Shortridge mae gofalaeth am faterion yn ymwneud â "gwerth am arian" (sy'n cael ei alw'n VFM) hefyd yn rhan o ddyletswyddau'r pwylgor.

**AELODAU'R PWYLLGOR**

Rheon Tomos (Cadeirydd y Pwyllgor)  
John Davies (o 01/04/10)  
Cenwyn Edwards (tan 01/04/10)  
Syr Roger Jones  
Dyfrig Jones (o 01/04/10)

**PWYLLGOR PERSONÉL A CHYDNABYDDIAETH**

Mae'r Pwyllgor Personél a Chydnabyddiaeth yn gyfrifol am oruchwyliau systemau personél S4C. Mae hyn yn cynnwys ystyried cyflogau a thelerau ac amodau gwaith eraill staff S4C, ystyried anghenion hyfforddi a datblygu staff, safonau ymddygiad a disgylfaeth, cyfleoedd cyfartal a monitro bod y systemau perthnasol yn gweithio'n effeithiol ac effeithlon o fewn S4C.

**AELODAU'R PWYLLGOR**

Bill Davies (Cadeirydd y Pwyllgor)  
Cenwyn Edwards  
Syr Roger Jones

**PWYLLGOR CWYNION A CHYDYMFFURFIAETH**

Mae'r Pwyllgor Cwynion a Chydnabyddiaeth yn gyfrifol am oruchwyliau systemau cwynion S4C ac i fonitro eu bod nhw'n gweithio'n effeithlon. Mae'r pwylgor hefyd yn ystyried materion cydymffurfiaeth rhagleni S4C. Yn ogystal â hyn, mae gan y pwylgor ddyletswyddau o fewn prosesau S4C ar gyfer ymateb i geisiadau am wybodaeth sy'n cael eu gwneud o dan y Ddeddf Rhyddid Gwybodaeth.

**AELODAU'R PWYLLGOR**

Winston Roddick QC (Cadeirydd y Pwyllgor)  
Chris Llewelyn (tan 31/03/10)  
Bill Davies (o 01/04/10)  
Glenda Jones (o 01/04/10)

**S4C AUTHORITY COMMITTEES**

The S4C Authority has four committees overseeing different parts of S4C's activities. The committees report back on a regular basis to the Authority. It is the Authority that approves the committees' recommendations.

Sir Jon Shortridge's review included recommendations to extend the roles of the committees; the Authority has accepted the vast majority of the recommendations. The recommendations and the response of the Authority are available in full on S4C's website.

The committees' responsibilities reflect the different activities of S4C. The four committees are as follows:

Content Committee  
Audit and Risk Management Committee  
Personnel Committee  
Complaints and Compliance Committee

**CONTENT COMMITTEE**

The Content Committee's responsibilities include overseeing and monitoring the performance of S4C's programmes and services. It considers programme output and attempts to ensure that the programme output meets the needs of the audience.

**MEMBERS OF THE COMMITTEE**

Cenwyn Edwards –  
(Chair of Committee since 01/04/10)  
Eira Davies (until 31/03/10)  
Chris Llewelyn (until 31/03/10)  
Dyfrig Jones (from 01/04/10)  
Glenda Jones (from 01/04/10)

**AUDIT AND RISK MANAGEMENT COMMITTEE**

The Audit and Risk Management Committee's responsibilities include overseeing the internal and external audit activities of S4C. It is also responsible for monitoring risk management within S4C and scrutinising the draft Financial Report before reporting back to the full Authority. Following the recommendations in Sir Jon Shortridge's report, the committee's responsibilities now include matters relating to Value for Money.

**MEMBERS OF THE COMMITTEE**

Rheon Tomos (Chair of Committee)  
John Davies (from 01/04/10)  
Cenwyn Edwards (until 01/04/10)  
Syr Roger Jones  
Dyfrig Jones (from 01/04/10)

**PERSONNEL COMMITTEE AND REMUNERATION**

The Personnel Committee's responsibilities include overseeing S4C's personnel systems. This includes salaries and other terms and conditions related to S4C staff. The committee also evaluates training needs, disciplinary and behavioural standards, equal opportunity and ensures that the relevant systems work effectively and efficiently within S4C.

**MEMBERS OF THE COMMITTEE**

Bill Davies (Chair of Committee)  
Cenwyn Edwards  
Syr Roger Jones

**COMPLAINTS AND COMPLIANCE COMMITTEE**

The Complaints and Compliance Committee's responsibilities include overseeing S4C's complaints systems and ensuring that they work efficiently. The committee also considers compliance issues relating to programmes on S4C. It also has responsibilities for responding to issues under the Information of Freedom Act.

**MEMBERS OF THE COMMITTEE**

Winston Roddick QC (Chair of Committee)  
Chris Llewelyn (until 31/03/10)  
Bill Davies (from 01/04/10)  
Glenda Jones (from 01/04/10)

# AELODAU AWDURDOD S4C

## BILL DAVIES

16.07.2007 – 15.07.11

Dyn o Borthmadog yng Ngwynedd ydi Bill sydd, erbyn hyn, yn byw yn Llandegfan ar Ynys Môn. Mae'n ddyn prysur iawn gyda'i fys mewn sawl potes wrth iddo gefnogi gwahanol achosion da yng Ngwynedd a Môn. Mae Bill yn gyfarwydd iawn â gwahanol rannau o Gymru. Ar ôl graddio mewn Gwleidyddiaeth ym Mhrifysgol Caerdydd, fe symudodd i wahanol rannau o'r wlad wrth i'w yrfa ddatblygu.

Mae ganddo dros 40 mlynedd o brofiad o reoli Personel ac Adnoddau Dynol. Roedd yn Gyfarwyddwr Personel Cyngor Gwynedd am dros 10 mlynedd, yn Rheolwr Personel gydag Awdurdod Dŵr Cymru yn y Gogledd ac yn Swyddog Cysylltadau'r Gweithwyr yng Ngwaith Dur Port Talbot. Ar hyn o bryd mae'n Rheolwr Personel Gyrfa Cymru yn y Gogledd Orllewin. Mae'n aelod lleyg / cynrychiolydd cyflogwyr ar y Gwasanaeth Tribwnlys Cyflogaeth ac yn Asesyd Annibynnol i Lywodraeth Cymru.

Yn ogystal â hyn, mae Bill hefyd yn Gadeirydd Panel Personel Urdd Gobaith Cymru ac yn Aelod Siartredig o'r Sefydliad Siartredig Personel a Datblygiad. Mae hefyd yn Gyfarwyddwr Bryn Llifon, sef Cartref Henoed y Bedyddwyr yn y Gogledd.

Ac ar ben hyn i gyd mae Bill a'i wraig, Ruth, yn daid a nain i efeilliaid - Twm a Gruff sydd, meddai Bill, wrth eu boddau yn gwylio Cyw ar S4C! Yn ei amser hamdden, mae Bill yn hoffi drama, pêl-droed, darllen nofelau ias a chyffro ac eisteddfota.

"Mae teledu yn gyffredinol yn gyfrwng pwysig a dylanwadol o hyd, ond mae cael rhan yn natblygiad a rheolaeth yr unig sianel Gymraeg ei hiaith yn gyffrous ac yn faint. Mae hefyd yn gyfrifoldeb enfawr. Yn ystod 2010, cafodd seilial cadarn eu gosod ar gyfer y dyfodol. Er bod yna heriau o'n blaen a phroblemau i'w goresgyn o hyd, rwy'n edrych ymlaen at y blynnyddoedd nesaf yn hyderus, ond i'r Sianel gael chwarae teg."



# MEMBERS OF THE S4C AUTHORITY

Bill was born in Porthmadog, Gwynedd and now lives in Llandegfan, Anglesey. He leads a busy life and supports many charities in Anglesey and Gwynedd. He knows Wales well. He graduated from Cardiff University with a degree in Politics. As his career developed, Bill moved to different areas within Wales.

He has over 40 years experience of working in Personnel and Human Resources management. He was Gwynedd Council's Personnel Director for over 10 years, Personnel Manager with the Welsh Water Authority in North Wales and an Employee Relations Officer at the British Steel Works in Port Talbot. He is currently Personnel Manager at Careers Wales North West. He's a lay member as an Employer Representative at the Employment Tribunals Service and an Independent Assessor for the Welsh Government.

Bill is also Chair of Urdd Gobaith Cymru's Personnel Panel and a chartered member of the Chartered Institute of Personnel and Development. He is also a director of Bryn Llifon, the Baptist home for the elderly in north Wales.

Bill and his wife Ruth have two grandchildren. He says that Twm and Gruff enjoy Cyw on S4C. In his spare time, Bill enjoys drama, football, Eisteddfodau and reading thrillers.

"Television is still an important and influential media. Having a part in the development and management of the only Welsh language channel is exciting as well as a privilege. It's also a huge responsibility. In 2010, strong foundations were put in place for the future. Although there are challenges and problems to resolve, I look forward confidently to the future, as long as the Channel is given fair play."

## JOHN DAVIES

01.04.2010 – 31.03.2014

Y Cynghorydd John Davies ydi Arweinydd Cyngor Sir Benfro. Mae'n ddyn profiadol iawn ym myd Llywodraeth Leol ac mae'n falch o fod wedi cael aros yn ei fflitir sgwâr. Ydi - mae Sir Benfro yn golygu llawer iawn iddo. Cyn cael ei wneud yn Arweinydd, roedd yn aelod o Gabinet y Cyngor gyda chyfrifoldebau dros Blant, Addysg a'r Iaith Gymraeg. Roedd hynny yn ystod cyfnod o newid mawr yn y sector Addysg Gynradd yn Sir Benfro.

Mae wedi bod yn Arweinydd Cymdeithas Llywodraeth Leol Cymru er 2008.

Rhwng 2004 a 2008 roedd yn aelod o banel oedd yn cyngori gweinidogion Llywodraeth y Cynulliad am Safonau a Gwelliannau Ysgolion. Fe fu John yn Gynrychiolydd Cymru ar Sefydliad Cyflogwyr yr Athrawon.

Mae wedi byw ar Fferm Cwmbetws, sy'n eistedd rhwng Bae Ceredigion a mynyddoedd y Preselau yn ngogledd Sir Benfro, erioed. Dyma ichi'r bedwaredd genhedaeth o ffermwyr sy wedi cael eu magu ar y fferm. Mae gan John a'i wraig Bethan ddau o blant, Harri ac Esther.

Yn yr amser prin sy ganddo, mae John yn mwynhau cefnogi Mudiaid y Ffermwyr Ifanc yn ardal Eglwyswrw a hyfforddi'r aelodau yno i gymryd rhan mewn gwahanol gystadlaethau. Fel aelod o Fwrdd Rheoli'r Sioe yn Llanelwedd, mae hefyd wrth ei fod yn gweld y Sioe Fawr yn mynd o nerth i nerth.

Mae John hefyd yn aelod o Awdurdod Heddlu Dyfed Powys.

Ym mis Rhagfyr 2008, fe gafodd John ei enwi'n Wleidydd Lleol y Flwyddyn gan ITV Cymru i gydnabod ei ymdrechion ym myd llywodraeth leol.

"Mae bod yn aelod o Awdurdod S4C yn bwysig am y rheswm syml, mae'n gyfle i adlewyrchu gwerth a phwysigrwydd y Sianel i fywyd beunyddiol y gymuned leol ac ehangach sydd yn rhan annatod ohona i. Mae byw a bod yn rhan o gymuned de orllewin Cymru yn caniatáu i mi ddod â gwerthfawrogiad, barn a pharch pobol y gorllewin at galon yr Awdurdod."

Councillor John Davies is Leader of Pembrokeshire Council. He has vast experience in Local Government and is pleased to have been able to stay and work in his local area. Yes, Pembrokeshire means a lot to John. Before being appointed Leader he was a member of the Council's cabinet with responsibility for Children, Education and the Welsh language during a period of great change in the primary school sector in Pembrokeshire.

John has been Leader of the Welsh Local Government Association (WLGA) since 2008.

Between 2004 and 2008 he was a member of the Welsh Assembly Government Ministerial Advisory Panel for School Standards and Improvements and represented Wales on the National Employers Organisation for School Teachers.

He has lived at Cwmbetws Farm between Cardigan Bay and the Preseli mountains in north Pembrokeshire throughout his life. He's the fourth generation of farmers to have been brought up on the farm. John and his wife, Bethan, have two children, Harri and Esther.

In his spare time John enjoys supporting the Young Farmers Club in the Eglwyswrw area as well as training its members for a variety of competitions. He's member of the Royal Welsh Show's Management Board in Llanelwedd and it gives him great pleasure to see the Show going from strength to strength.

He is currently a member of the Dyfed Powys Police Authority.

In December 2008, John was named ITV Welsh Local Politician of the Year as recognition of his contribution to local government.

"Being a member of the S4C Authority is important for the simple reason that it's an opportunity to reflect the value and the importance of the Channel to everyday life in the local community, that which is an important part of me. As a resident of south west Wales I feel that I can represent the appreciation, views and respect of that community to the heart of the Channel and its Authority."



**CENWYN EDWARDS****16.07.2007 – 15.07.2011**

Cyw newyddiadurwr oedd Cenwyn ar ddechrau ei yrfa yn y byd teledu. O fewn rhai blynnyddoedd roedd yn un o benaethiaid HTV Cymru. Yn ddiweddarach cafodd ei benodi'n un o benaethiaid S4C. Yn ogystal â symud o swydd i swydd, mae Cenwyn wedi symud o ardal i ardal.

Cafodd ei eni yn Llangennech ger Llanelli. Aeth i'r Brifysgol ym Mangor cyn cael ei benodi'n newyddiadurwr dan hyfforddiant gydag HTV yng Nghaerdydd. Roedd Cenwyn yn un o gynhyrchwyr rhaglen newyddion Y Dydd yn ogystal ag Yr Wythnos ac Outlook. Yna, cafodd ei benodi'n Bennaeth Materion Cyfoes HTV Cymru cyn symud i'r Wyddgrug fel Rheolwr Cynrychiadau Gogledd Cymru. Symudodd yn ôl i Gaerdydd ar ôl cael ei benodi'n Rheolwr Rhaglenni Ffeithiol HTV.

Fe fu'n gweithio i HTV am 20 mlynedd cyn symud draw i S4C. Cafodd ei benodi'n Gomisiynydd Ffeithiol y Sianel ac yna'n Bennaeth Cyd-gynhyrchu.

Ar ôl gadael S4C, cafodd Cenwyn ei benodi'n Gyfarwyddwr Grŵp Teledu cwmniau Tinopolis yn Llanelli. Yn ystod y cyfnod hwnnw, roedd yn gyfrifol am ddatblygiad strategol y cwmni i greu perthynas agosach o lawer rhwng y gwahanol gwmniau o fewn y grŵp oedd yn cynhyrchu Rhaglenni Teledu, y Cyfryngau Rhyngweithiol a'r Cyfryngau Newydd. Mae bellach yn Ymgynghorydd Cyfryngau ar Gyd-Gynrychiadau Rhyngwladol.

Symudodd Cenwyn i fyw i Llandeilo naw mlynedd yn ôl. Mae byw yn Llandeilo yn golygu fod Cenwyn yn gallu teithio i Barc y Scarlets yn aml i gefnogi'r Scarlets. Mae Cenwyn hefyd yn is-lywydd clwb rygbi Llangennech ac mae'n hoff iawn o griced - mae'n dal i chwarae criced nôl gartre yn Llandeilo.

Mae ganddo ddau o blant - Gruffudd sy'n Olygydd Fideo a Lowri sy'n ieithydd ac sy'n gweithio i gwmni isdeitlo a chyfeithu.

"Y prif beth sy'n bwysig i mi yw cynnwys o safon yn yr iaith Gymraeg. Dyna dwi wedi ei wneud drwy ngyrfa a dyna sy'n bwysig i mi. Dwi'n gweld fy rôl yn yr Awdurdod fel cyfreith i barhau i geisio gwneud yn siŵr bod 'na gynnrych Cymraeg o safon yn cael ei gynhyrchu ar bob platform."



"As far as I am concerned the most important thing is content of a high standard through the medium of Welsh. This is what I've done throughout my career and is important to me. I see my role within the Authority as a way of continuing to ensure that a high-standard of content through the medium of Welsh is produced on every platform."

Cenwyn began his career in television as a trainee journalist. Within a few years he became one of the senior staff at HTV Wales. He went on to become one of S4C's senior personnel. Cenwyn also moved to different parts of Wales as he progressed from one job to another.

He was born in Llangennech near Llanelli. After studying at Bangor University he became a trainee journalist with HTV in Cardiff. Cenwyn was one of the producers of Y Dydd, a daily news programme as well as Yr Wythnos and Outlook. He later became the Head of Current Affairs at HTV before moving to Mold as the company's Head of Production for North Wales. He returned to Cardiff after his appointment as Head of Factual Programmes at HTV.

After working at HTV for 20 years, he was appointed Factual Commissioning Editor and then Head of Co-Productions at S4C.

After leaving S4C, Cenwyn was appointed Director of Television at the Tinopolis Group in Llanelli. His responsibilities included the company's strategic development to create a much closer relationship between the Television, Interactive Media and New Media departments. Cenwyn is currently a Media Consultant specialising in International Co-Productions.

Cenwyn moved to Llandeilo nine years ago. Living in Llandeilo enables Cenwyn to travel to Parc y Scarlets regularly to support the Scarlets. Cenwyn is vice president of Llangennech RFC and enjoys the game of cricket - still playing cricket when he's home in Llandeilo.

He has two children - Gruffudd, a Video Editor and Lowri, a linguist who works for a subtitling and translation company.

**DYFRIG JONES****20.04.2009 – 19.04.2013**

Mae gan Dyfrig brofiad a diddordeb mawr yn y cyfryngau. Mae'n Ddarlithydd yn yr Ysgol Astudiaethau Creadigol a'r Cyfryngau ym Mhrifysgol Bangor ac yn arbenigo mewn Ymarfer a Theori'r Cyfryngau.

Cafodd ei eni ym Mangor ac fe aeth i'r Brifysgol yn Leeds. Mae'n byw erbyn hyn ym mhentref Gerlan ger Bethesda yng Ngwynedd gyda'i wraig a'i ddau blentyn bach - Martha sy'n bump oed a Iago sy'n dair. Mae'n cynrychioli ward Gerlan fel un o Gynghorwyr Sir Plaid Cymru.

Ar un adeg, roedd yn gweithio fel Cynhyrchydd Gyfarwyddwr gyda Ffilimiau'r Bont yng Nghaernarfon. Rhwng Tachwedd 2006 a Mawrth 2009, Dyfrig oedd Golygydd y cylchgrawn 'Barn'.

Mae ganddo ddiddordeb mawr mewn polisi darlleu a ffilmiau dogfen ac yn ymddiddori hefyd yn y ddrada deledu, gan ganolbwytio'n bennaf ar yr arwy Americanaid.

Mae wrthi ar hyn o bryd yn gweithio ar ei ddoethuriaeth sy dipyn yn wahanol i'w waith bob dydd. Y pwnc? Comics Superhero Americaniadd - gan weld sut mae pethau wedi newid ers yr ymosodiadau ar Efrog Newydd ar Fedi'r 11eg.

Mae ganddo ddiddordeb mawr mewn diwylliant poblogaidd gan gynnwys cerddoriaeth, ffilmiau, comics a gemau cyfrifiadurol.

Dyfrig ydi Cadeirydd Fforwm Cyfryngau Newydd S4C.

"Mae gen i gof plentyn o S4C yn cael ei sefydlu. Rydw i wedi fy magu gyda'r Sianel, ac wedi cael blynnyddoedd gwych yn gweithio ar raglenni a gafodd eu darlledu arni. Braint felly ydi cael parhau â'r cysylltiad gydag S4C drwy fod yn Aelod o'r Awdurdod."



Dyfrig has a wealth of experience and keen interest in Media. He lectures at the School of Creative Studies and Media at Bangor University, specialising in Media Practice and Theory.

Born in Bangor, Dyfrig went to Leeds University. He lives in Gerlan near Bethesda in Gwynedd with his wife and two young children, Martha, five, and three year old Iago. He represents the Gerlan ward as a Plaid Cymru Councillor.

Dyfrig was a Director-Producer with Ffilimiau'r Bont in Caernarfon. He was Editor of the Welsh language magazine 'Barn' between November 2006 and March 2009.

His two main interests are broadcasting policy and documentary films. He is also interested in TV drama, especially American content.

He's currently studying for a PhD on American Superhero Comics, evaluating how the situation has changed since the 9/11 attacks on New York.

His hobbies are popular culture including music, films, comics and computer games.

Dyfrig is Chair of S4C's New Media Forum.

"I have a child's memory of S4C being established. I have been brought up with S4C and have enjoyed many fulfilling years working on programmes that have been broadcast on the Channel. It's therefore a privilege that I can continue my relationship with S4C by being a member of the Authority."

**DR GLENDA JONES****01.04.2010 – 31.03.2014**

Mae gan Glenda brofiad mawr o weithio yn y byd darlledu. Fe weithiodd i'r BBC a'r sector annibynnol am 20 mlynedd. Am 10 mlynedd Glenda oedd Cynhyrchydd / Uwch Gynhyrchydd Pobol y Cwm. Dyma'r cyfnod pan oedd Pobol y Cwm hefyd yn cael ei darlledu gydag isdeitlau yn yr Iseldiroedd ac ar BBC 2. Hwn oedd y cyfnod hefyd pan ddaeth gwylwyr S4C yn gyfarwydd â chymeriadau fel Kath, Dyff, Mark a Stacey. Cyn gadael y Gorfforaeth, Glenda oedd Prif Gynorthwy-ydd Rheolwr BBC Cymru.

Mae Glenda'n dod yn wreiddiol o Gapel Iwan yn Sir Gâr. Fe raddiodd hi mewn llenyddiaeth Gymraeg yng Ngholeg Prifysgol Cymru, Aberystwyth. Ar ôl hynny fe barhaodd Glenda â'i hastudiaethau drwy astudio Cymraeg Canol yn Aberystwyth - roedd hynny'n cynnwys cyfnod yng Ngholeg Sant Ioan yng Nghaergrawnt cyn iddi dderbyn ei doethuriaeth yng Ngholeg Prifysgol Cymru, Aberystwyth yn 1991.

Mae hi wedi byw yn Ne Ddwyrain Cymru byth ers hynny: Mae Glenda, ei gŵr Dylan, eu merch Elin a'u mab Steffan wedi byw ym Mro Morgannwg ers rhai blynnyddoedd.

Yn 2000, penderfynodd Glenda weithio ar ei liwt ei hun yn y byd cyfryngau a chyfathrebu. Fe weithiodd ar nifer o brosiectau rheoli a chynhyrchu. Roedd yn aelod o Bwyllgor Rheoli BAFTA Cymru am chwe blynnydd - dwy o'r blynnyddoedd hynny fel Cadeirydd y Pwyllgor. Mae Glenda'n Gadeirydd Ymddiriedolwyr Cronfa Goffa Ryan Davies ac yn ystod y blynnyddoedd diwethaf mae hi wedi gwneud mwy a mwy o waith yn y maes hyfforddi a hyrwyddo. Mae'n gwneud gwaith ar gyfer cleientiaid yn y sector breifat a chyhoeddus. Mae hi hefyd yn Arolygydd Lleyg i Estyn.

Yn ei hamser hamdden, mae hi wrth ei bodd yn canu gyda Chôr Merched Canna.



Glenda has vast experience in the world of broadcasting. She worked for the BBC and the independent sector for 20 years. Glenda was Producer / Senior Producer of Pobol y Cwm for 10 years. During this period, a subtitled version of the soap was broadcast in the Netherlands and on BBC2. Viewers became familiar with characters such as Kath, Dyff, Mark and Stacey. Glenda was Chief Assistant to the Controller of BBC Wales before leaving the Corporation.

Glenda was born in Capel Iwan in Carmarthenshire. She graduated from the University of Wales, Aberystwyth with a degree in Welsh Literature. She went on to read Medieval Welsh at Aberystwyth - this included a spell at St. John's College Cambridge before gaining her PhD at the University of Wales, Aberystwyth in 1991.

She has lived in South East Wales ever since: Glenda, her husband Dylan, daughter Elin and son Steffan settled down in the Vale of Glamorgan many years ago.

In 2000, Glenda ventured into the freelance media and communications market. She has worked on a variety of management and production projects. She was a member of BAFTA Cymru's Management Committee for six years and was Chair of the Committee for two years. Glenda is Chair of the Ryan Davies Memorial Fund and during recent years has expanded her work in the field of training and facilitation for both public and private sector clients. Glenda is also an Estyn Lay Inspector.

In her spare time, Glenda enjoys singing with Côr Merched Canna.

"Mae darlledu drwy gyfrwng y Gymraeg yn bwysig i mi. Fel aelod o'r Awdurdod rwy'n awyddus i gyfrannu tuag at hybu a hyrwyddo gwaith y Sianel i sicrhau'r gwasanaeth darlledu gorau posib i'r gynulleidfa yng Nghymru a thu hwnt."

"Broadcasting through the medium of Welsh is important to me. As a member of the Authority, I'm keen to promote and develop the Channel's work to ensure that audiences in Wales and beyond are provided with the best possible service."

**SYR ROGER JONES OBE****24.11.2003 – 23.11.2011**

Mae gan Syr Roger brofiad helaeth o gadeirio byrddau rhai o sefydliau mwya Cymru. Cafodd ei eni ym mhentref bychan Carrog ger Corwen cyn dod yn un o brif entrepeneuriad Cymru. Mae wedi gweithio yn Afrika, y Dwyrain Canol, y Dwyrain Pell a'r Undeb Sofietaidd. Yn nechrau'r 1980au fe sefydlodd ei fusnesau ei hun yn Ne Ddwyrain Cymru, sef Penn Pharmaceuticals a Lansdales Pharmacies.

Rhwng 1996 a 2002, Roger oedd Cadeirydd Cyngor Darlledu Cymru gan gynrychioli Cymru fel Llywodraethwr Cenedlaethol i'r BBC. Fe fu hefyd yn Gadeirydd Plant Mewn Angen. Rhwng 2001 a 2006, Roger oedd Cadeirydd Awdurdod Datblygu Cymru.

Mae Roger yn Gadeirydd yr Ymddiriedolaeth Genedlaethol yng Nghymru, yn Llywydd yr YMCA yng Nghymru ac mae'n cadeirio nifer o elusennau sy'n ymwneud ag iechyd, dirywiad cymdeithasol a threftadaeth. Mae'n Ddirprwy Ganghellor a Chadeirydd Cyngor Prifysgol Abertawe ac yn Gadeirydd Sefydliad Coleg Crist, Aberhonddu.

Mae Roger yn byw gyda'i wraig, Ann, mewn tŷ hanesyddol o'r enw Battle House yn Battle ger Aberhonddu. Yn ei amser hamdden, mae Roger yn hoff o hela gyda'i ddwy ast labrador, Seren a Swff. Mae'n cynrychioli Cymru ar BASC, sef y Gymdeithas Brydeinig dros Saethu a Chadwraeth. Mae'n pysgota am eogaidd ar draws y byd ond yn ystod y deng mlynedd ddiwethaf mae wedi rhyddhau pob un mae wedi ei ddal.

Mae'n dad i ddau ac yn daid balch i Tomos sy'n bedair oed ac Aneira sy'n flwydd oed. Maen nhw'n byw yn Llundain ac mae eu nrys plant sy'n dod o Gaerfyrddin, yn dysgu Cymraeg iddyn nhw.

"Mae'r iaith Gymraeg yn bwysig iawn imi. Ryw'n dyfynnu'r Athro Kenneth Hale, ieithydd byd-enwog ac uchel ei barch o MIT yn America. 'Byddai colli iaith fel y Gymraeg gyfystyr yn ddiwylliannol â gollwng bom ar y Louvre'."



Sir Roger Jones OBE is very experienced as Chair of some of Wales' biggest establishments. He was born in the small village of Carrog near Corwen before becoming one of Wales' most prominent entrepreneurs. He has worked in Africa, the Middle East, the Far East and the Soviet Union. At the beginning of the 1980s he established his own businesses in South East Wales - Penn Pharmaceuticals and Lansdales Pharmacies.

Roger was Chair of the Broadcasting Council for Wales between 1996 and 2002 and represented Wales as the BBC's National Governor. He was also Chair of Children in Need. He was Chair of the Welsh Development Agency between 2001 and 2006.

Roger is currently Chair of the National Trust in Wales, President of the YMCA in Wales and chairs numerous Welsh charities connected to health, social disadvantage and heritage. He chairs the Council and is Pro Chancellor of Swansea University and is currently Chair of the Christ College Foundation in Brecon.

Roger lives with his wife Ann in a historic house called Battle House in Battle on the outskirts of Brecon. In his spare time, Sir Roger likes hunting with his two labradors, Seren and Swff. He represents Wales on BASC, the British Association for Shooting and Conservation. His delight for salmon fishing takes him around the world - but he has released every salmon caught during the past ten years.

He is a father of two and is proud to be a grandfather to Tomos, who's four years old and one year old Aneira. They live in London and their nanny, who hails from Carmarthen, teaches Welsh to both children.

"The Welsh language is very important to me. I quote Kenneth Hale, a world famous linguist and a hugely respected member of MIT in the United States. "To lose a language like Welsh would be the cultural equivalent of dropping a bomb on the Louvre"

**WINSTON RODDICK CB QC****01.09.2004 – 31.08.2012.**

Mae Winston yn fargyfreithiwr ac fe gafodd ei benodi'n Gwnsler y Frenhines yn 1986.

Winston oedd Arweinydd Cylchdaith Cymru a Chaer tan 2011. Cafodd ei benodi yn Gwnsler Cyffredinol, Cynlliad Cenedlaethol Cymru yn 1998 am gyfnod o bum mlynedd a chafodd ei anrhwydeddu fel Cymrawd Urdd y Baddon (CB) ac fel aelod o'r Orsedd yn 2004. Mae'n Gymrawd ac Is-lywydd, Prifysgol Aberystwyth. Cyn cael ei benodi i'r Cynlliad bu'n aelod o'r Comisiwn Teledu Annibynnol (ITC) am gyfnod.

Mae gan Winston brofiad helaeth ym myd gyfraith. Mae ganddo ddiddordeb mawr yn natblygiad y Gymraeg o fewn ein llysoedd yng Nghymru.

Mae Winston yn dod yn wreiddiol o Gaernarfon, ac er ei fod ef a Cennin, ei wraig, wedi byw yng Nghaerdydd ers blynnyddoedd, does dim amheuaeth fod ei galon yn dal yn nhre'r Cofis.

Mae Winston yn gyn-ddisgybl Ysgol Syr Huw Owen. Mae cysylltiadau Winston gyda Caernarfon dal yn gryf. Mae'n Noddwr Clwb Rygbi Caernarfon, Is-lywydd Côr Meibion Caernarfon, yn aelod oes clwb cefnogwyr tîm pêl droed Caernarfon ac yn Gofiadur Anrhydeddus Caernarfon.

Pan mae'n cael cyfle, mae'n hoff iawn o dreulio amser yng Nghaernarfon. Does dim yn well gan Winston na threulio diwrnod yn pysgota mewn cwch ar Lyn Nantlle.

Mae gan Winston a Cennin ddau o blant, Helen a Daniel. Mae Helen yn fargyfreithwraig yng Nghaerdydd ac mae Daniel yn ganwr proffesiynol sydd yn astudio yn yr Academi Frenhinol.

"Mae helpu i wneud y Gymraeg yn iaith fyw a pherthnasol wedi bod yn bwysig iawn imi erioed. Yn rhan o hynny, rydw i'n credu'n gryf fod yn rhaid cael sianel deledu Gymraeg sy'n adlewyrchu'r Gymru gyfoes ac fel aelod o'r Awdurdod rydw i'n gobeithio y galla i gyfrannu at lwyddiant S4C yn ystod y cyfnod sy'n ein hwynебu ni."



Winston is a practicing barrister and was appointed Queen's Counsel in 1986.

Winston was leader of the Wales and Chester Circuit until 2011. He was appointed Counsel General to the National Assembly for Wales in 1998 for a period of five years and was honoured as a Companion of the order of the Bath (CB) and ordained as a member of the Gorsedd of the National Eisteddfod in 2004. He is a Fellow and Vice-president of Aberystwyth University. He was a member of the Independent Television Commission for a period prior to his appointment to the National Assembly.

Winston is very experienced in the legal world. He has great interest in the development of the use of the Welsh language in our courts in Wales.

Winston was born in Caernarfon and although he and his wife Cennin have lived in Cardiff for many years, Caernarfon is still very close to his heart.

Winston went to Ysgol Syr Huw Owen in Caernarfon and his connection with the town is still strong. He's the Patron of Caernarfon Rugby Club, Vice President of Côr Meibion Caernarfon, a lifetime member of Caernarfon's supporters football club and Honorary Recorder of Caernarfon.

When time permits, Winston enjoys going to Caernarfon - there's nothing he enjoys better than fishing on Llyn Nantlle.

Winston and Cennin have a daughter, Helen and a son, Daniel. Helen is a barrister in Cardiff and Daniel is a professional singer studying at the Royal Academy.

"Helping to make Welsh a living and relevant language has always been important to me. As part of this, I strongly believe that we should have a Welsh language television channel reflecting contemporary Wales. As a member of the Authority I hope that I can contribute towards the success of S4C in the forthcoming period."

**RHEON TOMOS****20.11.2006 – 19.11.14**

Dyn o Lanrug yng Ngwynedd ydi Rheon Tomos. Fe aeth i Brifysgol Bangor cyn symud i Gaerdydd i hyfforddi fel cyfrifydd. Er iddo dreulio cyfnod o saith mlynedd yng Nghaerfyddin mae wedi byw yng Nghaerdydd ers blynnyddoedd bellach.

Y byd cyfrifeg a rheoli arian ydi arbenigedd Rheon ac mae ganddo gymwysterau CPFA.

Mae ganddo brofiad ariannol yn y sector gyhoeddus a phreifat ac mae ganddo flynyddoedd lawer o brofiad o weithio gyda gwahanol fyrrdau a phwylgorau archwilio. Mae hynny'n cynnwys cyfnod pan fu'n gweithio fel Cyfarwyddwr i gwmni Deloitte & Touche LLP.

Fe sefydloedd ei fusnes ymgynghori ei hun yn 2005 i gynnig gwasanaeth yn ymwneud â rheolaeth ariannol, datblygiadau ym maes effeithiolrwydd ac ymarfer da mewn trefniadau llywodraethu. Mae'n gyn-gadeirydd CIPFA yn ne Cymru ac yn aelod o gyngor rhanbarthol y sefydliad. Mae Rheon hefyd yn Drysorydd Urdd Gobaith Cymru ac mae'n falch iawn o lwyddiant y mudiad.

Mae Rheon a'i wraig, Einir, yn rhieni i Aled ac Iwan. Ymchwilydd a Golygydd Cynorthwyo ydi Aled sy'n gweithio i gwmni cynhyrchu rhagleni teledu yng Nghaerdydd. Mae Iwan yn un o brif actorion y gyfres Misfits ar sianel E4 - cafodd Iwan hefyd y faint o ennill un o wobrau Laurence Olivier yn 2010.

Chwaraeon ydi un o brif ddiddordebau Rheon - yn arbennig, felly, pêl-droed. Fe fu'n chwarae i dîm Llanrug United yn ôl yn y 70au yn ogystal â'r Cymric yng Nghaerdydd.

Mae hefyd yn hoff iawn o wrando ar bob math o gerddoriaeth - o'r clasurol i roc trwm.

"Dwi'n teimlo'n angerddol am S4C. Dwi wedi bod yn grediniol erioed bod angen sianel uniaith Gymraeg - mae'n holl bwysig i hyder Cymru, dyfodol Cymru a dyfodol yr iaith."



Rheon Tomos was born in Llanrug, Gwynedd. He went to Bangor University before training as an accountant in Cardiff. He spent seven years in Carmarthen, before moving to Cardiff where he has lived for many years.

Rheon's expertise is in accounting and Financial Management - he is CPFA qualified.

He is experienced in financial matters in the public and private sectors and has spent many years working with various boards and audit committees, including a period as a Director for Deloitte & Touche LLP.

He established his own consultancy business in 2005, providing a service on financial management, efficiency agenda developments and governance assignments. He is former Chair of CIPFA in south Wales and a member of its regional council. Rheon is also Treasurer of Urdd Gobaith Cymru (Wales League of Youth) and is very proud of its success.

Rheon and his wife, Einir, have two sons - Aled and Iwan. Aled works for a TV production company in Cardiff as a Researcher and Assistant Editor. Iwan is one of the leading actors on E4's Misfits. Iwan had the privilege of winning a Laurence Olivier award in 2010.

Rheon is an avid sports supporter - particularly football. In the 1970s he played for Llanrug United and Cardiff's Cymric team.

He also enjoys listening to all kinds of music - from classical to heavy rock.

"I feel passionate about S4C. I've always believed that there's a need for a Welsh language TV channel - it's vitally important for the confidence of Wales, the future of Wales and the future of the language."

# ^ TÎM RHEOLI S4C

## S4C MANAGEMENT TEAM

### ARWEL ELLIS OWEN— PRIF WEITHREDWR

Cafodd Arwel ei benodi'n Brif Weithredwr dros dro a rhan amser S4C ym mis Gorffennaf 2010. Mae'n treulio tridiau'r wythnos yn gweithio i S4C a deuddydd arall fel Cadeirydd Cyngor Gofal Cymru. Dechreuodd Arwel ei yrfa yn y byd darlleu pan oedd yn 25 oed fel cyflwynydd y rhaglen deleu nosweithiol, Heddiw, ar BBC Cymru. Fe ddaeth yn un o uwch swyddogion y BBC gan ddod yn Benau Rhaglenni'r Gorfforaeth yng Ngogledd Iwerddon.

Ar ôl gadael y BBC, fe deithiodd Arwel i bedwar ban y byd yn hyfforddi newyddiadurwyr, o Cape Town i Foscow ac o Ddulyn i Dubai. Sefydloedd gwmni cyfathrebu aml-gyfringol Cambrensis yn 1990. Hefyd yn 1990 derbyniodd Arwel Gymrodoriaeth Ymchwil y Guardian yng Ngholeg Nuffield, Rhydychen. Cyn hynny derbyniodd Gymrodoriaeth Teithio Winston Churchill mewn darlleu amlieithog. Mae hefyd yn Gymrawd Prifysgol Aberystwyth.

Garfield, Meirion, Kathryn, Arwel, Geraint, Elin, Arshad, Clive, Delyth



### ARWEL ELLIS OWEN— CHIEF EXECUTIVE

Arwel was appointed interim Chief Executive in July 2010. He spends three days a week working for S4C and two days as Chair of the Care Council for Wales. Arwel's television career began as a 25 year old television presenter on BBC Cymru/Wales' Heddlw programme. He became one of the BBC's senior managers and was appointed BBC's Head of Programmes in Northern Ireland.

After leaving the BBC, Arwel travelled around the world training journalists - from Cape Town to Moscow and from Dublin to Dubai. In 1990 he established a multi-media company, Cambrensis. Also in 1990 Arwel was awarded the Guardian Research Fellowship at Nuffield College, Oxford, having earlier been awarded a Winston Churchill Travelling Fellowship in multilingual broadcasting. He is also a Fellow of Aberystwyth University.

### GARFFILD LLOYD LEWIS— CYFARWYDDWR CYFATHREBU

Mae Garffild wedi treulio'r rhan fwyaf o'i yrfa yn gweithio yn y byd darlleu. Fe dreuliodd 25 mlynedd yn gweithio i Adran Newyddion BBC Cymru. Cafodd brofiad helaeth yn gweithio fel cynhyrchydd a rheolwr a bu hefyd yn gyfrifol am nifer o brosiectau hyfforddi. Sefydloedd ei gwmni ei hun, Trawsgyfrwng Cyf., cyn ymuno ag S4C fel Cyfarwyddwr Cyfathrebu yn 2009.

Garffild sy'n gyfrifol am strategaeth gyfathrebu S4C. Mae hefyd yn arwain tîm sy'n gyfrifol am berthynas S4C gyda'i chynulleidfa a rhanddeiliaid eraill drwy'r wasg, marchnata, y we a gweithgareddau cyfathrebu mewnol.

### DELYTH WYNNE GRIFFITHS— CYFARWYDDWR MATERION BUSNES

Treuliodd Delyth 17 mlynedd yn gweithio yn yr uned oedd yn gyfrifol am reoli costau rhaglenni, cyn cael ei phenodi'n Rheolwr Cyffredinol S4C yn 2005. Fe ddaeth yn Gyfarwyddwr Materion Busnes yn 2007.

Mae ei chyfrifoldebau'n cynnwys goruchwylia'r berthynas fusnes rhwng S4C a'r sector gynhyrchu annibynnol. Mae Delyth hefyd yn cynrychioli S4C ar faterion yn ymwnneud â hyfforddi yn y sector gynhyrchu ac am fframwaith hyfforddi staff S4C ei hunan. Mae'n ddirprwy gadeirydd Panel Cenedlaethol Skillset Cymru, yn aelod o Gyngor Sgiliau Teledu'r Deyrnas Unedig ac yn aelod o Grŵp Cyngori 'Common Purpose'.

### ARSHAD RASUL— CYFARWYDDWR DARLLEDU A DOSBARTHU

Fe raddiodd Arshad mewn Peiranneg Electronig yn Sefydliad Gwyddoniaeth a Thechnoleg Prifysgol Manceinion (UMIST). Mae ganddo dros 30 mlynedd o brofiad yn gweithio yn y maes Technoleg a Pheirianneg yn y byd darlleu. Dechreuodd ei yrfa gyda'r Awdrurdod Darlleu Annibynnol (IBA) cyn ymuno â Yorkshire Television ac, yn ddiweddarach, Oman TV yn y Dwyrafn Canol. Fe ymunodd Arshad â TV AM cyn cael ei benodi'n Rheolwr Prosiectau Peiriannyddol gyda Channel 4. Roedd yn Rheolwr Cyffredinol Systemau Darlleu Panasonic Broadcast Ewrop cyn ymuno ag S4C yn 1999. Mae'n Beiriannydd Siartredig ac yn aelod o'r Sefydliad Peirianneg a Thechnoleg (I.E.T.)

Mae Arshad yn gyfrifol am Beirianneg, Gwasanaethau Darlleu a Chyflwyno, gwasanaethau Adeiladu a Gweinyddu yn ogystal â'r adrannau Technoleg Gwybodaeth. Mae ei gyfrifoldebau hefyd yn cynnwys iechyd a diogelwch a datblygu strategaeth dechnegol S4C.

### GARFFILD LLOYD LEWIS— DIRECTOR OF COMMUNICATIONS

Garffild has spent most of his career in broadcasting. He worked for BBC Wales' News Department for 25 years. He gained valuable experience as a producer and manager and was responsible for various training projects. He established his own company Trawsgyfrwng Cyf. before being appointed Director of Communications at S4C in 2009.

Garffild's main responsibility is S4C's communications strategy. He also leads a team responsible for the Channel's relationship with its audience and other stakeholders through press, marketing, web and internal communications activities.

### DELYTH WYNNE GRIFFITHS— DIRECTOR OF BUSINESS AFFAIRS

Delyth spent 17 years in the unit responsible for programme cost management, before being appointed General Manager at S4C in 2005. She became Director of Business Affairs in 2007.

Her responsibilities include overseeing the business relationship between S4C and the independent production sector. Delyth also represents S4C on matters concerning training within the industry and for S4C's own staff training framework. She is Vice Chair of Skillset Cymru's National Board, a member of the UK TV Skills Council and a member of the Common Purpose Advisory Group.

### ARSHAD RASUL— DIRECTOR OF BROADCAST AND DISTRIBUTION

Arshad graduated from UMIST with a degree in Electronic Engineering and now has over 30 years experience working in Broadcast Engineering Technology. He began his career with the Independent Broadcasting Authority (IBA) before joining Yorkshire Television and later Oman TV in the Middle East. Arshad joined TV AM before being appointed Engineering Projects Manager at Channel 4, then becoming General Manager of Broadcast Systems at Panasonic Broadcast Europe before joining S4C in 1999. He is a Chartered Engineer and a fellow of the I.E.T.

Arshad's responsibilities in S4C include Engineering, Transmission, Presentation, Administration and Building services, and IT departments. He is also responsible for Health and Safety and developing the future technical strategy of S4C.

**KATHRYN MORRIS—****CYFARWYDDWR CYLLID AC ADNODDAU DYNOL**

Fe raddiod Kathryn mewn Economeg a Chyfrifeg ym Mhrifysgol Caerdydd cyn dod yn gyfrifydd siartredig.

Fe ymunodd ag S4C yn 1984 a chafodd ei phenodi'n Gyfarwyddwr Cyllid yn 1991. Wyth mlynedd wedyn, fe gafodd Kathryn ei phenodi'n Gyfarwyddwr Adnoddau Dynol S4C.

Mae ei dyletswyddau'n cynnwys gofalu am holl agweddau Cyllid Corfforaethol a swyddogaethau Adnoddau Dynol y Sianel. Mae Kathryn hefyd yn Gyfarwyddwr ar is-gwmniäu masnachol S4C.

**ELIN MORRIS—****CYFARWYDDWR POLISI CORFFORAETHOL A MASNACHOL**

Ar ôl graddio yn y Gyfraith o Goleg St Anne, Rhydychen fe ddatblygodd yrfa Elin fel cyfreithiwr. Fe fu'n bartner yn Adran Gorfforaethol Geldards (Cyfreithwyn) am 11 mlynedd.

Cafodd ei phenodi'n Gyfarwyddwr Polisi Corfforaethol a Masnachol S4C yn 2009. Fel rhan o'r swydd, mae Elin yn delio gyda materion polisi a strategol, materion cyfreithiol a rheoleiddio, partneriaethau yn ogystal â mentrau newydd a materion masnachol ar gyfer is-gwmniäu'r Sianel.

**MEIRION DAVIES—****PENNAETH CYNNWYS**

Ar ôl graddio o'r Adran Ddrama ym Mhrifysgol Cymru Aberystwyth bu Meirion yn gweithio fel actor ac awdur yn y theatr ac ar deledu. Ymunodd ag S4C yn 1992 a threuliodd ddeng mlynedd yn Gomisiynydd Rhagleni Plant a phobol ifanc, cyn symud i fod yn Bennaeth Datblygu Talent ac yna'n Gomisiynydd Adloniant Ysgafn a Digwyddiadau.

Ar hyn o bryd mae Meirion yn Bennaeth Cynnwys S4C gan weithio'n agos gyda'r tîm comisiynu. Mae ganddo gyfrifoldeb penodol dros ddatblygu a goruchwyllo Ffuglen i'r sianel. Bu'n gweithredu fel gyfarwyddwr comisiynu am gyfnod o bedwar mis.

**KATHRYN MORRIS—****DIRECTOR OF FINANCE AND HUMAN RESOURCES**

Kathryn graduated from Cardiff University with a degree in Economics and Accountancy before qualifying as a chartered accountant.

She joined S4C in 1984 and was appointed Finance Director in 1991. Eight years later she was appointed Director of Human Resources.

Her duties include all aspects of Corporate Finance and Human Resources matters at S4C. Kathryn is also a Director of S4C's commercial subsidiaries.

**ELIN MORRIS—****DIRECTOR OF CORPORATE AND COMMERCIAL POLICY**

After graduating from St. Anne's College, Oxford with a degree in Law, Elin developed a career as a solicitor. She was a partner in the Corporate Department of Geldards Law Firm for 11 years.

She was appointed S4C's Director of Corporate and Commercial Policy in 2009. As part of her role, Elin deals with policy and strategic issues, legal and regulatory matters as well as partnership, new initiatives and commercial matters for S4C's subsidiaries.

**MEIRION DAVIES—****HEAD OF CONTENT**

After graduating from the University of Wales, Aberystwyth with a degree in drama, Meirion worked as a theatre and television actor and scriptwriter. He joined S4C in 1992 as the Commissioning Editor for Children and Young People's Programmes. After ten years, Meirion was appointed the Channel's Head of Talent Development before becoming the Commissioning Editor for Light Entertainment and Events.

Meirion is now S4C's Head of Content working closely with the commissioning team. He has a direct responsibility for developing and overseeing the Channel's Fiction output. Meirion also took on the role of Director of Commissioning for four months.

**GERAINT ROWLANDS—****GOLGYDD CYNNWYS CHWARAEON**

Fe ymunodd Geraint â'r BBC yn 1987 fel Ymchwilydd. Ar ôl datblygu ei yrfa fel Cyfarwyddwr a Chynhyrchydd chwaraeon a digwyddiadau fe ymunodd â chwmni annibynnol Alfresco lle bu'n cynhyrchu a chyfarwyddo rhagleni chwaraeon, dogfen ac adloniant.

Bu'n allweddol wrth ffurfio'r cwmni cynhyrchu cyntaf yng Nghymru oedd yn arbenigo ym maes chwaraeon sef Cwmni 10 oedd yn gyfrifol am gynhyrchiadau rygbi S4C ddiwedd y 90au.

Fe ail ymunodd Geraint â'r BBC yn 2001 fel Uwch Swyddog yn yr Adran Chwaraeon.

Ymunodd ag S4C fel Golygydd Cynnwys Chwaraeon yn 2006. Ar ddiwedd 2010 bu'n gweithredu fel Cyfarwyddwr Comisiynu dros dro.

**CLIVE JONES CBE—****AELOD ANWEITHREDOL**

Cafodd Clive ei benodi'n aelod anweithredol o Fwrdd Cyfarwyddwyr S4C yn 2007.

Yn ystod ei yrfa, mae Clive wedi bod yn Brif Weithredwr Newyddion a Rhanbarthau ITV, yn Rheolwr Gyfarwyddwr ar ITV Network, Prif Weithredwr ar Deledu Carlton, Rheolwr Gyfarwyddwr ar Central Television ac yn Rheolwr Gyfarwyddwr ar London News Network.

Fe fu Clive hefyd yn Gadeirydd ar gwmni teledu rhywthi Netplay, cwmni marchnata a digwyddiadau Energetic Communications yn Efrog Newydd a Chronfa Eiddo Deallusol Cymru. Fe fu hefyd yn Gadeirydd y sianel deledu amser brecwast, GMTV. Mae'n gadeirydd ac yn aelod o sawl sefydliad dylanwadol arall yn y Deyrnas Unedig.

**GERAINT ROWLANDS—****CONTENT EDITOR, SPORT**

Geraint began his broadcasting career as a Researcher with the BBC in 1987. As his career as a Director and Producer working on sports programmes and events developed, Geraint joined the independent production company, Alfresco, where he produced and directed sport, documentary and entertainment programmes.

He played a key role in establishing the first production company in Wales specialising in Sport. Cwmni 10 produced S4C's rugby output at the end of the 90s.

In 2001 Geraint returned to a senior role in the BBC's Sports Department. He was appointed S4C's Content Editor, Sport in 2006. At the end of 2010, Geraint became the Channel's interim Director of Commissioning.

**CLIVE JONES CBE—****NON-EXECUTIVE MEMBER**

Clive was appointed as a non-executive member of S4C's Board of Directors in 2007.

During his career, Clive has been Chief Executive of ITV News and Regions, Managing Director of the ITV Network, Chief Executive of Carlton Television, Managing Director of Central Television and Managing Director of London News Network.

Clive is a former Chair of Netplay, the interactive television company, Energetic Communications, a New York marketing and events company and the Wales IP Fund. He was also Chair of the breakfast TV channel GMTV. In the past, he has been a member and Chair of a number of other influential establishments within the UK.

# TARGEDAU S4C AR GYFER 2010

Mae angen i S4C gyrraedd targedau penodol bob blwyddyn. Mae rhai o'r targedau yma yn cael eu gosod gan OFCOM. S4C sy'n penderfynu ar dargedau eraill.

Dyma rai o'r targedau sy'n ymwned â rhaglenni oedd angen eu cyrraedd yn ystod 2010.

**TARGED:**  
Gweithredu yn unol â Datganiad Polisi Rhaglenni S4C 2010 a neilltu o leiaf £78 miliwn i gyllideb comisynu. Cydymffurfio gyda thargedau'r Ddeddf Gyfathrebiadau ac Ofcom.

**CANLYNIAD:**  
Wedi gweithredu o fewn yr amcanion.

# S4C TARGETS FOR 2010

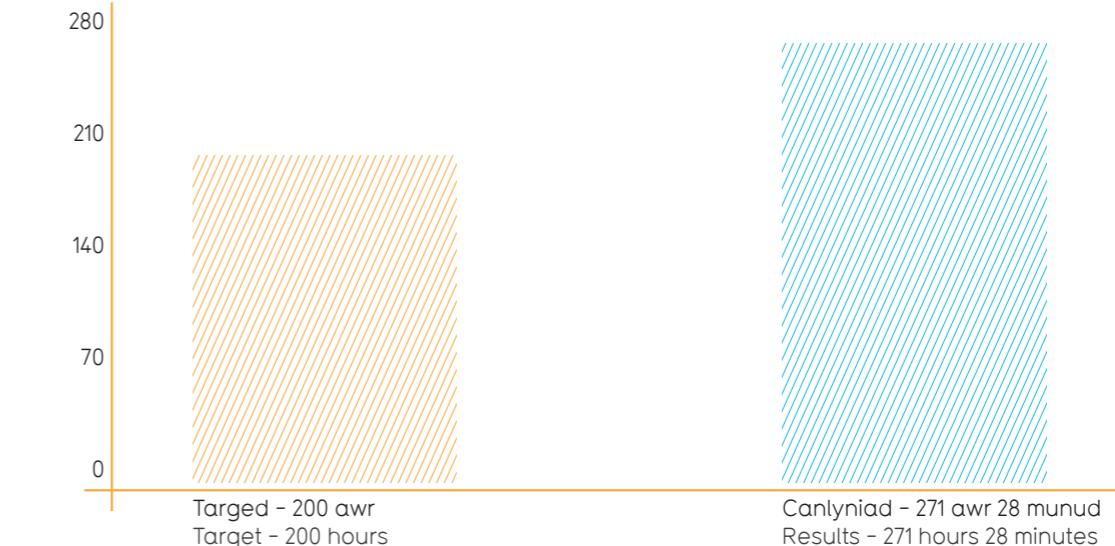
S4C is given specific targets every year. Some of these targets are set by Ofcom. Other targets are set by S4C itself.

These are some of the programme targets in 2010.

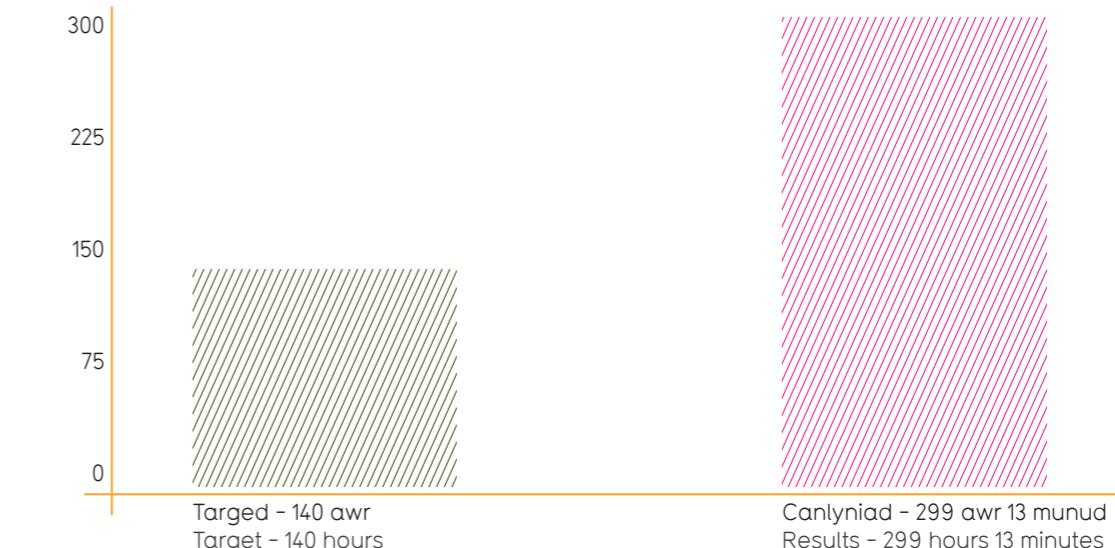
**TARGET:**  
To operate in accordance with S4C's Programme Policy Declaration 2010 and at least £78 million earmarked for the commissioning budget.

**RESULT:**  
Achieved within the objectives.

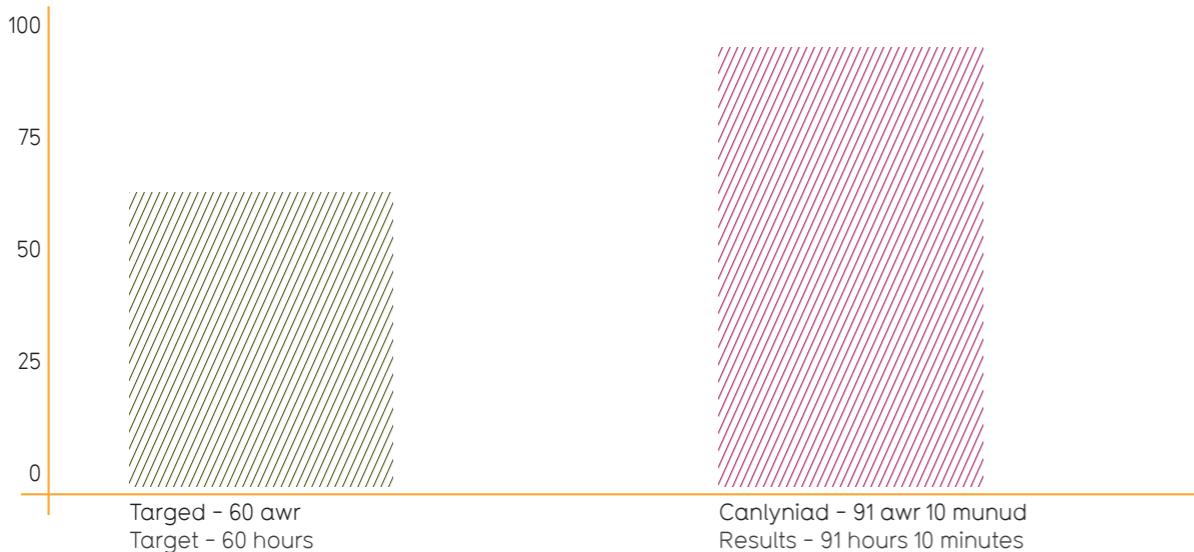
200 awr y flwyddyn o Raglenni Newyddion (holl oriau)  
200 hours a year of News Programmes (all hours)



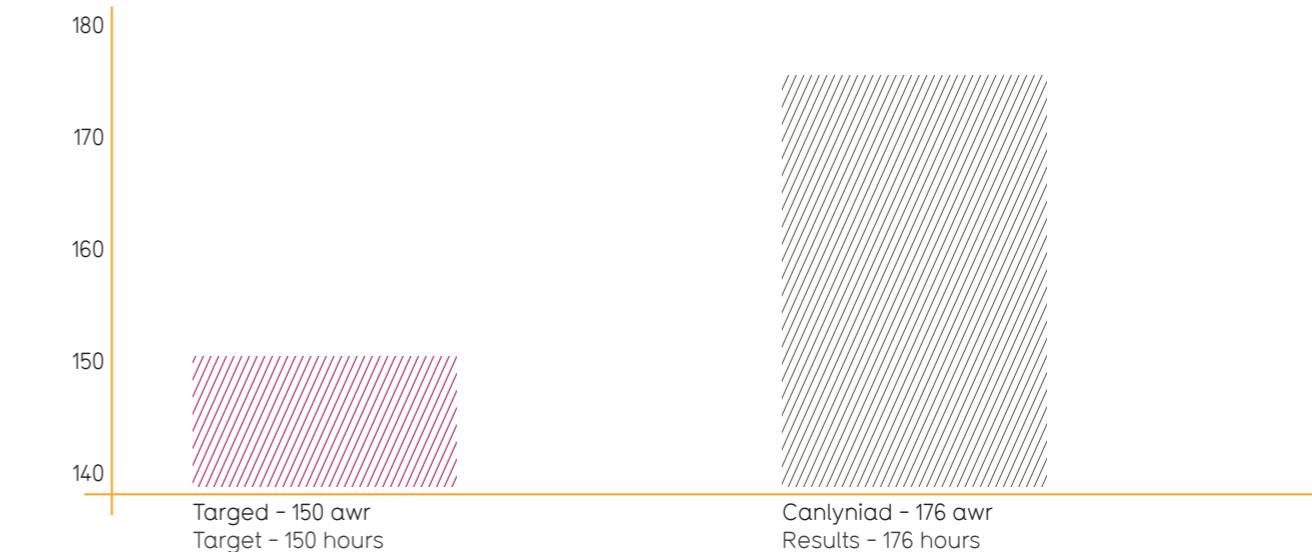
140 awr y flwyddyn o Raglenni Plant gwreiddiol  
140 hours a year of Childrens Programmes



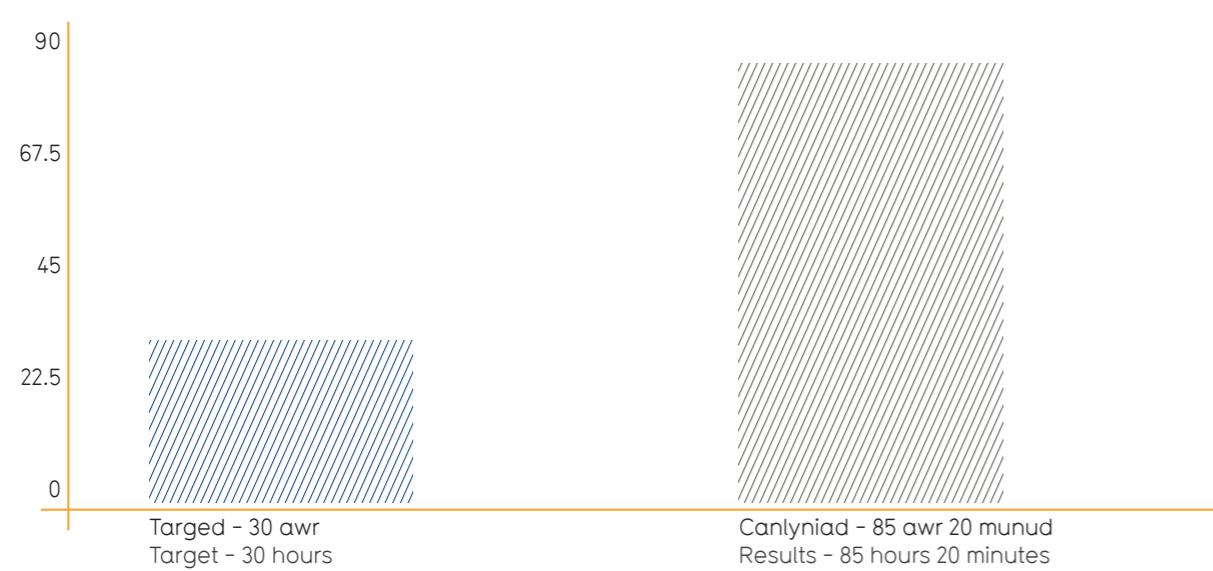
60 awr y flwyddyn o Raglenni Materion Cyfoes (holl oriau)  
60 hours a year of Current Affairs Programmes (all hours)



150 awr y flwyddyn o Raglenni Newyddion (oriau brig)  
150 hours a year of News Programmes (peak hours)



30 awr y flwyddyn o Raglenni Materion Cyfoes (oriau brig)  
30 hours a year of Current Affairs Programmes (peak hours)



**TARGED:**  
Un Rhaglen Newyddion ddyddiol yn ystod yr oriau brig.

**CANLYNIAD:**  
Wedi ei gyflawni - yn unol â'r difftriad a gafodd ei gytuno gydag Ofcom, heblaw am saith rhaglen oherwydd Digwyddiadau, Nadolig a.y.b.

**NODIADAU:**  
Dyw'r oriau uchod ddim yn cynnwys 'Y Dydd o'r Cynulliad'.

Yr oriau brig ydi rhwng 18:00 a 22:30 - sef y cyfnod sy wedi ei ddifffinio gan Ofcom.

Mae Newyddion yn cynnwys Bwletin Tywydd.

Mae 'Rhaglenni Gwreiddiol' yn cyfeirio at raglenni sy'n cael eu comisiyny gan neu sy'n cael eu cynhyrchu ar gyfer S4C ac yn waith Ewropeaidd (cyfarwyddyd TWF) - os ydyn nhw'n ddarlleidiadau gwreiddiol neu yn ail ddangosiadau. Mae'r cyfanswm yn cynnwys yr oriau sy'n cael eu cynhyrchu gan y BBC.

**TARGET:**  
One daily news programme during peak hours.

**RESULT:**  
Achieved in accordance with the definition agreed with Ofcom, with the exception of seven programmes due to events, Christmas, etc.

**NOTES:**  
The hours above do not include 'Y Dydd o'r Cynulliad'.

Peak Time is between 18:00 and 22:30 as defined by Ofcom

News includes weather bulletins.

'Original Programmes' refer to programmes commissioned by or produced for S4C and is European work (TWF directive) - whether they are original transmissions or repeats. The total includes programmes produced by the BBC.

# HYFFORDDIANT AC AMRYWIAETH

Yn ogystal â'r hyn oedd ar y sgrîn ar S4C, roedd 'na bwyslais yn 2010 i wneud yn siŵr fod gan staff S4C a'r cwmnïau cynhyrchu y sgiliau priodol er mwyn cwrdd â'u hanghenion hyfforddiant.

O ran hyfforddiant, mae S4C yn falch iawn o fod yn rhan annatod o bartneriaeth Fframwaith Hyfforddi Skillset Cymru. Yn 2010, fe gyfrannodd S4C £330,000 i'r Fframwaith, gyda'r arian yn mynd tuag at hyfforddi pobol yn y sector gynhyrchu yng Nghymru.

Yn ystod y ddwy flynedd ddiwethaf, mae cyfraniad ariannol S4C wedi cael ei ddefnyddio i sicrhau £1.3 miliwn o buddsoddiad ychwanegol gan Skillset, Llywodraeth Cynulliad Cymru a phartneriaid eraill yn y diwydiant, gan gynnwys cwmnïau cynhyrchu annibynnol. Mae S4C yn falch iawn fod bron i 900 o weithwyr, pobol sy'n gweithio ar eu liwt eu hunain a phobol sy'n dechrau yn y diwydiant, wedi elwa o'r buddsoddiad yma.

Yn 2010 hefyd fe bartnerodd S4C gyda Skillset a'r sector gynhyrchu er mwyn sicrhau £2.7 miliwn o'r Gronfa Gymdeithasol Ewropeidd (ESF) i dalu am ddarpariaeth hyfforddi.

Mae S4C yn rhan o gynllun (Memorandwm o Ddealltwriaeth) gydag Ofcom, Skillset, Pact, TAC a darlleddwyr eraill sy'n amlinellu fframwaith i fonitro gweithgarwch hyfforddi. Mae gwybodaeth yn cael ei chyflwyno i Ofcom bob blwyddyn drwy'r Rheoleiddiwr dros Ddarlledu, Cydraddoldeb a Hyfforddiant (BETR).

Yn ogystal â hyn, mae sicrhau fod y staff yn cael hyfforddiant priodol yn bwysig iawn i'r Sianel. Mae hynny'n digwydd drwy seminarau, hyfforddiant mewnol yn ogystal â hyfforddiant allanol er mwyn sicrhau fod pawb yn cael hyfforddiant am y pris mwyta cystadleuol.

Mae S4C hefyd wedi bod yn cydweithio gyda Celfyddydau a Busnes Cymru am dros 10 mlynedd ac yn 2010 fe fu dau aelod o'r staff yn rhoi cyngor ac arweiniad i sefydliadau celfyddydol.

Mae S4C wedi parhau â'r polisi sy'n gofyn i bob cwmni cynhyrchu gyflwyno cynllun hyfforddi.

Mae S4C hefyd wedi ymrwymo i amrywiaeth, cyfle cyfartal a thriniaeth deg i'w staff, gwylwyr a'r cyhoedd yn gyffredinol. Mae'r ymrwymiad yn berthnasol i holl ystod busnes S4C fel cyflogwr, comisiynydd cynnwys a darparwr gwasanaethau i'w gynulleidfaeodd.

Ym mis Chwefror 2010 fe gafodd Ymrwymiad i Amrywiaeth S4C ei gyhoeddi. Digwyddodd hyn ar ôl proses o waith ymchwil ac adolygu tystiolaeth. Mae'r Ymrwymiad yn sicrhau fod Amrywiaeth yn cael sylw ar draws holl wasanaethau a gweithgareddau S4C. Mae'r addewid yn cynnwys

cydweithio gyda rhan-ddeiliaid, y gwylwyr a'r sector gynhyrchu. Ym mis Awst fe fu cyfarfod gyda rhan-ddeiliaid yn yr Eisteddfod Genedlaethol er mwyn codi ymwybyddiaeth am waith S4C yn y maes yma. Roedd yn gyfle hefyd i gael ymateb a sylwadau uniongyrchol gan y grwpiau sy'n defnyddio gwasanaethau Gwylwyr a Mynediad S4C.

Yn 2010 hefyd fe gafodd gwefan Amrywiaeth a gwefan Cymorth S4C eu lansio; Maen nhw'n cynnig cefnogaeth, yn rhannu manylion ac yn dangos enghreifftiau o weithgareddau S4C.

Mae'r Sianel yn hybu diwylliant lle mae'r gweithwyr i gyd yn cael eu gwerthfawrogi ac yn ystod 2010 fe gafodd y polisiau yma naill ai eu cyflwyno, eu gweithredu neu eu diweddu:

- Polisi Parch yn y Gwaith
- Polisi, Gweithdrefnau a Chanllawiau Gofal Llygaid
- Polisi Gweithio'n Hyblyg
- Polisi Darparu Geirda.

Fel rhan o ddyletswyddau S4C fel corff cyhoeddus fe gafodd Cynllun Cydraddoldeb Anabledd S4C ar gyfer 2010 ei gyhoeddi ym mis Ionawr, gyda chynllun gweithredu manylach ym mis Ebrill.

Mae S4C yn aelod o'r Cultural Diversity Network (y CDN) a'r Broadcasting and Creative Industries Disability Network (BCIDN). Mae gan y sefydliadau yma gynrychiolwyr ar draws y prif ddarlleddywyr, cynhyrchwyr a rhan-ddeiliaid eraill yn y maes. Yn ystod y flwyddyn hefyd daeth cynrychiolwyr o Disability Wales a'r Bevan Foundation i gyfarfodydd y Grŵp Gweithredu ac fe gydweithiodd S4C gyda Phrifysgol Morganwg er mwyn cynnig secondiad i fyfyrwr anabl.

Mae Amrywiaeth yn cael ei drafod fel rhan o'r holl gyfarfodydd comisiunu. Ar gais S4C, fe gafodd dau weithdy eu cynnal gan Capital Law yn cyflwyno ac esbonio Amrywiaeth i'r cwmnïau cynhyrchu annibynnol. Roedd yr ymateb i'r ddau weithdy yng Nghaernarfon a Chaerdydd yn gadarnhaol iawn.

Yn y maes cyfathrebu fe gafodd canllawiau hygyrchedd (accessibility) eu hychwanegu at ganllawiau brand S4C - roedd hynny er mwyn sicrhau fod pawb yn cael eu hystyried yn y deunydd hyrwyddo. Yn 2010 hefyd fe gafodd rhifynnau sain o Sgrîn, cylchgrawn gwylwyr S4C, eu cyhoeddi ar CD ac ar y we ym misoedd Ebrill, Medi a Rhagfyr.

# TRAINING AND DIVERSITY

As well as what's seen on the screen, there was emphasis on meeting the training needs of S4C staff and production companies in 2010.

S4C is a core partner in the Skillset Cymru Training Framework. In 2010, S4C contributed £330,000 to the Framework to provide training for the production sector in Wales.

In the last two years, S4C's contribution has been used to leverage an additional £1.3m from Skillset, the Welsh Assembly Government and other industry partners including the Welsh independent production companies. S4C is proud that 900 employees, freelancers and new entrants have benefitted from the investment.

In 2010 S4C, in partnership with Skillset and the production sector, secured £2.7m from the European Social Funds (ESF) to fund training provision.

S4C is party to the memorandum of understanding with Ofcom, Skillset, Pact, TAC and other broadcasters outlining a co-regulatory framework for monitoring training activity. Data is submitted on an annual basis to the Broadcasting Training and Skills regulator (BETR).

S4C believes strongly that it's important for the staff to be given appropriate training. This is achieved through seminars as well as internal and external training courses, making sure that everyone is provided with training which is cost effective.

S4C has been engaged with the charity Arts and Business for over ten years. In 2010, two members of staff gave advice and guidance to arts organisations.

S4C has continued with its policy of asking all production companies to provide a training plan.

S4C is committed to Diversity, equal opportunities and fair treatment of its staff, viewers and the public in general. The commitment applies to the whole range of S4C's business as employer, commissioner of content and provider of services to its viewers.

In February 2010, S4C announced its Commitment to Diversity plan. This followed months of research and reviewing evidence. The Commitment ensures that Diversity is applied across the whole range of S4C's activities. This includes a promise to work with stakeholders, viewers and the production sector. In August a meeting was held with stakeholders on the National Eisteddfod site in Ebbw Vale to raise the profile of S4C's commitment to diversity. This was an opportunity to hear the views of groups who make use of S4C's Viewers and Accessibility services.

S4C's Diversity and Support pages were also launched on the Channel's website. They provide support, share details and showcase examples of S4C's activities.

The Channel promotes an environment where all workers are appreciated and in 2010 the following policies were either implemented, introduced or updated by S4C:

- Respect at Work Policy
- Eye Care Policy, Procedure and Guidelines
- Flexible Working Policy
- Provision of References Policy

In January, S4C's Disability Equality Scheme for 2010 was unveiled as part of S4C's public body duties. A more detailed implementation plan was launched in April.

S4C is a member of the Cultural Diversity Network (CDN) and the Broadcasting and Creative Industries Disability Network (BCIDN). A wide range of broadcasters, producers and other stakeholders involved in the broadcasting industry are represented within these establishments. Representatives from Disability Wales and the Bevan Foundation attended the Diversity Implementation Group's meetings. S4C collaborated with the University of Glamorgan to offer a secondment to a disabled student.

Diversity is discussed throughout the commissioning process. On S4C's request, Capital Law ran two workshops for production companies to raise the profile of Diversity. The response to both workshops was very positive.

Accessibility guidelines were added to S4C's Brand guidelines to ensure that the needs of all is taken into consideration in promotion material. Audio versions of S4C's magazine, Sgrîn, were produced on CD and on the Channel's website in April, September and December.

# CYDYMFFURFIAETH

## CYDYMFFURFIAETH RHAGLENNI

Mae Deddf Cyfathrebiadau 2003 yn rhoi dyletswydd statudol ar Awdurdod S4C i sicrhau bod ei gwasanaethau teledu cyhoeddus yn cydymffurfio â darpariaethau'r Ddeddf a gofynion rheoleiddio eraill. Mae'r rhain yn cynnwys darpariaethau yn Nedd Darlledu 1990 a Chod Darlledu Ofcom.

Mae gan yr Awdurdod rai dyletswyddau cydymffurfiaeth ei hun, ac mewn rhai meysydd mae'n atebol i Ofcom, y rheoleiddiwr ar gyfer darlledu, am gydymffurfiaeth gwasanaethau S4C gyda chodau Ofcom. Mae'r Awdurdod hefyd yn gyfrifol am gymeradwyo'r systemau ar gyfer delio gyda chwynion am raglenni a gwasanaethau'r Sianel.

Mae modd cyfeirio cwynion am gydymffurfiaeth rhaglenni sy'n ymwneud â gwasanaethau S4C naill ai at S4C neu at Ofcom Mae gwybodaeth am bolisi cwynion S4C i'w gael ar wefan S4C.

Mae gan S4C weithdrefnau mewnlol i sicrhau fod ei gwasanaethau cyhoeddus yn cydymffurfio â'r codau a'r canllawiau perthnasol. Mae rolau'r swyddogion a'r Awdurdod yn cael eu rhannu rhwng cydymffurfiaeth cyn ac ar ôl darlledu ac yn ystod y flwyddyn roedd yr Awdurdod yn gweithredu system fonitro ôl-ddarlledu.

Mae gan Awdurdod S4C ganllawiau ar gyfer y defnydd o'r iaith Gymraeg mewn rhaglenni. Yn ystod y flwyddyn comisiynodd yr Awdurdod Dr Cen Williams i ymchwilio i faterion yn ymwneud â'r iaith ar raglenni S4C. Yn sgil ei adroddiad, fe benderfynodd yr Awdurdod adolygu'r canllawiau iaith rhaglenni. Mae'r gwaith hwn yn parhau.

## DYFARNIADAU OFCOM

Ers cyhoeddi'r Adroddiad Blynyddol ar gyfer 2009, mae Ofcom wedi dyfarnu ar un rhaglen a gafodd ei darlledu yn ystod 2009. Mae crynodeb o'r gwyn ym Mwletin Darlledu Ofcom rhif 178 a gyhoeddwyd ym mis Mawrth 2011.

## DYFARNIADAU AWDURDOD S4C 2010

Yn ystod y flwyddyn ni chafodd unrhyw gwynion yn ymwneud â rhaglenni a gafodd eu darlledu ystod 2010, ac a ddelwyd gan S4C yn ôl y Weithdrefn Ymdrin â Chwynion, eu cyfeirio at Awdurdod S4C i'w dyfarnu.

# COMPLIANCE

## PROGRAMME COMPLIANCE

The Communications Act 2003 places a statutory duty on the S4C Authority to ensure that its public television services conform to and comply with the provisions of the Act and other regulatory requirements. These include provisions contained within the Broadcasting Act 1990 and the Ofcom Broadcasting Code.

The Authority itself has certain compliance functions, and is accountable to Ofcom for certain matters, for the compliance of S4C's services with Ofcom's codes. The Authority is also responsible for approving the systems for dealing with complaints relating to the Channel's programmes and services.

Programme compliance complaints in relation to S4C's services may be referred to either S4C or to Ofcom.

Information regarding S4C's complaint procedure is available on S4C's website.

S4C has procedures in place to ensure that its public services comply with the codes and relevant guidelines. The roles of officers and the Authority are divided between pre-broadcast and post-broadcast programmes. During the year the Authority operated a post-broadcast monitoring system.

In addition, the S4C Authority has adopted guidelines in relation to the use of the Welsh language within programmes. During the year, S4C commissioned Dr Cen Williams to undertake a review of matters concerning the language of S4C's programmes. Following his report, the Authority decided to revise the programme Welsh Language Guidelines. This work is on-going.

## OFCOM ADJUDICATION

Since the publication of the Annual Report for 2009, Ofcom has adjudicated upon a complaint relating to one programme broadcast during 2009. A summary of the complaint can be found in Ofcom's Broadcast Bulletin number 178 published in March 2011.

## S4C AUTHORITY ADJUDICATIONS 2010

During the year, no complaints relating to programmes broadcast during 2009 and dealt with by S4C under the Complaints Handling procedure were referred to the S4C Authority for adjudication.

# YSGOLORIAETHAU A NAWDD

Roedd S4C yn falch o gynnig nifer o ysgoloriaethau yn 2010.

Elliw Mair Hughes gafodd Ysgoloriaeth T Glynne Davies. Roedd Elliw am ddefnyddio'r arian i'w helpu hi i dalu am gwrs MA yn y Ganolfan Astudiaethau Newyddiadurol ym Mhrifysgol Caerdydd.

Cafodd yr Ysgoloriaeth Ysgol Genedlaethol Ffilm a Theledu (NFTS) ei rhannu rhwng Christian Richardson a Jonathan Hill.

Ting Wang a Viktorias Gerasimov enillodd Ysgoloriaeth Syr Geraint Evans. Mae S4C wedi bod yn cydweithio gyda Choleg Cerdd a Drama Brenhinol Cymru ers rhai blynnyddoedd i gynnig yr ysgoloriaeth yma.

Yn ystod blwyddyn Cwpan Ryder yng Nghymru, Gemma Bradbury a Rhys Pugh gafodd yr Ysgoloriaeth Golff. Oherwydd yr Ysgoloriaeth roedd Gemma a Rhys yn gallu cael hyfforddiant gan bobol broffesiynol sy'n amlwg yn y byd golff a chael arian tuag at hyfforddiant, offer a chostau cystadlu.

**NAWDD**  
Mae S4C yn falch o allu cynnig nawdd i amrywiaeth o sefydliadau a chreu gwahanol bartneriaethau. Mae cynnig nawdd yn gorfod cyd-fynd â blaenoriaethau craidd S4C. Yn ystod 2010 cafodd y canlynol nawdd gan S4C:

- Cynhadledd Cyfrwng
- Bardd Plant Cymru
- Ryder Cup Wales
- Digwyddiad yn Ysgol Newyddiadurol Caerdydd
- Cafodd adeilad S4C ei ddefnyddio fel lleoliad ar gyfer digwyddiad o'r Fforwm Anabledd i Gyflogwyr

# SCHOLARSHIPS AND SPONSORSHIP

S4C is pleased to have rewarded a number of scholarships during 2010.

Elliw Mair Hughes was rewarded S4C's T Glynne Davies scholarship. Elliw decided to use her scholarship to part-fund her MA Course at the Centre for Journalism Studies in Cardiff.

Christian Richardson and Jonathan Hill shared the NFTS (National Film and Television School) scholarship.

The Sir Geraint Evans Scholarship was awarded to Ting Wang and Viktorias Gerasimov. S4C has collaborated with the Royal Welsh College of Music and Drama for a number of years to provide this scholarship.

During the Ryder Cup year in Wales, the Golf Scholarship was awarded to Gemma Bradbury and Rhys Pugh. As a result, Gemma and Rhys were able to receive master classes with leading golf professionals and funding for coaching, equipment and competition costs.

## SPONSORSHIP

S4C is pleased to offer sponsorship to a variety of establishments and develop new partnerships. All decisions to offer sponsorships have to match S4C's core priorities. During 2010, S4C sponsored the following:

- Cyfrwng Conference
- Bardd Plant Cymru (Children's Poet Laureate)
- Ryder Cup Wales
- Event at Cardiff's School of Journalism
- Employers' Forum on Disability used S4C's building as a location for an event.

# S4/C

Datganiad Ariannol  
2010

CYFLWYNIR DATGANIAD  
ARIANNOL S4C I'R SENEDD  
YN SGÎL PARAGRAFF 13(2) I  
ATODLEN 6 DEDDF DARLLEDU  
1990 (C.42)

Statement of Accounts  
2010

THE STATEMENT OF ACCOUNTS FOR  
S4C IS PRESENTED TO PARLIAMENT  
PURSUANT TO PARAGRAPH 13(2) TO  
SCHEDULE 6 OF THE BROADCASTING  
ACT 1990 (C.42)



# ADRODDIAD YR AWDURDOD AM Y FLWYDDYN A DERFYNODD 31 RHAGFYR 2010

# REPORT OF THE AUTHORITY FOR THE YEAR ENDED 31 DECEMBER 2010

## RHAGAIR

Cyflwynir Datganiad Ariannol yr Awdurdod am y flwyddyn a derfynodd 31 Rhagfyr 2010 yn unol ag Atodlen 1 (1) (b) y Cyfarwyddyd Cyfrifon a ryddhawyd gan yr Ysgrifennydd Gwladol i'r Awdurdod ym mis Mai 2007.

## PRIF WEITHGAREDDAU

Mae S4C yn gweithredu o dan Adrannau 203 hyd 207 (cynwysiedig) ac Atodlen 12 Deddf Cyfathrebiadau 2003. Mae Adran 204 yn darparu bod yr Awdurdod yn gweithredu i ddarparu gwasanaethau rhaglenni teledu o safon uchel gyda'r bwrriad iddynt fod ar gael yn gyfan gwbl neu yn bennaf i'r cyhoedd yng Nghymru. Wrth gyflawni'r gweithgaredd, rhaid i'r Awdurdod barhau i ddarlledu'r gwasanaeth digidol a adnabyddir fel S4C digidol ac y gall barhau i ddarparu'r gwasanaeth darlledu teledu analog a adnabyddir fel Sianel Pedwar Cymru neu S4C (sydd yn bennaf yn darlledu rhaglenni Cymraeg ar y Bedwaredd Sianel yng Nghymru ac sydd yn darlledu rhaglenni Saesneg Channel 4 [yn gyfamserol neu wedi eu hailamserlennu] pan nad ydyw yn darlledu yn Gymraeg). Yn ystod 2009, gosodwyd Gorchymlyn gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Cyfryngau a Chwaraeon o dan adran 204 (8) Deddf Cyfathrebiadau 2003 i alluogi'r Awdurdod i roi'r gorau i ddarparu gwasanaeth analog S4C. Wedi i'r Ysgrifennydd Gwladol osod y Gorchymlyn, daeth S4C digidol yn brif wasanaeth a daeth y gwasanaeth analog i ben ar 31 Mawrth 2010. Yn ystod y flwyddyn darparodd yr Awdurdod S4C2 hefyd, sydd yn wasanaeth digidol, trwy gwmni S4C, sef S4C2 Cyf, dan y darpariaethau trawsnewidiol sydd ym mharagraff 27 (3) Atodlen 18 Deddf Cyfathrebiadau 2003.

## STRWYTHUR GRŴP

Mae is-baragraffau (2) a (3) Paragraff 1 Atodlen 6 Deddf Darlleu 1990 (fel yr addaswyd gan Adran 206 (6) Deddf Cyfathrebiadau 2003) yn caniatáu i'r Awdurdod, i'r graddau ei bod yn ymddangos iddynt yn atodol neu'n arweiniol i'w gweithgaredd i wneud hynny, gymryd rhan mewn gweithgareddau, yn cynnwys gweithgareddau masnachol, trwy gwmniau S4C gan ddefnyddio cylldi masnachol yn unig. Yn ogystal, mae'r darpariaethau trawsnewidiol ym mharagraff 27 Atodlen 18 Deddf Cyfathrebiadau 2003 yn caniatáu i'r Awdurdod barhau i gymryd rhan mewn gweithgareddau, yn cynnwys gweithgareddau masnachol, yr oeddent yn eu gwneud yn syth cyn dechreuad Adran 206, naill ai ei hunan neu trwy gwmni S4C. O fewn y Datganiad Ariannol cyfun hwn, cyfeirir at Gronfa'r Gwasanaeth Cyhoeddus fel S4C ac at gyfanswm y gwasanaeth cyhoeddus a gweithgareddau masnachol fel yr Awdurdod. Cyfeirir at yr asedau nad ydynt yng Nghronfa'r Gwasanaeth Cyhoeddus fel y Gronfa Gyffredinol.

## FOREWORD

The Statement of Accounts of the Authority for the year ended 31 December 2010 is presented in accordance with Schedule 1(1)(b) of the Accounts Direction issued by the Secretary of State to the Authority in May 2007.

## PRINCIPAL ACTIVITIES

S4C operates under Sections 203 to 207 (inclusive) and Schedule 12 of the Communications Act 2003. Section 204 provides that the Authority shall have the function of providing television programme services of high quality with a view to their being available for reception wholly or mainly by members of the public in Wales. In carrying out that function, the Authority must continue to broadcast the service provided in digital form known as S4C digital and may provide the analogue television broadcast service known as Sianel Pedwar Cymru or S4C (which broadcasts mainly Welsh language programmes on the Fourth Channel in Wales and broadcasts Channel 4 English language programmes [simultaneously or rescheduled] when not transmitting in Welsh). During 2009, the Secretary of State for Culture, Media and Sport laid an Order under section 204 (8) of the Communications Act 2003 to enable the Authority to cease provision of the S4C analogue service. Following the laying of the Order by the Secretary of State, S4C digidol became the main service and the analogue service ceased on 31 March 2010. During the year the Authority also provided S4C2, which is a digital service, through an S4C company, S4C2 Cyf., under the transitional provisions contained in paragraph 27 (3) of Schedule 18 to the Communications Act 2003.

## GROUP STRUCTURE

Sub-paragraphs (2) and (3) of Paragraph 1 of Schedule 6 to the Broadcasting Act 1990 (as amended by Section 206 (6) of the Communications Act 2003) entitles the Authority, to the extent that it appears to them incidental or conducive to the carrying out of their functions to do so, to carry out activities, including commercial activities, through S4C companies using commercial revenues only. Likewise, the transitional provisions contained in paragraph 27 of Schedule 18 to the Communications Act 2003 permit the Authority to continue carrying on any activities, including commercial activities, which were being carried on immediately before the commencement of Section 206, either itself or through an S4C company. Within this consolidated Statement of Accounts, the Public Service Fund is referred to as S4C and the total of both public service and commercial activities is referred to as the Authority. The assets of the Authority that are not comprised in the Public Service Fund are referred to as the General Fund.

### CYLLID

Yn unol ag Adran 61 Deddf Darlledu 1990 (fel y dirprwywyd gan Adran 80 Deddf Darlledu 1996 a diweddarwyd gan Adran 207 (7) Deddf Cyfathrebiadau 2003), mae'r Ysgrifennydd Gwladol dros Ddiwylliant, Cyfryngau a Chwaraeon yn darparu cyllid i S4C i'w galluogi i weithredu. Y swm a dderbynir yw'r swm penodedig o'i gynyddu gan y canran priodol. Golyga'r 'swm penodedig' y swm a dalwyd gan yr Ysgrifennydd Gwladol i S4C ym 1997 yn unol ag Adran 61 Deddf Darlledu 1990. Mae'r 'canran priodol' mewn cysylltiad ag unrhyw flwyddyn yn golygu canran y cynnydd rhwng y mynegai pris am fis Tachwedd 1996 a'r mynegai pris manwerthu am y mis Tachwedd cyn y flwyddyn berthnasol. Rhaid cadw'r arian hwn yng Nghronfa'r Gwasanaeth Cyhoeddus a rhaid ei ddefnyddio'n unig i gyflawni gwasanaethau cyhoeddus yr Awdurdod. Ni chaniateir cymhorthdal o Gronfa'r Gwasanaeth Cyhoeddus ar gyfer gweithgareddau masnachol.

Yn dilyn cyhoeddiad y Llywodraeth ym mis Mai o doriadau mewn gwariant cyhoeddus o fewn y flwyddyn, cadarnhawyd gostyngiad o £2m yng nghyllid S4C oddi wrth yr Adran dros Ddiwylliant, Cyfryngau a Chwaraeon (ADCCh) ar gyfer y flwyddyn ariannol 2010/11. Deliwyd gyda'r gostyngiad hwn yn y cyfnod Ionawr i Mawrth 2011.

Ym mis Hydref 2010, yn dilyn yr Adolygiad Cynhwysfawr o Wariant, ysgrifennodd yr Ysgrifennydd Gwladol at S4C yn cadarnhau toriad o 24.4% i gyllid S4C dros y 4 blynedd o'r cyfnod adolygu gwariant. Mae'r cyhoeddiad hwn yn dangos y bwriad i ddisodli fformiwla cylldio statudol presennol S4C fel y'i disgrifir uchod, sydd yn gysylltiedig â'r Mynegai Prisiau Manwerthu. Yn ogystal, o 2013/14, bydd cyllid S4C yn cael ei ddarparu drwy gyfuniad o barhad o gyllid gan y trysorlys, refeniu masnachol a'r Ffi Drwydded o dan bartneriaeth gydag Ymddiriedolaeth y BBC.

### AELODAU'R AWDURDOD

Rhestrir aelodau'r Awdurdod a wasanaethodd yn ystod y flwyddyn ar ddiwedd yr adroddiad. Ni fu gan neb o'r aelodau fudd mewn cytundebau gydag S4C. Rhoddir gwybodaeth sy'n cyfateb i'r gofynion datgelu ar gyfer cydnabyddiaeth i gyfarwyddwyr dan y Cyfarwyddyd Cyfrifon mewn perthynas â chydubyddiaeth i'r aelodau yn nodyn 4 i'r Datganiad Ariannol.

### INCWM CRONFA'R GWASANAETH CYHOEDDUS A THROSIANT Y GRONFA GYFFREDINOL

Roedd y cyfanswm a dderbyniwyd oddi wrth yr (ADCCh) yn ystod y flwyddyn yn £101.647m (2009 - £101.369m). Defnyddiwyd yr incwm hwn i gyllido costau comisiynu a phrynu rhagleni Cymraeg, costau darlledu S4C, gwariant ar asedau sefydlog a gorbenion. Mae balans yr incwm, ar ôl cymryd i ystyriaeth gwariant ar ddarlleu rhagleni a chostau gweithredu a gweinyddu, felly yn cynrychioli'r prif fodd o gyllido asedau net S4C ac yn cael ei drin fel incwm gohiriedig yng Nghronfa'r Gwasanaeth Cyhoeddus. Crëwyd trostant y Gronfa Gyffredinol gan werthu amser hysbysebu, hawliau mewn rhagleni teledu, nawdd, marsiandïo, cyhoeddi a gweithgareddau buddsoddi. Yn 2010, roedd y cyfanswm yn £2.648m (2009 - £3.475m). Rhoddir manylion pellach yn nodyn 2 i'r Datganiad Ariannol.

### GWARIANT

Mae'r costau a roddwyd yn erbyn y cyfrif elw a cholled yn ystod y flwyddyn yn cynnwys £100.224m (2009 - £104.663m) ar gyfer costau'r gwasanaeth rhagleni a chostau darlledu a dosbarthu, £1.356m am gostau uniongyrchol eraill (2009 - £2.220m) a £4.015m (2009 - £3.786m) ar gyfer costau gweithredu a gweinyddu. Roedd costau'r rhagleni a ddarllewyd yn cynnwys £83.705m (2009 - £82.265m) ar gyfer costau rhagleni a gomisiynwyd neu a brynnwyd gan gyflenwyr rhagleni. Cyfeiria costau darlledu a dosbarthu at gostau trosglwyddyddion a llinellau cyfathrebu a ddarperir gan gontactwyr. Roedd y gweddill yn gostau uniongyrchol comisiynu a chyflwyno rhagleni, costau gwasanaethau mynediad S4C ynghyd â chostau darlledu perthnasol eraill y gwasanaeth darlledu megis costau marchnata a chostau ymchwil cynulleidfa.

Mae costau uniongyrchol eraill yn cynnwys rhaniad elw yn daladwy i drydydd partïon yn deillio o werthiant rhagleni, comisiwn asiantaeth a chostau darlledu yn ymwneud â hysbysebion a chostau cludo yn ymwneud â S4C 2 ar lwyfannau digidol, daearol a lloeren. Ceir manylion pellach am gostau gweithredu a gweinyddu yr Awdurdod yn nodyn 3 i'r Datganiad Ariannol.

### POLISI TALU

Mae'n bolisi gan yr Awdurdod i gytuno ar amodau a thelerau addas ar gyfer ei drafodion â chyflenwyr, ac yn amodol ar eu cydymffurfiaid, gwneir taliadau yn unol â'r telerau hyn. Yn arferol ym 2010, talwyd 93% (2009 - 89%) o gyflenwyr cyn pen 30 diwrnod.

### FUNDING

Under Section 61 of the Broadcasting Act 1990 (as substituted by Section 80 of the Broadcasting Act 1996 and subsequently amended by Section 207 (7) of the Communications Act 2003), the Secretary of State for Culture, Media and Sport provides S4C with funds in order to carry out its activities. The amount received is the prescribed amount as increased by the appropriate percentage. The 'prescribed amount' means the amount paid by the Secretary of State to S4C in 1997 in accordance with Section 61 of the Broadcasting Act 1990. The 'appropriate percentage' in relation to any year means the percentage increase between the retail price index for November 1996 and the retail price index for the month of November preceding the relevant year. This funding must be held in the Public Service Fund and be applied only for the purposes of providing the Authority's public services. No subsidy is permitted from the Public Service Fund for commercial activities.

Following the Government's announcement in May of in-year cuts in public spending, a reduction in S4C's budget from the Department for Culture, Media and Sport (DCMS) for the 2010/11 financial year of £2m was confirmed. This reduction was dealt with in the period January to March 2011.

In October 2010, following the Comprehensive Spending Review, the Secretary of State wrote to S4C confirming a 24.4% cut to S4C's funding over the 4 years of the spending review period. This announcement indicates an intention to replace S4C's current statutory funding formula as described above which is linked to RPI. In addition, from 2013/14, S4C's funding will be provided by a combination of continued exchequer funding, commercial revenue and the Licence Fee under a partnership with the BBC Trust.

### AUTHORITY MEMBERS

The members of the Authority who served during the year are listed at the end of the report. None of the members had an interest in contracts with S4C. Information as required under the Accounts Direction is given in respect of the members' remuneration in note 4 to the Statement of Accounts.

### PUBLIC SERVICE FUND INCOME AND GENERAL FUND TURNOVER

Amounts receivable from the DCMS during the year totalled £101.647m (2009 - £101.369m). This income was used to finance the cost of commissioning and acquiring Welsh language programmes, the transmission costs of S4C, expenditure on fixed assets and overheads. The balance of this income, after the cost of programme transmission and operational and administrative expenses, therefore represents the principal means of financing the net assets of S4C and is treated as deferred income in the Public Service Fund. General Fund turnover was generated by sales of airtime, rights in television programmes, sponsorship, merchandising, publishing and investment activities. It totalled £2.684m in 2010 (2009 - £3.475m). Further details are given in note 2 to the Statement of Accounts.

### EXPENDITURE

Costs charged to the profit and loss account during the year include £100.224m (2009 - £104.663m) for the cost of the programme service and transmission and distribution costs, £1.356m for other direct costs (2009 - £2.220m) and £4.015m (2009 - £3.786m) for operational and administrative expenses. The costs of programmes transmitted included £83.705m (2009 - £82.265m) in respect of the cost of programmes commissioned or acquired from programme suppliers. Transmission and distribution costs are incurred in respect of transmitters and communication lines provided by contractors. The balance comprised the direct costs of programme commissioning and presentation, the operational costs of access services provided by S4C and other related costs of the programme service such as marketing costs and audience research.

Other direct costs include third party co-production funding advances, profit participation due to third parties in respect of programme sales, agency commission and playout costs relating to advertisements and carriage costs relating to S4C2 on the digital, terrestrial and satellite platforms. Further details of the operational and administrative costs of the Authority are given in note 3 to the Statement of Accounts.

### PAYMENT POLICY

It is the Authority's policy to agree appropriate terms and conditions for its transactions with suppliers, and subject to their compliance, to make payments in accordance with these terms. Typically in 2010, 93% (2009 - 89%) of supplier balances were paid within 30 days.

## ORIAU A DDARLLEDWYD A CHYFARTALEDD COST YR AWR

Yn ystod y flwyddyn darlledodd S4C gyfanswm o 7,417 awr o raglenni (2009 – 10,863 awr), yn cynrychioli cyfartaledd o 142.6 awr yr wythnos (2009 – 208.9 awr). Mae'r gostyngiad yma yn ganlyniad o fod S4C wedi rhoi'r gorau i ddarlledu rhaglenni Saesneg gan Channel 4 ar ddiwedd y newid i ddigidol yng Nghymru 31 Mawrth 2010. Mae dadansoddiad o'r oriau hyn rhwng rhaglenni Cymraeg a'u costau perthnasol a rhaglenni Saesneg fel a ganlyn:

	Oriau	2010 Cost yr awr	Oriau	2009 Cost yr awr
		£		£
<b>Cymraeg</b>				
Raghenni a gomisiynwyd				
Cynyrsiadau annibynnol	1,772	43,665	1,432	52,418
BBC	14	89,253	13	89,463
	1,786	44,022	1,445	52,752
Raghenni a brynwyd				
Ailddarllediadau	351	1,935	58	21,735
Cynyrsiadau annibynnol	3,127	780	3,290	754
BBC	244	8,056	231	9,946
	5,508	15,197	5,024	16,374
<b>BBC - Oriau Statudol</b>	711	-	672	-
	6,219		5,696	
<b>Cyfartaledd yr wythnos</b>		119.6		109.5

Derbyniodd S4C yr oriau statudol a ddarparwyd gan y BBC, a oedd yn cynnwys rhai ailddarllediadau, dan Adran 58 (1) Deddf Darlledu 1990 (fel yr addaswyd gan Adran 29 Deddf Darlledu 1996) a thalwyd amdanynt gan y BBC o incwm y drwydded. Mae S4C hefyd wedi gwneud taliadau gwerth £3.1m i'r BBC am ddarparu ailddarllediad omnibus wythnosol a 30 o benodau haf o Pobl y Cwm nad yw'n cael eu darparu fel rhan o'r oriau statudol.

Darlledodd S4C 1,278 awr (2009 – 1,268 awr) o raglenni Cymraeg yn yr oriau brig rhwng 6.30 p.m. a 10.00 p.m. sydd yn rhoi cyfartaledd yr wythnos o 24.6 awr (2009 – 24.4 awr).

	2010 Oriau	2009 Oriau
<b>Saesneg</b>		
Raghenni gwreiddiol	681	3,125
Ailddarllediadau	517	2,042
	1,198	5,167
<b>Cyfartaledd yr wythnos (2010 - nes 31 Mawrth)</b>	92.2	99.4

## HOURS TRANSMITTED AND AVERAGE COST PER HOUR

The total hours of programmes transmitted by S4C during the year amounted to 7,417 (2009 – 10,863), representing an average per week of 142.6 hours (2009 – 208.9 hours). This reduction is as a result of S4C ceasing to transmit English language programmes provided by Channel 4 on completion of digital switchover in Wales on 31 March 2010. An analysis of these hours between Welsh language programmes and their related costs and English language programmes is as follows:

	Hours	2010 Cost per hour	2009 Hours	2009 Cost per hour
		£		£
<b>Welsh</b>				
Commissioned programmes				
Independent production	1,772	43,665	1,432	52,418
BBC	14	89,253	13	89,463
	1,786	44,022	1,445	52,752
Acquired programmes				
Repeats	351	1,935	58	21,735
Independent production	3,127	780	3,290	754
BBC	244	8,056	231	9,946
	5,508	15,197	5,024	16,374
<b>BBC - Statutory hours</b>	711	-	672	-
	6,219		5,696	
<b>Average per week</b>		119.6		109.5
The statutory hours supplied by the BBC, which included an element of repeat programmes, were provided to S4C under Section 58 (1) of the Broadcasting Act 1990 (as amended by Section 29 of the Broadcasting Act 1996) and were funded out of the BBC's licence revenue. S4C also made payments totalling £3.1m to the BBC for the provision of the weekly omnibus repeat and 30 summer episodes of Pobl y Cwm not provided as part of the statutory hours.				
1,278 hours (2009 - 1,268 hours) of Welsh language programmes were transmitted in the peak hours between 6.30 p.m. and 10.00 p.m. with a weekly average of 24.6 hours (2009 – 24.4 hours).				
<b>English</b>				
Original programming	681	3,125	517	2,042
Repeats				
	1,198		5,167	
<b>Average per week (2010 - to 31 March)</b>	92.2		99.4	

RHAGLENNI A DDARLLEDWYD  
YN ÔL CATEGORI

Rhaglenni a gomisiynwyd

	Oriau	2010 Cost yr awr £	Oriau	2009 Cost yr awr £
Drama	69	196,969	81	207,174
Ffeithiol Cyffredinol	635	33,657	517	36,863
Materion Cyfoes	81	37,995	76	35,245
Cerdd Ysgafn/Adloniant	178	56,396	117	75,434
Plant	384	27,750	331	37,421
Cerddoriaeth a Chelfyddydau	151	38,104	128	38,788
Chwaraeon	261	48,899	168	60,709
Crefydd	27	50,799	27	49,345
Cyfanswm	1,786	44,022	1,445	52,752

BBC a Channel 4

	BBC Oriau	2010 C4 Oriau	BBC Oriau	2009 C4 Oriau
Drama	98	189	97	816
Newyddion	202	-	191	101
Materion Cyfoes a Ffeithiol	76	312	61	962
Adloniant Ysgafn	2	91	17	811
Pobl Ifanc a Phlant	91	4	69	37
Cerddoriaeth a Chelfyddydau	109	3	109	12
Addysg	8	-	5	-
Chwaraeon	125	75	122	370
Crefydd	-	7	1	16
	711	681	672	3,125

TRANSMITTED PROGRAMMES  
BY CATEGORY

Commissioned programmes

	Hours	2010 Cost per hour £	Hours	2009 Cost per hour £
Drama	69	196,969	81	207,174
General Factual	635	33,657	517	36,863
Current Affairs	81	37,995	76	35,245
Light Music / Entertainment	178	56,396	117	75,434
Children	384	27,750	331	37,421
Music and Arts	151	38,104	128	38,788
Sport	261	48,899	168	60,709
Religion	27	50,799	27	49,345
Total	1,786	44,022	1,445	52,752

BBC and Channel 4

	BBC Hours	2010 C4 Hours	BBC Hours	2009 C4 Hours
Drama	98	189	97	816
News	202	-	191	101
Current Affairs and Factual	76	312	61	962
Light Entertainment	2	91	17	811
Youth and Children	91	4	69	37
Music and Arts	109	3	109	12
Education	8	-	5	-
Sport	125	75	122	370
Religion	-	7	1	16
	711	681	672	3,125

## POLISI CYFLOGI

Mae'r Awdurdod yn gyflogwr cyfartal. Nid yw'n caniatáu gwahaniaethu ar sail rhyw, hil, lliw, anabledd, cefndir ethnig neu gefndir economaidd cymdeithasol, oedran, sefyllfa deuluol, statws priodasol, gweithwyr rhan neu lawn amser, crefydd, gwleidyddiaeth, tuedd fryd rhywiol, defnydd o iaith neu unrhyw wahaniaeth amherthnasol arall ac mae'n ymroddedig i ystyried amrywiaethau mewn modd positif. Defnyddir egwyddorion cystadleuaeth deg ac agored ac mae penodiadau yn ddibynnol ar deilyngod.

## YMGYFRANIAD AC YMGYNGHORIAD

### AELODAU STAFF

Mae S4C yn trosglwyddo gwybodaeth i'w haelodau staff ac yn ymgynghori â nhw mewn nifer o ffyrdd:

- 1) trwy gyfarfodydd a gynhelir yn rheolaidd lle lledaenir gwybodaeth gan aelodau'r Tîm Rheoli a lle caiff aelodau staff gylfe i fynegi eu barn;
- 2) trwy gyfarfodydd gydag aelodau staff lle mae'r Prif Weithredwr yn adrodd ar sut y mae pethau yn mynd yn eu blaen a chynlluniau i'r dyfodol. Anogir aelodau staff i ofyn cwestiynau;
- 3) trwy ledaenu system ebost a mewnrwyd o fewn y cwmni;
- 4) trwy gydfargeinio arferol gyda BECTU (yn achos gweithwyr technegol).

Mae S4C hefyd yn cydnabod Equity (yn achos cyflwynwyr) a'r NUJ (yn achos staff Swyddfa'r Wasg).

## LLYWODRAETHIANT CORFFORAETHOL

Mae'r Awdurdod yn ymrwymo i ddefnyddio'r egwyddorion llywodraethiant corfforaethol uchaf sy'n gymesur â'i faint.

Yn 2006 penderfynodd Awdurdod S4C weithredu system o lywodraethiant corfforaethol a elwir yn 'Arwahanrwydd'. Amcan y system oedd dangos yn glir beth oedd swyddogaethau penodol yr Awdurdod a thîm gweithredu S4C. Erbyn 2010 daeth yr Awdurdod i'r casgliad bod "Arwahanrwydd" ddim yn addas ar gyfer corfforaeth unol fel S4C gan deimlo bod hyn yn cyfyngu ar allu'r Awdurdod i weithredu ei swyddogaethau statudol anweithredol, gan gynnwys ei allu i sicrhau ei atebolrwydd i ystod o randdeiliaid. Yn gynnar yn 2010, dechreuodd yr Awdurdod ar broses o adolygu ei drefniadau llywodraethiant corfforaethol. Arweiniodd y broses hon at gomisiynu Syr Jon Shortridge i gynnal adolygiad annibynnol o lywodraethiant corfforaethol S4C.

Mae adroddiad Syr Jon yn feirniadol o'r system o 'Arwahanrwydd', y berthynas a oedd yn bodoli rhwng yr Awdurdod a'r tîm gweithredol, y llif gwybodaeth rhwng yr Awdurdod a'r tîm gweithredol, ac o ganlyniad, gallu'r Awdurdod i wneud penderfyniadau ac i weithredu ei rôl craffu yn effeithiol.

Wrth gymeradwyo penderfyniad yr Awdurdod i ddod â'r system o 'Arwahanrwydd' i ben, mae adroddiad Syr Jon yn cynnig mwy o awgrymiadau ar sut i wella llywodraethiant corfforaethol S4C ymhellach a'r broses o wneud penderfyniadau drwy drefniadau dirprwyo mwy addas yn ogystal â nifer o ddiwygiadau i gylch gorchwyl pwylgorau'r Awdurdod. Daw'r trefniadau hyn yn weithredol yn ystod 2011.

## CYDYMFFURFIAETH

Mae'r Awdurdod wedi cydymffurfio drwy'r flwyddyn â darpariaethau'r Côd sydd wedi eu gosod yn Adran 1 y Côd llywodraethiant corfforaethol y D.U. cyn belled ag y maent yn gymwys i'r Awdurdod.

## DEFNYDDIO EGWYDDORION

Mae'r Awdurdod wedi defnyddio'r egwyddorion llywodraethiant dda a gynhwysir yng Nghôd Llywodraethiant Corfforaethol y D.U.

## EMPLOYMENT POLICY

The Authority is an equal opportunities employer. It does not tolerate discrimination on the grounds of gender, race, colour, disability, ethnic or socio-economic background, age, family circumstances, marital status, part time or full time workers, religion, political persuasion, sexual orientation, use of language or other irrelevant distinction and is committed to work with diversity in a positive way. The principles of fair and open competition will apply and appointments will be made on merit.

## EMPLOYEE INVOLVEMENT AND CONSULTATION

There are a number of ways in which S4C informs and consults with its employees:

- 1) through regular meetings where information is disseminated by members of the Management Team and employees have an opportunity to air views;
- 2) through meetings with employees where the Chief Executive reports on progress and future plans and members of staff are encouraged to ask questions;
- 3) through use of the company-wide e-mail and intranet systems;
- 4) through normal collective bargaining with BECTU (for technical employees). S4C also recognises Equity (for continuity announcers) and the NUJ (for Press Office staff).

## CORPORATE GOVERNANCE

The Authority is committed to applying the highest principles of corporate governance commensurate with its size.

In 2006 the S4C Authority put in place a system of corporate governance known as "Arwahanrwydd" ('Separation'). This system was intended to clarify the distinct roles of the Authority and S4C's executive. By 2010, the Authority came to the conclusion that "Arwahanrwydd" was unsuitable for a single corporate body such as S4C as it was felt that it was inhibiting the Authority's ability to discharge its non-executive statutory functions, including its ability to provide accountability to a range of stakeholders. From early 2010, the Authority commenced on a process of review of its corporate governance arrangements. This process led to commissioning Sir Jon Shortridge to undertake an independent review of the corporate governance of S4C.

Sir Jon's report is critical of the system of "Arwahanrwydd", the relationship which existed between the Authority and the executive, the flow of information between the Authority and the executive, and as a result the Authority's capacity to take decisions and adequately perform its scrutiny role.

Whilst endorsing the Authority's decision to replace the system of "Arwahanrwydd", Sir Jon's report also makes further recommendations to further improve S4C's corporate governance and decision making process through more appropriate delegation arrangements as well as a number of amendments to the terms of reference of the Authority's committees. These arrangements are being implemented during 2011.

## COMPLIANCE

The Authority has complied throughout the year with the Code provisions set out in Section 1 of the U.K. Corporate Governance Code so far as they are applicable to the Authority.

## APPLICATION OF PRINCIPLES

The Authority has applied the principles of good governance contained in the U.K. Corporate Governance Code.

## YR AWDURDOD

Fel awdurdod darlledu annibynnol, mae gan yr Awdurdod gyfrifoldeb llawn dros sierhau bod swyddogaethau statudol S4C, mewn amgylchedd gwasanaeth cyhoeddus a masnachol, yn cael eu cyflawni'n unol â pholisiau'r Awdurdod a gofynion Deddfau Darlledu 1990 a 1996 a Deddf Cyfathrebiadau 2003.

Mae'r Awdurdod yn cynnwys y Cadeirydd ac wyt haelod, i gyd yn cael eu penodi gan yr Ysgrifennydd Gwladol dros Ddiwylliant, Cyfryngau a Chwaraeon ar ôl ymgynghori â Llywodraeth Cymru. Mae ganddynt brofiad a gwybodaeth helaeth ac maent yn annibynnol o'r Tîm Rheoli, ac o unrhyw berthynas fusnes neu berthynas arall a allai ymyrryd ag ymarfer eu barn annibynnol. Mae'r strwythur hwn yn sierhau na all y broses o wneud penderfyniadau gan yr aelodau gael ei rheoli gan unigolyn neu grŵp bychan. Cynhwysir manylion bywgraffyddol am aelodau'r Awdurdod yn yr Adroddiad Blynnyddol.

Mae'r Awdurdod yn cyfarfod yn ffurfiol trwy gydol y flwyddyn, a hynny'n fisol fel arfer ac mae ganddo ystod o faterion sydd wedi eu neilltuo iddo am benderfyniad ynghyd â rhaglen waith llawn i'w galluogi i adolygu perfformiad S4C ac i gymryd penderfyniadau strategol ar adegau priodol o fewn y cyfnod cynllunio corfforaethol. Ym mhob un o gyfarfodydd yr Awdurdod fel arfer bydd y Prif Weithredwr, yr Ysgrifennydd i'r Awdurdod, y Cyfarwyddwr Comisiynu a'r Cyfarwyddwr Cyllid ac Adnoddau Dynol yn bresennol. Bydd y Tîm Gweithredol yn rhoi i aelodau'r Awdurdod wybodaeth briodol ac amserol ac mae rhyddid i'r aelodau ofyn am unrhyw wybodaeth bellach y credant ei bod yn angenrheidiol. Gall yr aelodau i gyd ofyn am gyngor gan Ysgrifennydd yr Awdurdod a gweithwyr proffesiynol annibynnol ar draul S4C. Darperir hyfforddiant ar gyfer aelodau newydd yn ôl yr angen. Ceir cofrestr yn nodi diddordebau'r aelodau ar Wefan S4C, s4c.co.uk. Gellir gweld copiâu yn swyddfeydd S4C yng Nghaerdydd a Chaernarfon. Mae'r Awdurdod wedi sefydlu'r pwylgorau canlynol i'w helpu i gyflawni ei ddyletswyddau:

- Pwyllgor Archwilio a Rheoli Risg
- Pwyllgor Personel a Chydnabyddiaeth
- Pwyllgor Cwynion a Chydymffuiaeth
- Pwyllgor Cynnwys

Cyhoeddir bwletin o'i drafodaethau a'i benderfyniadau yn dilyn pob cyfarfod a chynhelir cyfarfodydd cyhoeddus agored yn aml mewn gwahanol rannau o Gymru.

## Y PRIF WEITHREDWR A'R TÎM RHEOLI

Gydag aroylon cyfnodol ac yn unol â chyfrifoldeb cyffredinol yr Awdurdod, mae'r cyfrifoldeb dros ffurfio a gweithredu polisi manwl, yn unol â chylch gwaith a pholisi rhagleni S4C a chynnal busnes S4C, wedi ei ddirprwyo i'r Prif Weithredwr a drwyddo ef i'r Tîm Rheoli. Y Prif Weithredwr a'r Tîm Rheoli sy'n gyfrifol am sierhau bod busnes S4C yn cael ei gynnal yn unol â pholisiau a threfniadau gweithredu sydd wedi eu cymeradwyo gan yr Awdurdod.

Penodwyd Prif Weithredwr dros dro ddiwedd Gorffennaf 2010. Yn dilyn hynny penododd Ysgrifennydd Parhaol yr Adran dros Ddiwylliant, y Cyfryngau a Chwaraeon, Gyfarwyddwr Cyllid ac Adnoddau Dynol S4C yn Swyddog Cyfrifo hyd nes y bydd Prif Weithredwr parhaol yn cael ei benodi. Mae'r Swyddog Cyfrifyddu yn atebol i'r ADCCh am faterion yn ymwneud ag ariannu statudol S4C ac, o'r herwydd, y person sy'n gyfrifol am sierhau'r defnydd gorau o arian a delir i S4C gan yr Ysgrifennydd Gwladol.

## PWYLLGOR CYLLIDEB

Mae'r Pwyllgor Cyllideb yn cynnwys y Prif Weithredwr a'r Tîm Rheoli. Diben y Pwyllgor Cyllideb yw trafod yn fanwl gyllideb blynnyddol drafat S4C ac argymhell drafat terfynol y gyllideb i'r Awdurdod ei gymeradwyo. Caiff cyllideb S4C ar gyfer pob blwyddyn ariannol (ac unrhyw ddiwygiadau wedyn) ei chymeradwyo gan yr Awdurdod.

## THE AUTHORITY

As an independent broadcasting authority, the Authority has full responsibility for ensuring that, in a public service and commercial environment, the statutory functions of S4C are discharged in accordance with the Authority's policies and the requirements of the Broadcasting Acts 1990 and 1996 and the Communications Act 2003.

The Authority comprises the Chair and eight members, all of whom are appointed by the Secretary of State for Culture, Media and Sport following consultation with the Welsh Government. They bring a breadth of experience and knowledge and are independent of the Executive Team and of any business or other relationship which could interfere with the exercise of their independent judgement. This structure ensures that the members' decision making cannot be dominated by an individual or small group. The biographical details of the Authority members are included in the Annual Report.

The Authority meets formally throughout the year, normally monthly and has a schedule of matters specifically reserved to it for decision, and a full work programme to enable it to monitor the performance of S4C and take strategic decisions at appropriate points in the corporate planning cycle. All meetings of the Authority are usually attended by the Chief Executive, the Secretary to the Authority, the Director of Commissioning and the Director of Finance and Human Resources. The Management Team supplies the Authority members with appropriate and timely information and the members are free to seek any further information they consider necessary. All members have access to advice from the Secretary to the Authority and independent professionals at the expense of S4C. Training is available for new members as necessary. A register stating the members' interests appears on S4C's website, s4c.co.uk. Copies are available for inspection at the offices of S4C in Cardiff and Caernarfon. The Authority has established the following committees to help it in the discharge of its responsibilities:

- Audit and Risk Management Committee
- Personnel and Remuneration Committee
- Complaints and Compliance Committee
- Content Committee

It publishes a bulletin of its discussions and decisions following each of its meetings and holds frequent open public meetings in different parts of Wales.

## THE CHIEF EXECUTIVE AND THE MANAGEMENT TEAM

Subject to periodic review and to the overall responsibility of the Authority, responsibility for the formulation and operation of detailed policy, in accordance with the S4C remit and programme policy and the conduct of the affairs of S4C, has been delegated to the Chief Executive and through him to the Management Team. The Chief Executive and the Management Team are responsible for ensuring that the affairs of S4C are conducted in accordance with policies and operating procedures approved by the Authority.

An Interim Chief Executive was appointed at the end of July 2010. The Permanent Secretary to DCMS subsequently appointed S4C's Director of Finance and Human Resources as Accounting Officer until a permanent Chief Executive is appointed. The Accounting Officer is responsible to DCMS in respect of the statutory funding of S4C and, as such, is the person responsible for the proper use of funds paid to S4C by the Secretary of State.

## BUDGET COMMITTEE

The Budget Committee comprises the Chief Executive and the Management Team. Its purpose is to discuss in detail the draft annual budget of S4C and to recommend a final draft budget to the Authority for approval. The budget of S4C for each financial year (and any subsequent amendments) is approved by the Authority.

### CYDNABYDDIAETH

Caiff cydnabyddiaeth a chyfnod penodiad y Cadeirydd ac aelodau'r Awdurdod eu pennu ym mhob achos gan yr Ysgrifennydd Gwladol dros Ddiwylliant, Cyfryngau a Chwaraeon. Gwrthododd yr Awdurdod y codiad cyflog a gynigiwyd gan yr ADCCCh.

Penderfynir cydnabyddiaeth y Prif Weithredwr a'r Ysgrifennydd i'r Awdurdod gan yr Awdurdod. Mae cydnabyddiaeth y Tîm Rheoli yn cael ei benderfynu gan y Prif Weithredwr o fewn fframwaith a gytunwyd gan Bwyllgor Personél a Chydubyddiaeth yr Awdurdod. Yn ystod y flwyddyn aelodaeth y Pwyllgor Personél a Chydubyddiaeth oedd Bill Davies (Cadeirydd), Syr Roger Jones, a Cenwyn Edwards.

Caiff cyflogau aelodau staff eraill eu pennu gan y Prif Weithredwr a'r Tîm Rheoli o fewn y gyllideb flynyddol sy'n cael ei chymeradwyo gan yr Awdurdod.

Caiff coidiadau cyffredinol yng nghyflwyno aelodau staff i gyd eu pennu gan yr Awdurdod ar argymhelliaid y Prif Weithredwr a'r Tîm Rheoli. Ar 1 Ionawr 2010, cymeradwyodd yr Awdurdod rhewiad cyflogau i bob aelod o staff.

### ATEBOL RWYDD AC ARCHWILIO

Mae'r Awdurdod yn cyflwyno asesiad cytbws o sefyllfa a rhagolygon S4C yn yr wybodaeth y mae'n ofynnol iddo ei chyflwyno yn ôl gofynion statudol.

Aelodau'r Pwyllgor Archwilio a Rheoli Risg yn ystod y flwyddyn oedd Rheon Tomos (Cadeirydd), Cenwyn Edwards, Syr Roger Jones, Dyfrig Jones a John Davies, sydd i gyd yn aelodau anweithredol annibynnol.

Mae cylch gwaith y Pwyllgor yn cynnwys cadw golwg ar gwmpas a chanlyniadau'r archwiliadau allanol a mewnol a'u heffeithiolrwydd o ran cost.

Bydd y Pwyllgor yn sicrhau annibyniaeth yr archwilwyr mewnol ac yn arolygu annibyniaeth a gwrrhrychedd yr archwilwyr allanol. Mae hyn yn cynnwys arolygu natur a graddfa gwasanaethau an-archwiliol a ddarperir gan yr archwilwyr allanol i'r Awdurdod, gan geisio sicrhau cydbwyssedd o ran gwrrhrychedd a gwerth am arian.

Bydd Cadeirydd yr Awdurdod, y Prif Weithredwr, yr Ysgrifennydd i'r Awdurdod a'r Cyfarwyddwr Cyllid ac Adnoddau Dynol yn bresennol yng nghyfarfodydd y Pwyllgor Archwilio a Rheoli Risg fel arfer. Gall aelodau eraill o'r Awdurdod hefyd fynychu'r cyfarfodydd hyn.

### RHEOLAETH FEWNOL

Yr Awdurdod sy'n gyfrifol yn y pen draw am gynnal system gadarn o reolaeth fewnol i ddiogelu asedau S4C ac adolygu'i heffeithiolrwydd. Bwriedir system o'r fath i reoli yn hytrach na dileu'r perygl o fethiant i gyflawni amcanion busnes. Mae cyfyngiadau cynhenid mewn unrhyw system reoli, a chan hynny dim ond sicrwydd rhesymol ac nid sicrwydd llwyr y gall hyd yn oed y systemau mwyaf effeithiol ei ddarparu yn erbyn camddatganiad neu golled sylwedol.

Yn sgîl cyhoeddi arweiniad i gyfarwyddwyr ar reolaeth fewnol, Rheolaeth Fewnol; Arweiniad i Gyfarwyddwyr ar y Côd Cyfun (arweiniad Turnbull), mae'r Awdurdod yn cadarnhau bod yna broses barhaus ar gyfer adnabod, gwerthuso a rheoli'r risgiau sylwedol a wynebir gan y grŵp, sydd wedi bod yn ei lle ar gyfer y flwyddyn dan sylw a hyd at ddyddiad cymeradwy y Datganiad Ariannol, a bod y broses hon yn cael ei harolygu'n gyson gan yr Awdurdod a'i bod yn cydymffurfio â'r arweiniad.

Elfennau allweddol y system reolaeth fewnol yw:

### AMGYLCHEDD RHEOLI-

Mae'r Awdurdod, yn gweithredu drwy'r Pwyllgor Archwilio a Rheoli Risg, wedi rhoi strwythur trefniadol ar waith sy'n diffinio cyfrifoldebau clir dros reolaeth fewnol.

Mae yna system adroddiadau rheolaeth gynhwysfawr sy'n cynnwys paratoi cyllidebau blynnyddol gan bob canolfan cost. Caiff y cyllidebau hyn eu cadarnhau wedyn gan yr Awdurdod fel rhan o'r gyllideb gyffredinol am y flwyddyn. Caiff canlyniadau'r canolfannau cost eu hadrodd yn fisol a'u cymharu â'r gyllideb. Archwili'r amrywiadau sylwedol o'r gyllideb fel sy'n briodol. Paratoir rhagolygon o ymrwymiadu yn rheolaidd drwy gydol y flwyddyn.

### REMUNERATION

The remuneration and term of appointment of the Chair and the members of the Authority is determined in each case by the Secretary of State for Culture, Media and Sport. The Authority declined the pay rise proposed by the DCMS.

The remuneration of the Chief Executive and the Secretary to the Authority is determined by the Authority. The remuneration of the Management Team is determined by the Chief Executive within a framework agreed by the Personnel and Remuneration Committee of the Authority. Members of the Personnel and Remuneration Committee during the year were Bill Davies (Chair), Sir Roger Jones and Cenwyn Edwards.

The salaries of other members of staff are determined by the Chief Executive and the Management Team within the annual budget approved by the Authority.

General salary increases for all members of staff are determined by the Authority on the recommendation of the Chief Executive and the Management Team. On 1 January 2010, the Authority approved a pay freeze for all members of staff.

### ACCOUNTABILITY AND AUDIT

The Authority presents a balanced assessment of S4C's position and prospects in the information required to be presented by statutory requirements.

Members of the Audit and Risk Management Committee of the Authority during the year comprised Rheon Tomos (Chair), Cenwyn Edwards, Sir Roger Jones, Dyfrig Jones and John Davies. All are independent non-executive members.

The terms of reference of the Committee include keeping under review the scope and results of both the internal and external audits and their cost effectiveness.

The Committee ensures the independence of the internal auditors and reviews the independence and objectivity of the external auditors. This includes reviewing the nature and extent of non-audit services supplied by the external auditors to the Authority, seeking to balance objectivity and value for money.

The Chair of the Authority, the Chief Executive, the Secretary to the Authority and the Director of Finance and Human Resources normally attend meetings of the Audit and Risk Management Committee. Other Authority members may also attend these meetings.

### INTERNAL CONTROL

The Authority is ultimately responsible for maintaining a sound system of internal control to safeguard the assets of S4C and for reviewing its effectiveness. Such a system is designed to manage, but not eliminate the risk of failure to achieve business objectives. There are inherent limitations in any control system and accordingly even the most effective systems can provide only reasonable and not absolute assurance against material misstatement or loss.

Following publication of guidance for directors on internal control, Internal Control; Guidance for Directors on the Combined Code (the Turnbull guidance), the Authority confirms that there is an ongoing process for identifying, evaluating and managing the significant risks faced by the group, that has been in place for the year under review and up to the date of approval of the Statement of Accounts, and that this process is regularly reviewed by the Authority and accords with the guidance.

The key features of the system of internal control are as follows:

### CONTROL ENVIRONMENT-

The Authority, acting through the Audit and Risk Management Committee, has put in place an organisational structure with clearly defined responsibilities for internal control.

There is a comprehensive management reporting system which involves the preparation of annual budgets by all cost centres. These budgets are then approved by the Authority as part of the overall budget for the year. The results of the cost centres are reported monthly and compared to the budget. Significant variances from budget are investigated as appropriate. Forecasts of commitments are prepared regularly throughout the year.

### TREFNWEITHIAU RHEOLAETH—

Mae'r trefnweithiau ar gyfer gweithrediadau wedi'u dogfennu yn y Trefnweithiau Rheolaeth Fewnol. Mae goblygiadau newidiadau yn y gyfraith a rheoliadau'n cael eu hystyried yn y trefnweithiau hyn.

Mae pob canolfan cost yn cynnal rheolaeth ariannol a threfnweithiau cymwys i'w hamgylchedd busnes ei hunan sy'n cydymffurfio gyda'r safonau a'r canllawiau a gymeradwywyd gan yr Awdurdod.

### Y BROSES FONITRO—

Mae'r Pwyllgor Archwilio a Rheoli Risg yn derbyn ac yn ystyried adroddiadau ar y system o reolaeth ariannol fewnol oddi wrth y rheolwyr a'r swyddogaeth archwiliad mewnol.

Mae'r Awdurdod yn cadarnhau iddo gynnal adolygiad o effeithiolrwydd system rheolaeth fewnol S4C ar gyfer y flwyddyn ariannol a hyd at ddyddiad yr adroddiad hwn, yn unol â'r arweiniad a nodir yn Rheolaeth Fewnol; Arweiniad i Gyfarwyddwyr ar y Côd Cyfun (arweiniad Turnbull).

Yn benodol, mae wedi arolygu'r prosesau sydd wedi'u sefydlu ar gyfer adnabod a gwerthuso'r risgiau sylweddol sy'n effeithio ar y busnes ac wedi cytuno protocol ar gyfer monitro'r polisiau a'r drefn a ddefnyddir i reoli'r risgiau hyn yn y dyfodol. Mae hyn wedi'i atgyfnherthu drwy fabwysiadu dulliau sydd yn arwain staff yn eu hymddygiad busnes, gan gynnwys y Trefnweithiau Rheolaeth Fewnol a'r llawlyfr staff, a gymeradwywyd gan yr Awdurdod, sy'n darparu arweiniad ymarferol i'r holl staff. Mae yna hefyd bolisiau grŵp a threfn cyflogedigion ar gyfer adrodd ar a datrys unrhyw weithgareddau twyllodrus a amheur.

Mae'r Tîm Rheoli yn gyfrifol am adnabod a gwerthuso'r risgiau sylweddol sy'n berthnasol i'w meysydd busnes, ynghyd â chynllunio a gweithreded rheolaeth fewnol briodol. Asesir y risgiau hyn ar sail barhaus a gallant fod yn gysylltiedig ag amrywiaeth o ffynonellau mewnol ac allanol gan gynnwys toriadau mewn goruchwyliaeth, amhariad ar y systemau gwybodaeth, cystadleuaeth, trychimebau naturiol a gofynion rheoleiddio.

Cynhalwyd swyddogaeth archwilio mewnol drwy gydol y flwyddyn i ddarparu sicrwydd i'r Awdurdod ynglŷn â gweithrediadau a dilysrwydd y system rheolaeth fewnol. Mae gweithrediadau cywiros arfaethedig yn cael eu monitro'n annibynnol gan y Pwyllgor Archwilio a Rheoli Risg i sicrhau bod y gwaith yn cael ei gwblhau mewn da bryd. Mae archwiliwr mewnol yn arolygu'n annibynnol y broses reoli a weithredir gan y rheolwyr gan adrodd i'r swyddog cyfrifo a'r Pwyllgor Archwilio a Rheoli Risg. Mae'r Pwyllgor Archwilio a Rheoli Risg yn arolygu'r drefn sicrwydd, gan wneud yn siŵr bod cymysgfa briodol o dechnegau'n cael eu defnyddio i gael y lefel sicrwydd y gofynnir amdani gan yr Awdurdod. Mae'r Pwyllgor Archwilio a Rheoli Risg yn cyflwyno'i gasgliadau i'r Awdurdod.

Mae'r Prif Weithredwr hefyd yn adrodd i'r Awdurdod ar ran y Tîm Rheoli ar newidiadau sylweddol yn y busnes a'r amgylchedd allanol sy'n effeithio ar risgiau sylweddol. Mae'r Cyfarwyddwr Cyllid ac Adnoddau Dynol yn cyflwyno gwybodaeth ariannol yn fisol i'r Awdurdod sy'n cynnwys y prif arwyddion ynglŷn â pherfformiad a risg. Pan nodir lle y gellid gwella'r system, mae'r Awdurdod yn ystyried yr argymhellion a wnaethpwyd gan y Tîm Rheoli a'r Pwyllgor Archwilio a Rheoli Risg.

Mae'r Pwyllgor Archwilio a Rheoli Risg yn arolygu'r broses rheoli risg ac yn ystyried:

- awdurdod, adnoddau a chydlyniant pawb sydd ynghlwm wrth y gwaith o ddynodi, asesu a rheoli risgiau sylweddol a wynebir gan yr Awdurdod;
- yr ymateb i'r risgiau sylweddol a ddynodwyd gan y rheolwyr ac eraill;
- y gwaith monitro ar yr adroddiadau a dderbyniwyd gan y rheolwyr;
- y gofal am amgylchedd rheoli sy'n anelu at gadw rheolaeth briodol ar risg;
- y gweithdrefnau adrodd blynnyddol.

Mae'r Pwyllgor Archwilio a Rheoli Risg hefyd yn cadw cysylltiad â'r holl newidiadau a wnaed i'r system ac yn cadw golwg ar agweddau y mae angen eu gwella. Cyflwyna adroddiadau ar y cyfryw bethau i'r Awdurdod.

### CONTROL PROCEDURES—

Operational procedures are documented in the Internal Control Procedures Manual. The implications of changes in law and regulations are taken into account within these procedures.

Each cost centre maintains financial controls and procedures appropriate to its own business environment conforming to the standards and guidelines approved by the Authority.

### MONITORING PROCESS—

The Audit and Risk Management Committee receives and considers reports on the system of internal financial control from management and the internal audit function.

The Authority confirms that it has conducted a review of the effectiveness of the system of internal controls of S4C for the financial year and up to the date of this report in accordance with the guidance set out in Internal Control; Guidance for Directors on the Combined Code (the Turnbull guidance).

In particular, it has reviewed the processes in place for identifying and evaluating the significant risks affecting the business and has agreed the protocol for future monitoring of policies and procedures by which these risks are managed. This has been reinforced by the adoption of various procedures which guide staff on their business conduct, including the Internal Control Procedures Manual and the staff handbook, approved by the Authority, which provide practical guidance for all staff. There are also supporting group policies and employee procedures for the reporting and resolution of suspected fraudulent activities.

The Management Team is responsible for the identification and evaluation of significant risks applicable to their areas of business, together with the design and operation of suitable internal controls. These risks are assessed on a continuous basis and may be associated with a variety of internal or external sources including control breakdowns, disruption in information systems, competition, natural catastrophe and regulatory requirements.

An internal audit function has been maintained throughout the year to provide assurance to the Authority as to the operation and validity of the system of internal control. Planned corrective actions are independently monitored by the Audit and Risk Management Committee for timely completion. Internal auditors independently review the control process implemented by management and report to the accounting officer and the Audit and Risk Management Committee. The Audit and Risk Management Committee reviews the assurance procedures, ensuring that an appropriate mix of techniques is used to obtain the level of assurance required by the Authority. The Audit and Risk Management Committee presents its findings to the Authority.

The Chief Executive also reports to the Authority on behalf of the Management Team on significant changes in the business and the external environment which affect significant risks. The Director of Finance and Human Resources provides the Authority with monthly financial information which includes key performance and risk indicators. Where areas for improvement in the system are identified, the Authority considers the recommendations made by the Management Team and the Audit and Risk Management Committee.

The Audit and Risk Management Committee reviews the risk management and control process and considers:

- the authority, resources and co-ordination of those involved in the identification, assessment and management of significant risks faced by the Authority;
- the response to the significant risks which have been identified by management and others;
- the monitoring of the reports from management;
- the maintenance of a control environment directed towards the proper management of risk;
- the annual reporting procedures.

Additionally, the Audit and Risk Management Committee keeps abreast of all changes made to the system and follows up on areas which require improvement. It reports such matters to the Authority.

## BUSNES BYW

Gan ystyried y llythyr am y drefn ariannu a dderbyniwyd gan yr Ysgrifennydd Gwladol sy'n rhoi manylion cyfanswm y cyllid arfaethedig i S4C hyd at 31 Mawrth 2015, mae gan yr Awdurdod ddisgwyliad rhesymol fod gan S4C adnoddau digonol i ddal ati i weithredu hyd y gellir rhagweld. Am y rheswm hwnnw, mae'n parhau i baratoi Datganiad Ariannol ar sail bod yn fusnes byw.

## DATGANIAD CYFRIFOLDEAU – PARATOI DATGANIADAU CYLLIDOL

- (a) Mae'n ofyniad hanfodol o dan gyfraith cwmniau'r Deyrnas Unedig i gyfarwyddwyr sicrhau bod datganiadau ariannol am bob blwyddyn ariannol yn cael eu paratoi gan roi darlun gwir a theg o seyllfa eu cwmni ar ddiwedd y flwyddyn ariannol ac o'r elw neu golled am y cyfnod hwnnw.
- (b) At hynny, mae'n ofynnol i gyfarwyddwyr:
  - fabwsiadu polisiau cyfrifon addas a'u defnyddio'n gyson;
  - lunio arfarniadau a gwneud amcangyfrifon yn rhesymol ac yn ddoeth;
  - gydymffurfio â safonau cyfrifo sy'n gymwys;
  - barato'i'r datganiadau ariannol ar sail busnes sy'n fyw oni bai ei bod yn anaddas i gymryd bod y cwmni am barhau mewn busnes.
- (c) Mae cyfarwyddwyr hefyd yn gyfrifol am:
  - sicrhau bod cofnodion cyfrifo digonol yn cael eu cadw i ddiogelu asedau'r cwmni;
  - gymryd camau rhesymol i atal ac i ddarganfod twyll ac unrhyw afreoleidd-dra arall.

Cyn belled â bod y cyfarwyddwyr yn ymwybodol:  
nid oes unrhyw wybodaeth berthnasol nad yw archwiliwyr y grŵp yn ymwybodol ohono; ac mae'r cyfarwyddwyr wedi cymryd pob cam y dylent fod wedi ei gymryd er mwyn gwneud eu hunain yn ymwybodol o unrhyw wybodaeth archwiliadol berthnasol ac i sefydlu fod yr archwiliwyr yn ymwybodol o'r wybodaeth yna.

Mae'r cyfarwyddwyr yn gyfrifol am gynhaliaeth a chywirdeb yr wybodaeth gorfforaethol ac ariannol sydd wedi ei chynnwys ar wefan y cwmni. Gall deddfwriaeth y Deyrnas Unedig sydd yn rheoli paratoi a dosbarthu datganiadau ariannol fod yn wahanol i ddeddfwriaeth mewn awdurdodaethau eraill.

Yn achos S4C, mae'r cyfrifoldeb am baratoi Datganiad Ariannol yn disgyn ar yr Awdurdod fel corff statudol o dan Ddeddf Darlledu 1990 Atodlen 6 paragraffau 12 a 13 (fel yr addaswyd gan Adran 81 Deddf Darlledu 1996, Deddf Cwmniau 1989 (Cymhwyster ar gyfer Apwyntiad i fod yn Archwiliwyr Cwmni) (Diwygiadau Canlyniadol) Rheoliadau 1991 a pharagraff 71 rhan 1 Atodlen 15 Ddeddf Cyfathrebiadau 2003).

Mae'r Prif Weithredwr, yng hyd â'r Cyfarwyddwr Cyllid, yn rhinwedd ei swyddogaeth fel swyddog cyfrifo, yn gyfrifol am sicrhau bod y Datganiad Ariannol yn cael ei baratoi, ac am weithredu'r camau rheoli.

Mae'r Awdurdod yn cadarnhau bod Datganiad Ariannol S4C yn cydymffurfio â'r holl ofynion priodol. Mae'r Awdurdod yn ystyried ei fod yn cyflawni ei gyfrifoldebau ym mhob un o'r agweddau uchod.

## ARCHWILWYR

Mae Grant Thornton UK LLP, sydd yn cynnig eu hunain fel archwiliwyr yn unol ag Adran 56 (3) a pharagraffau 12 (2) a (3) Atodlen 6 Deddf Darlledu 1990 (fel yr addaswyd), wedi mynegi eu parodrwydd i barhau yn y swydd. Ceir eu hadroddiad ar y Datganiad Ariannol a Llywodraethiant Corfforaethol ar dudalennau 104 i 105.

Ar orchymyn yr Awdurdod

**Arwel Ellis Owen**    **Kathryn Morris**  
Prif Weithredwr    Cyfarwyddwr Cyllid  
28 Mehefin 2011    28 Mehefin 2011

## GOING CONCERN

Having regard to the funding settlement letter received from the Secretary of State which details the proposed total funding of S4C up to 31 March 2015, the Authority has a reasonable expectation that S4C has adequate resources to continue in operational existence for the foreseeable future. For this reason, it continues to adopt the going concern basis in preparing the Statement of Accounts.

## STATEMENT OF RESPONSIBILITIES – PREPARATION OF FINANCIAL STATEMENTS

- (a) There is an overriding requirement under United Kingdom company law for directors to ensure that financial statements are prepared for each financial year which give a true and fair view of the state of affairs of their company as at the end of the financial year and of the profit or loss for that period.
- (b) In addition, directors are required:
  - to adopt appropriate accounting policies and apply them consistently;
  - to make judgements and estimates reasonably and prudently;
  - to comply with applicable accounting standards;
  - to prepare the financial statements on a going concern basis unless it is inappropriate to assume that the company will continue in business.
- (c) It is the responsibility of directors to:
  - ensure that adequate accounting records are maintained to safeguard the assets of the company;
  - take reasonable steps to prevent and detect fraud and other irregularities.

In so far as the directors are aware:

there is no relevant audit information of which the group's auditors are unaware;  
and the directors have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In the case of S4C, responsibility for the preparation of a Statement of Accounts is placed on the Authority as a statutory body by the Broadcasting Act 1990 Schedule 6 paragraphs 12 and 13 (as amended by Section 81 of the Broadcasting Act 1996, the Companies Act 1989 (Eligibility for Appointment as Company Auditor) (Consequential Amendments) Regulations 1991 and paragraph 71 part 1 of Schedule 15 to the Communications Act 2003).

The Chief Executive, together with the Director of Finance, as accounting officer, has responsibility for ensuring that the Statement of Accounts is prepared and for the implementation of controls.

The Authority confirms that S4C's Statement of Accounts complies with all appropriate requirements. The Authority considers that it is discharging its responsibilities in all the above respects.

## AUDITORS

Grant Thornton UK LLP, who offer themselves for reappointment in accordance with Section 56 (3) and paragraphs 12 (2) and (3) of Schedule 6 to the Broadcasting Act 1990 (as amended), have expressed their willingness to continue in office. Their report on the Statement of Accounts and Corporate Governance is given on pages 104 to 105.

By order of the Authority

**Arwel Ellis Owen**    **Kathryn Morris**  
Chief Executive    Director of Finance  
28 June 2011    28 June 2011

# ADRODDIAD YR ARCHWILWYR ANNIBYNNOL I AELODAU AWDURDOD S4C

Rydym wedi archwilio Datganiad Ariannol S4C ar gyfer y flwyddyn a ddaeth i ben ar 31 Rhagfyr 2010, sy'n cynnwys y cyfrif elw a cholled cyfun, y mantolen gyfun, mantolen S4C, y datganiad o lifarian cyfun, y datganiad cyfanswm yr enillion a cholledion cydnabyddedig a'r nodiadau cysylltiedig. Y fframwaith adrodd ariannol a weithredwyd wrth eu paratoi yw'r gyfraith berthnasol a Safonau Cyfrifo'r Deyrnas Unedig (Arfer Cyfrifyddu a Dderbynir yn Gyffredinol yn y Deyrnas Unedig).

Caiff yr adroddiad hwn ei gyflwyno i aelodau'r Awdurdod yn unig, fel corff, yn unol â pharagraff 13 (2) Atodlen 6 Deddf Darlledu 1990 (fel yr addaswyd). Cynhalwyd ein gwaith archwilio er mwyn i ni allu datgan i aelodau'r Awdurdod ynghylch y materion hynny y mae gofyn i ni ddatgan yn eu cylch mewn adroddiad archwilwyr, ac nid am unrhyw ddiben arall. I'r graddau llawn a ganiateir gan y gyfraith, nid ydym yn derbyn nac yn cymryd cyfrifoldeb i unrhyw un ac eithrio'r Awdurdod ac aelodau'r Awdurdod fel corff, am ein gwaith archwilio, ar gyfer yr adroddiad hwn, neu am y safbwytiau a ffurfiwyd gennym.

## CYFRIFOLDEBAU PRIODOL AELODAU'R AWDURDOD A'R ARCHWILWYR

Fel yr esbonnir yn llawn yn y Datganiad Cyfrifoldebau ar dudalennau 102 i 103, mae aelodau'r Awdurdod yn gyfrifol am baratoi'r Datganiad Ariannol ac am deimlo'n fodlon eu bod yn cynnig darlun cywir a theg. Ein cyfrifoldeb ni yw archwilio'r Datganiad Ariannol yn unol â chyfraith berthnasol a'r Safonau Rhyngwladol ynghylch Archwilio (DU ac Iwerddon). Mae'r safonau hynny yn gofyn ein bod yn cydymffurfio gyda y Bwrdd Arferion Archwilio (APB) Safonau Moesegol i Archwilwyr.

## YSTOD YR ARCHWILIAD O'R DATGANIADAU ARIANNOL

Darparir disgrifiad o ystod archwiliad datganiadau ariannol ar wefan APB sef [www.frc.org.uk/apb/scope/private.cfm](http://www.frc.org.uk/apb/scope/private.cfm).

## BARN AM Y DATGANIAD ARIANNOL

Yn ein barn ni, mae'r Datganiad Ariannol:

- yn cynnig darlun cywir a theg o sefyllfa'r Awdurdod a S4C ar 31 Rhagfyr 2010 ac o ganlyniad yr Awdurdod ar gyfer y flwyddyn a ddaeth i ben ar yr adeg honno;
- wedi cael ei baratoi'n gywir yn unol ag Arfer Cyfrifyddu a Dderbynir yn Gyffredinol yn y Deyrnas Unedig; ac
- wedi cael ei baratoi yn unol â gofynion Deddf Darlledu 1990 (fel yr addaswyd) a Chyfarwyddyd yr Ysgrifennydd Gwladol ar Gyfrifon.

## BARN AM FATER ARALL A RAGNODIR GAN

### DDEDDF DARLLEDU 1990 (FEL YR ADDASWYD)

Yn ein barn ni, mae'r wybodaeth a nodir yn yr Adroddiad Blynnyddol ar gyfer y flwyddyn ariannol y caiff y Datganiadau Ariannol eu paratoi ar ei chyfer, yn cyd-fynd gyda'r Datganiad Ariannol.

## MATERION Y MAE GOFYN I NI ADRODD YN EU CYLCH DRWY EITHRIAD

Nid oes gennym unrhyw beth i'w adrodd ynghylch y materion canlynol, lle y mae Deddf Darlledu 1990 (fel yr addaswyd) yn mynnu ein bod yn adrodd i chi os yw'r canlynol wedi digwydd yn ein barn ni:

- nid oes cofnodion cyfrifyddu digonol wedi cael eu cadw, neu ni chafwyd ffurflenni sy'n ddigonol ar gyfer ein harchwiliad gan ganghennau nad ydym wedi ymweld â nhw; neu
- nid yw Datganiad Ariannol yr Awdurdod yn cyd-fynd gyda'r ffurflenni a'r cofnodion cyfrifyddu; neu
- nid yw datgeliadau penodol ynghylch tâl aelodau a nodir gan y gyfraith wedi cael eu gwneud; neu
- nid ydym wedi cael yr holl wybodaeth a'r esboniadau y mae angen i ni eu cael ar gyfer ein harchwiliad.

J. Geraint Davies

Archwiliwr Statudol Uwch  
dros ac ar ran Grant Thornton UK LLP

Archwiliwr Statudol, Cyfrifwyr Siartredig  
CAERDYDD

28 Mehefin 2011

# INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE S4C AUTHORITY

We have audited the Statement of Accounts of S4C for the year ended 31 December 2010 which comprises the consolidated profit and loss account, the consolidated and S4C balance sheets, the consolidated cashflow statement, the statement of total recognised gains and losses and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the Authority's members, as a body, in accordance with paragraph 13 (2) of schedule 6 to the Broadcasting Act 1990 (as amended). Our audit work has been undertaken so that we might state to the Authority's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Authority and the Authority's members as a body, for our audit work, for this report, or for the opinions we have formed.

## RESPECTIVE RESPONSIBILITIES OF AUTHORITY MEMBERS AND AUDITORS

As explained more fully in the Statement of Responsibilities set out on pages 102 to 103, the Authority members are responsible for the preparation of the Statement of Accounts and for being satisfied that it gives a true and fair view. Our responsibility is to audit the Statement of Accounts in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

## SCOPE OF THE AUDIT OF THE STATEMENT OF ACCOUNTS

A description of the scope of an audit of financial statements is provided on the APB's website at [www.frc.org.uk/apb/scope/private.cfm](http://www.frc.org.uk/apb/scope/private.cfm).

## OPINION ON THE STATEMENT OF ACCOUNTS

In our opinion the Statement of Accounts:

- gives a true and fair view of the state of the Authority's and S4C's affairs as at 31 December 2010 and of the Authority's result for the year then ended;
- has been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- has been prepared in accordance with the requirements of the Broadcasting Act 1990 (as amended) and the Secretary of State's Account Direction.

## OPINION ON OTHER MATTER PRESCRIBED

### BY THE BROADCASTING ACT 1990 (AS AMENDED)

In our opinion the information given in the Annual Report for the financial year for which the Statement of Accounts is prepared is consistent with the Statement of Accounts.

## MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

We have nothing to report in respect of the following matters where the Broadcasting Act 1990 (as amended) requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the Statement of Accounts of the Authority is not in agreement with the accounting records and returns; or
- certain disclosures of members' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

J. Geraint Davies

Senior Statutory Auditor  
for and on behalf of Grant Thornton UK LLP

Statutory Auditor, Chartered Accountants

CARDIFF

28 June 2011

**CYFRIF ELW A  
CHOLLED CYFUN  
AM Y FLWYDDYN  
A DERFYNODD  
31 RHAGFYR  
2010**

**CONSOLIDATED  
PROFIT AND LOSS  
ACCOUNT FOR  
THE YEAR ENDED  
31 DECEMBER  
2010**

	Nodyn	2010 £'000	2009 £'000
Incwm Cronfa'r Gwasanaeth Cyhoeddus a Throsiant y Gronfa Gyffredinol	2	104,399	104,947
Trosiant yr Awdurdod		104,399	104,947
Costau'r gwasanaeth rhaglenni		(97,217)	(97,299)
Costau darlledu a dosbarthu		(3,007)	(7,364)
Costau uniongyrchol eraill		(1,356)	(2,220)
Elw/(colled) gros		2,819	(1,936)
Costau gweithredu a gweinyddu	3	(4,015)	(3,786)
Colled gweithredol	3	(1,196)	(5,722)
Eitem eithriadol	2a	(5,869)	-
		(7,065)	(5,722)
Llog net	5	238	179
Colled ar weithgareddau cyffredin cyn trethiant		(6,827)	(5,543)
Trethiant ar golled ar weithgareddau cyffredin	6	-	-
Colled ar ôl trethiant		(6,827)	(5,543)
Trosglwyddiad o Gronfa'r Gwasanaeth Cyhoeddus	14	886	2,783
Cadwyd yn y Gronfa Gyffredinol	14	(5,941)	(2,760)

Mae'r nodiadau ar dudalennau 116 i 147 yn ffurfio rhan o'r Datganiad Ariannol.

	Note	2010 £'000	2009 £'000
Public Service Fund Income and General Fund Turnover	2	104,399	104,947
Turnover of the Authority		104,399	104,947
Cost of programme service		(97,217)	(97,299)
Transmission and distribution costs		(3,007)	(7,364)
Other direct costs		(1,356)	(2,220)
Gross profit/(loss)		2,819	(1,936)
Operational and administrative expenses	3	(4,015)	(3,786)
Operating loss	3	(1,196)	(5,722)
Exceptional item	2a	(5,869)	-
		(7,065)	(5,722)
Net interest	5	238	179
Loss on ordinary activities before taxation		(6,827)	(5,543)
Taxation on loss on ordinary activities	6	-	-
Loss after taxation		(6,827)	(5,543)
Transfer from the Public Service Fund	14	886	2,783
Retained in the General Fund	14	(5,941)	(2,760)

The notes on pages 116 to 147 form part of the Statement of Accounts.

# MANTOLEN GYFUN AR 31 RHAGFYR 2010

	Nodyn	2010 £000	2009 £000
<b>Asedau Sefydlog</b>			
Asedau diriaethol	8	7,172	7,244
Buddsoddiadau	9	131	6,000
		<b>7,303</b>	<b>13,244</b>
<b>Asedau Cyfredol</b>			
Stoc	10	16,182	16,829
Dyledwyr	11	2,196	2,168
Buddsoddiadau	12	27,631	26,653
Arian yn y banc ac mewn llaw		4,514	6,380
		<b>50,523</b>	<b>52,030</b>
Credydwyr: symiau i'w talu o fewn blwyddyn	13	(9,501)	(9,706)
<b>Asedau Cyfredol Net</b>		<b>41,022</b>	<b>42,324</b>
<b>Ased Pensiwn</b>	21	<b>1,600</b>	<b>100</b>
<b>Cyfanswm Asedau llai Rhwymedigaethau</b>		<b>49,925</b>	<b>55,668</b>
<b>Cronfeydd</b>			
Cronfa'r Gwasanaeth Cyhoeddus	14	26,713	27,399
Cronfa Gyffredinol	14	23,212	28,269
<b>Cyfanswm Cronfeydd</b>		<b>49,925</b>	<b>55,668</b>
Cymeradwywyd y Datganiad Ariannol gan yr Awdurdod ar 28 Mehefin 2011.			

**Huw Jones**  
Cadeirydd

**Arwel Ellis Owen**  
Prif Weithredwr

**Kathryn Morris**  
Cyfarwyddwr Cyllid

# CONSOLIDATED BALANCE SHEET AT 31 DECEMBER 2010

	Note	2010 £000	2009 £000
<b>Fixed Assets</b>			
Tangible assets	8	<b>7,172</b>	<b>7,244</b>
Investments	9	<b>131</b>	<b>6,000</b>
		<b>7,303</b>	<b>13,244</b>
<b>Current Assets</b>			
Stock	10	<b>16,182</b>	<b>16,829</b>
Debtors	11	<b>2,196</b>	<b>2,168</b>
Investments	12	<b>27,631</b>	<b>26,653</b>
Cash at bank and in hand		<b>4,514</b>	<b>6,380</b>
		<b>50,523</b>	<b>52,030</b>
Creditors: amounts falling due within one year	13	<b>(9,501)</b>	<b>(9,706)</b>
<b>Net Current Assets</b>		<b>41,022</b>	<b>42,324</b>
<b>Pension Asset</b>	21	<b>1,600</b>	<b>100</b>
<b>Total Assets less Liabilities</b>		<b>49,925</b>	<b>55,668</b>
<b>Reserves</b>			
Public Service Fund	14	<b>26,713</b>	<b>27,399</b>
General Fund	14	<b>23,212</b>	<b>28,269</b>
<b>Total Reserves</b>		<b>49,925</b>	<b>55,668</b>

The Statement of Accounts was approved by the Authority on 28 June 2011.

**Huw Jones**  
Chairman

**Arwel Ellis Owen**  
Chief Executive

**Kathryn Morris**  
Director of Finance

# MANTOLEN S4C AR 31 RHAGFYR 2010

	Nodyn	£000	2010 £000	£000	2009 £000
<b>Asedau Sefydlog</b>					
Asedau diriaethol	8	7,172		7,244	
Buddsoddiadau	9	-		-	
		7,172		7,244	
<b>Asedau Cyfredol</b>					
Stoc	10	16,182		16,829	
Dyledwyr	11	6,545		7,126	
Arian yn y banc ac mewn llaw		4,122		4,426	
		26,849		28,381	
Credydwyr: symiau i'w talu o fewn blwyddyn	13	(8,908)		(8,326)	
Asedau Cyfredol Net		17,941		20,055	
Ased Pensiwn	21	1,600		100	
Cyfanswm Asedau llai Rhwymedigaethau		26,713		27,399	
<b>Cronfeydd</b>					
Cronfa'r Gwasanaeth Cyhoeddus	14	26,713		27,399	
Cronfa Gyffredinol	14	-		-	
Cyfanswm Cronfeydd		26,713		27,399	
<b>Cymeradwywyd y Datganiad Ariannol gan yr Awdurdod ar 28 Mehefin 2011.</b>					

**Huw Jones**  
Cadeirydd

**Arwel Ellis Owen**  
Prif Weithredwr

**Kathryn Morris**  
Cyfarwyddwr Cyllid

# S4C BALANCE SHEET AT 31 DECEMBER 2010

	Note	£000	2010 £000	£000	2009 £000
<b>Fixed Assets</b>					
Tangible assets	8	7,172		7,244	
Investments	9	-		-	
		7,172		7,244	
<b>Current Assets</b>					
Stock	10	16,182		16,829	
Debtors	11	6,545		7,126	
Cash at bank and in hand		4,122		4,426	
		26,849		28,381	
Creditors: amounts falling due within one year	13	(8,908)		(8,326)	
Net Current Assets		17,941		20,055	
Pension Asset	21	1,600		100	
Total Assets less Liabilities		26,713		27,399	
<b>Reserves</b>					
Public Service Fund	14	26,713		27,399	
General Fund	14	-		-	
Total Reserves		26,713		27,399	

The Statement of Accounts was approved by the Authority on 28 June 2011.

**Huw Jones**  
Chairman

**Arwel Ellis Owen**  
Chief Executive

**Kathryn Morris**  
Director of Finance

**DATGANIAD LLIF  
ARIAN CYFUN  
AM Y FLWYDDYN  
A DERFYNODD  
31 RHAGFYR  
2010**

**CONSOLIDATED  
CASH FLOW  
STATEMENT FOR  
THE YEAR ENDED  
31 DECEMBER  
2010**

	Nodyn	2010 £000	2009 £000
Allanlif net ariannol o weithgareddau gweithredol	15	(1,521)	(2,175)
Enillion ar fuddsoddiadau a chostau benthyciadau			
Llog a dderbyniwyd		238	179
Mewnlif net ariannol o enillion ar fuddsoddiadau a chostau benthyciadau		238	179
Trethiant		-	-
Pryniant cyfalafol a buddsoddiadau ariannol			
Pryniant asedau sefydlog diriaethol		(584)	(338)
Gwerthiant asedau sefydlog diriaethol	1	1	2
Allanlif net ariannol o bryniant cyfalafol a buddsoddiadau ariannol		(583)	(336)
Lleihad mewn arian	16	(1,866)	(2,332)

Mae'r nodiadau ar dudalennau 116 i 147 yn ffurfio rhan o'r Datganiad Ariannol.

	Note	2010 £000	2009 £000
Net cash outflow from operating activities	15	(1,521)	(2,175)
Returns on investments and servicing of finance			
Interest received		238	179
Net cash inflow from returns on investments and servicing of finance		238	179
Taxation		-	-
Capital expenditure and financial investments			
Purchase of tangible fixed assets		(584)	(338)
Sale of tangible fixed assets	1	1	2
Net cash outflow from capital expenditure and financial investment		(583)	(336)
Decrease in cash	16	(1,866)	(2,332)

The notes on pages 116 to 147 form part of the Statement of Accounts.

# PRIF DDATGANIAD ARALL —DATGANIAD CYFANSWM YR ENILLION A CHOLLEDION CYDNABYDDEDIG (STRGL)

# OTHER PRIMARY STATEMENT —STATEMENT OF TOTAL RECOGNISED GAINS AND LOSSES (STRGL)

	2010 £000	2009 £000
Colled ar weithgareddau cyffredin ar ôl trethiant Trosglwyddiad o Gronfa Gwasanaeth Cyhoeddus Newid yng ngwerth marchnadol y buddsoddiad asedau cyfredol Enillion/(Colledion) actiwaraid ar asedau a rhwymedigaethau'r cynllun pensiwn	(6,827) 886 883 200	(5,543) 2,783 5,122 (1,600)
Cyfanswm y (colledion)/enillion cydnabyddedig yn ystod y flwyddyn	(4,858)	762

Mae'r nodiadau ar dudalennau 116 i 147  
yn ffurfio rhan o'r Datganiad Ariannol.

	2010 £000	2009 £000
Loss on ordinary activities after taxation Transfer from the Public Service Fund Change in market value of current asset investment Actuarial gain/(loss) on the pension scheme assets and liabilities	(6,827) 886 883 200	(5,543) 2,783 5,122 (1,600)
Total recognised (losses)/gains for the year	(4,858)	762

The notes on pages 116 to 147 form  
part of the Statement of Accounts.

# NODIADAU I'R CYFRIFON AM Y FLWYDDYN A DERFYNODD 31 RHAGFYR 2010

# NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2010

## 1. POLISIAU CYFRIFO

Gwelir isod brif polisiau cyfrifo'r Awdurdod.

### (A) SAIL PARATO'I'R DATGANIAD ARIANNOL

Paratowyd y Datganiad Ariannol o dan y confensiwn costau hanesyddol addasedig ac yn unol â pharagraff 12 (1) Atodlen 6 Deddf Darlledu 1990 (fel yr addaswyd), y Cyfarwyddyd Cyfrifon a ryddhawyd gan yr Ysgrifennydd Gwladol a safonau cyfrifo perthnasol. Ceir copi o'r Cyfarwyddyd Cyfrifon o Swyddfa'r Wasg yn S4C.

### (B) SAIL CYFUNO

Mae'r Datganiad Ariannol cyfun yn ymgorffori rhai S4C a'i his-ymgymeriadau (gweler nodyn 9) a luniwyd hyd at 31 Rhagfyr 2010. Caiff elw neu golledion ar drafodion grŵp eu dileu'n llawn. Pan gaiff is-gwmni ei brynu, caiff holl asedau a rhwymedigaethau'r is-gwmni sy'n bodoli ar ddyddiad ei brynu eu cofnodi yn ôl eu gwerthoedd teg gan adlewyrchu eu cyflwr ar y dyddiad hwnnw.

### (C) INCWM

- (i) Cynhwysir incwm o'r Adran dros Ddiwylliant, Cyfryngau a Chwaraeon yn y cyfrif elw a cholled pan y'i derbynir.
- (ii) Mae incwm arall, sydd yn cynnwys incwm o werthu amser hysbysebu, hawliau mewn rhaglenni teledu, nawdd, marsiandio, cyhoeddi, a gweithgareddau buddsoddi yn cael ei gydnabod yn y cyfrif elw a cholled ar sail gronnol.

### (CH) COSTAU RHAGLENNI

Caiff costau rhaglenni'r gwasanaeth cyhoeddus sydd wedi'u comisiynu eu dileu'n llwyr ar y darllediad cyntaf neu pan ddaw yn glir na fydd darllediad.

### (D) STOC RHAGLENNI A STOC ARALL

Mae costau uniongyrchol a gyfyd wrth gomisiynu neu brynu rhaglenni i'r gwasanaeth cyhoeddus sydd heb eu darlledu yn ymddangos fel stoc, ar ôl darparu ar gyfer gwariant ar ddeunydd nad yw'n debygol o gael ei ddarlledu. Am gyfres o raglenni, mae'r dosraniad stoc rhwng rhaglenni a orffenwyd ond heb eu darlledu a rhaglenni ar ganol eu cynhyrchu wedi ei seilio ar gyfanswm y gost hyd yn hyn ynghyd â chost gytundebol pob pennod a gwblhawyd.

Diffinnir cost uniongyrchol fel taliadau a wnaed neu sy'n ddyledus i gwmniau cynhyrchu neu gyflenwyr rhaglenni.

### (DD) INCWM A DDERBYNIWYD CYN Y GWARIANT PERTHYNOL

Oherwydd y polisiau uchod, derbynwyd incwm o'r Adran dros Ddiwylliant, Cyfryngau a Chwaraeon cyn cynnwys yr holl gostau yn y cyfrif elw a cholled. Ar ddyddiad y fantolen, trosglwyddir unrhyw incwm a dderbynir ymlaen llaw i Gronfa'r Gwasanaeth Cyhoeddus. Pan mae costau perthynol yn codi, trosglwyddir symiau cyfatebol o incwm perthnasol o Gronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled. Mae'r cyfrif elw a cholled felly yn cynnwys trosglwyddiad net i Gronfa'r Gwasanaeth Cyhoeddus, neu oddi wrtho, yn adlewyrchu'r trosglwyddiadau hyn.

### (E) BUDDSODDIADAU

Cyfrifir buddsoddiadau yn ôl yr hyn a dalwyd amdanynt llai unrhyw symiau sydd wedi'u dileu.

## 1. ACCOUNTING POLICIES

The principal accounting policies of the Authority are set out below.

### (A) BASIS OF PREPARATION OF STATEMENT OF ACCOUNTS

The Statement of Accounts has been prepared under the modified historical cost convention and in compliance with paragraph 12 (1) of Schedule 6 to the Broadcasting Act 1990 (as amended), the Accounts Direction issued by the Secretary of State and applicable accounting standards. A copy of the Accounts Direction can be obtained from S4C's Press Office.

### (B) BASIS OF CONSOLIDATION

The consolidated Statement of Accounts incorporate those of S4C and of its subsidiary undertakings (see note 9) drawn up to 31 December 2010. Profits or losses on intra - group transactions are eliminated in full. On acquisition of a subsidiary, all of the subsidiary's assets and liabilities which exist at the date of acquisition are recorded at their fair values reflecting their condition at that date.

### (C) INCOME

- (i) Income from the Department for Culture, Media and Sport is credited to the profit and loss account when it is received.
- (ii) Other income, which includes income from sales of airtime, rights in television programmes, sponsorship, merchandising, publishing and investment activities, is recognised in the profit and loss account on an accruals basis.

### (D) COST OF PROGRAMMES

The cost of commissioned public service programmes is wholly written off on first transmission or as soon as it becomes apparent that no transmission will result.

### (E) PROGRAMME AND OTHER STOCKS

Direct costs incurred in the commissioning or purchase of public service programmes as yet untransmitted are carried forward as stock, after providing for expenditure on material which is unlikely to be transmitted. For a series of programmes, the allocation of stock between programmes completed but not yet transmitted and programmes in the course of production is based on total costs to date and the contractual cost per completed episode.

Direct cost is defined as payments made or due to production companies or programme suppliers.

### (F) INCOME RECEIVED IN ADVANCE OF RELATED EXPENDITURE

As a result of the above policies, income from the Department for Culture, Media and Sport is received in advance of all costs being charged to the profit and loss account. At the balance sheet date, any income received in advance is transferred to the Public Service Fund. As the related costs are charged, there is a corresponding transfer of the relevant income from the Public Service Fund to the profit and loss account. The profit and loss account therefore contains a net transfer to or from the Public Service Fund comprising these transfers.

### (G) INVESTMENTS

Investments are included at cost less amounts written off.

#### **(F) ASEDAU SEFYDLOG DIRIAETHOL**

Cyfrifir asedau sefydlog diriaethol yn ôl yr hyn a dalwyd amdanynt ynghyd ag unrhyw gostau prynu perthnasol, llai dibrisiant. Caiff dibrisiant ei gyfrif er mwyn dileu cost yr ased sefydlog diriaethol llai gweddill ei werth yn gyfartal dros y cyfnod yr amcangyfrifir y caiff ei ddefnyddio. Mae'r prif gyfraddau a ddefnyddir i'r diben hwn fel a ganlyn:

Offer a chyfarpar 20%  
 Adeiladau rhyddfraint dros 40 mlynedd

Caiff gwelliannau i adeiladau ar brydles fer eu dileu'n gyfartal dros gyfnod y brydles. Ni ddibrisir tir rhyddfraint.

#### **(FF) CYFRANIADAU PENSIWN**

Cynllun budd diffiniedig  
 Mae'r costau pensiwn a godir ar y cyfrif elw a cholled wedi'u seilio ar y dulliau a damcaniaethau actiwaraid sydd â'r amcan o wasgaru costau pensiwn disgwyliedig dros fywydau gwasanaethol y gweithwyr sydd yn y cynllun, er mwyn sicrhau bod y gost pensiwn rheolaidd yn cynrychioli canran sylwedol llyfn o'r gyflogres bensiynadwy gyfredol a'r dyfodol disgwyliedig. Gwastateir amrywiaethau o'r gost reolaidd dros weddill cyfartaledd bywydau gwasanaethol gweithwyr cyfredol y cynllun.

Cynllun cyfraniadau diffiniedig  
 Mae'r costau pensiwn a godir ar y cyfrif elw a cholled yn cynrychioli swm y cyfraniadau sy'n daladwy i'r cynllun ar gyfer y cyfnod cyfrifo.

#### **(G) ASEDAU WEDI EU PRYDLESU**

Caiff rhenti sydd yn daladwy o dan brydlesi gweithredol eu cynnwys yn gyfartal dros gyfnod y brydles drwy'r cyfrif elw a cholled.

#### **(NG) TRETHIANT**

Paratowyd y Datganiad Ariannol ar y sail na chodir unrhyw dreth ar symiau a dderbynia S4C oddi wrth yr Adran dros Ddiwylliant, Cyfryngau a Chwaraeon.

Codir treth gorfforaeth ar elw sy'n cael ei gynhyrchu gan is-ymgymriedau.

#### **(H) ARIAN TRAMOR**

Cynhwysir asedau a rhwymedigaethau mewn arian tramor yn ôl y gyfradd gyfnewid ar ddyddiad y fantolen. Cynhwysir trafodion yn ôl y gyfradd gyfnewid ar y dyddiad mae'n digwydd. Mae gwahaniaethau cyfnewid sy'n codi o werthiannau tramor a chyfnewid arian yn cael eu dangos yn y cyfrif elw a cholled.

#### **(I) BUDDSODDIADAU ASEDAU CYFREDOL**

Caiff buddsodiadau asedau cyfredol eu cofnodi yn ôl yr hyn a dalwyd amdanynt i ddechrau, yna cânt eu hailbrisio yn unol â'u gwerth ar y farchnad agored ar ddiweddu pob blwyddyn. Caiff unrhyw elw neu golled heb ei wireddu sy'n codi o ganlyniad i'r buddsodiadau, ei gydnabod yn uniongyrchol mewn ecwiti, trwy gyfrwng datganiad cyfanswm yr enillion a cholledion cydnabyddedig.

#### **2. GWYBODAETH RANNOL - DOSBARTHU BUSNES**

Derbynir incwm Cronfa'r Gwasanaeth Cyhoeddus er mwyn i'r Awdurdod gyflawni ei gyfrifoldebau gwasanaeth cyhoeddus (o fewn ystyr Adran 207 Deddf Cyfathrebiadau 2003). Mae trosiant y Gronfa Gyffredinol yn cynrychioli'r incwm a grëwyd gan weithgareddau masnachol a gweithgareddau nad ydynt yn rhan o'r gwasanaeth cyhoeddus fel y cantiateir o dan Adran 206 Deddf Cyfathrebiadau 2003 a'r darpariaethau trawsnewidiol ym mharagraff 27 Atodlen 18 Deddf Cyfathrebiadau 2003.

#### **(H) TANGIBLE FIXED ASSETS**

Tangible fixed assets are stated at cost, together with any incidental expenses of acquisition, less depreciation. Depreciation is calculated so as to write off the cost of the asset less its residual value on a straight line basis over its estimated useful life. The principal annual rates used for this purpose are as follows:

Plant and equipment 20%  
 Freehold buildings over 40 years

Improvements to short leasehold buildings are amortised on a straight line basis over the remaining period of the lease. Freehold land is not depreciated.

#### **(I) PENSION CONTRIBUTIONS**

Defined benefit scheme  
 The pension costs charged against the profit and loss account are based on the actuarial methods and assumptions designed to spread the anticipated pension costs over the service lives of the employees in the scheme, so as to ensure that the regular pension cost represents a substantially level percentage of the current and expected future pensionable payroll. Variations from regular cost are spread over the average remaining service lives of current employees in the scheme.

Defined contribution scheme

The pension costs charged to the profit and loss account represent the amount of the contributions payable to the scheme in respect of the accounting period.

#### **(J) LEASED ASSETS**

Operating lease rentals are charged to the profit and loss account on a straight line basis over the lease term.

#### **(K) TAXATION**

The Statement of Accounts is prepared on the basis that taxation is not levied in relation to amounts received by S4C from the Department for Culture, Media and Sport.

Profits generated by subsidiary undertakings are subject to corporation tax.

#### **(L) FOREIGN CURRENCIES**

Monetary assets and liabilities denominated in foreign currencies are translated at the rates of exchange ruling at the balance sheet date. Transactions are translated at the rate ruling at the date of the transaction. Exchange differences arising on translation and transactions in foreign currencies are dealt with through the profit and loss account.

#### **(M) CURRENT ASSET INVESTMENTS**

Current asset investments are initially recorded at cost and are revalued to their open market value at each year end. Any unrealised gain or loss arising on the investments shall be recognised directly in equity, through the statements of total recognised gains and losses.

#### **2. SEGMENTAL INFORMATION - CLASSES OF BUSINESS**

Public Service Fund income is received in order that the Authority may fulfil its public service responsibilities (within the meaning of Section 207 of the Communications Act 2003). General Fund turnover represents the income generated from commercial and other non-public service activities as permitted under Section 206 of the Communications Act 2003 and the transitional provisions contained in paragraph 27 of Schedule 18 to the Communications Act 2003.

### Incwm Cronfa'r Gwasanaeth Cyhoeddus a throsiant y Gronfa Gyffredinol

	2010 £000	2010 £000	2009 £000	2009 £000
Inewm Cronfa'r Gwasanaeth Cyhoeddus				
Incwm a dderbyniwyd oddi wrth ADDCCh	101,647		101,369	
Incwm arall	68		103	

Trosiant y Gronfa Gyffredinol

Gwerthiant rhagleni a hysbysebu Cyhoeddi a marsiandio	2,410 274		3,159 316	
	2,684		3,475	

Trosiant y grŵp

Ceir isod ddadansoddiad o drosiant y Gronfa Gyffredinol yn ôl marchnad ddaearyddol:

	2010 £000	2009 £000
Y Deyrnas Unedig	2,489	3,049
Gweddill Ewrop	84	318
Unol Daleithiau America	21	108
Gweddill y Byd	90	-
	2,684	3,475

### COLLED GWEITHREDOL

	2010 £000	2010 £000	2009 £000	2009 £000
Cronfa'r Gwasanaeth Cyhoeddus				
Gweithgareddau Cronfa'r Gwasanaeth Cyhoeddus	(2,519)		(5,926)	
	(2,519)		(5,926)	
Cronfa Gyffredinol				
Gwerthiant rhagleni a hysbysebu	562		1,013	
Cyhoeddi a marsiandio	257		112	
Gweithgareddau eraill	504		(921)	
	1,323		204	
	(1,196)		(5,722)	

### ASEDAU NET

	2010 £000	2010 £000	2009 £000	2009 £000
Cronfa'r Gwasanaeth Cyhoeddus				
Gweithgareddau Cronfa'r Gwasanaeth Cyhoeddus	26,713		27,399	
	26,713		27,399	
Cronfa Gyffredinol				
Gwerthiant rhagleni a hysbysebu	340		966	
Cyhoeddi a marsiandio	155		107	
Gweinyddiaeth	1		1	
Gweithgareddau eraill	22,716		27,195	
	23,212		28,269	
	49,925		55,668	

### Public Service Fund income and General Fund turnover

	2010 £000	2010 £000	2009 £000	2009 £000
Public Service Fund income				
Income received from the DCMS	101,647		101,369	
Other income	68		103	

General Fund turnover

Programme and airtime sales	2,410		3,159	
Publishing and merchandising	274		316	

Group turnover

An analysis of General Fund turnover by geographical market is given below:

	2010 £000	2009 £000
United Kingdom	2,489	3,049
The rest of Europe	84	318
United States of America	21	108
Rest of the World	90	-
	2,684	3,475

### OPERATING LOSS

	2010 £000	2009 £000
Public Service Fund		
Public Service Fund activities	(2,519)	(5,926)
	(2,519)	(5,926)
General Fund		
Programme and airtime sales	562	1,013
Publishing and merchandising	257	112
Other activities	504	(921)
	1,323	204
	(1,196)	(5,722)

### NET ASSETS

	2010 £000	2009 £000
Public Service Fund		
Public Service Fund activities	26,713	27,399
	26,713	27,399
General Fund		
Programme and airtime sales	340	966
Publishing and merchandising	155	107
Administration	1	1
Other trading activities	22,716	27,195
	23,212	28,269
	49,925	55,668

### 2a. EITEM EITHRIADOL

Cydnabuwyd ar ôl colled gweithredol:

	2010 £000	2009 £000
Gostyngiad parhaol mewn gwerth buddsoddiad	(5,869)	-
	<b>(5,869)</b>	<b>-</b>

### 3. COLLED GWEITHREDOL

Nodir y colled gweithredol ar ôl:

	2010 £000	2009 £000
Cost y gwasanaeth rhaglenni		
Dibrisiant ac amorteiddio	372	331
Costau staffio	7,215	6,891
Taliadau prydlesi gweithredol	60	51
Teithio a chynhaliaeth	106	106
Costau gweithredu a gweinyddu		
Costau staffio	1,364	1,288
Dibrisiant	320	329
Taliadau i'r archwiliwyr:		
Gwasanaethau archwilio	59	57
Gwasanaethau eraill	8	1
Costau gweinyddu eraill	2,177	2,022
Taliadau prydlesi gweithredol:		
Tir ac adeiladau	32	32
Arall	20	22
Teithio a chynhaliaeth	35	35
	<b>4,015</b>	<b>3,786</b>

Mae'r dadansoddiad o gostau gweithredu a gweinyddu fel a ganlyn:

	2010 £000	2009 £000
Costau Cronfa'r Gwasanaeth Cyhoeddus	3,867	3,613
Costau'r Gronfa Gyffredinol	148	173
	<b>4,015</b>	<b>3,786</b>

### 2a. EXCEPTIONAL ITEM

Recognised below operating loss:

	2010 £000	2009 £000
Permanent diminution in valuation of investment	(5,869)	-
	<b>(5,869)</b>	<b>-</b>

### 3. OPERATING LOSS

Operating loss is stated after:

	2010 £000	2009 £000
Cost of programme service		
Depreciation and amortisation	372	331
Staff costs	7,215	6,891
Operating lease costs	60	51
Travel and subsistence	106	106
Operational and administrative expenses		
Staff costs	1,364	1,288
Depreciation	320	329
Auditors' remuneration:		
Audit services	59	57
Other services	8	1
Other administrative expenses	2,177	2,022
Operating lease costs:		
Land and buildings	32	32
Other	20	22
Travel and subsistence	35	35
	<b>4,015</b>	<b>3,786</b>

The operational and administrative expenses can be analysed as follows:

	2010 £000	2009 £000
Public Service Fund expenses	3,867	3,613
General Fund expenses	148	173
	<b>4,015</b>	<b>3,786</b>

#### 4. AELODAU A SWYDDOGION CYFLOGEDIG

Mae cyfanswm cydnabyddiaeth swyddogion cyflogedig yn ystod y flwyddyn yn cynnwys:

	2010 £000	2009 £000
Cyflogau gros	7,041	6,652
Cyfraniadau YC y cyflogwr	706	701
Cyfraniadau pensiwn y cyflogwr	832	826
	<b>8,579</b>	<b>8,179</b>

Yn ystod y flwyddyn cyflogwyd ar gyfartaledd 158 o swyddogion cyflogedig (2009 - 156) yn y meysydd canlynol:

	Rhif Dynion	2010 Rhif Menywod	Rhif Dynion	2009 Rhif Menywod
Comisiynu	8	10	6	10
Darlledu a Dosbarthu	42	30	44	30
Cyfathrebu	10	12	10	12
Cyliid, Gweinyddiaeth, Adnoddau Dynol	4	14	4	14
Materion Busnes	2	10	1	10
Corfforaethol a Pholisi Masnachol	4	12	4	11
	<b>70</b>	<b>88</b>	<b>69</b>	<b>87</b>

Cyfanswm teithio a chynhaliaeth a dalwyd i swyddogion cyflogedig yn ystod 2010 oedd £123,897 (2009 - £128,206).

#### CYDNABYDDIAETH YR AELODAU

Roedd cyfanswm cydnabyddiaeth aelodau'r Awdurdod am y flwyddyn fel a ganlyn:

	2010 £000	2009 £000
Cyfanswm y taliadau	129	127
	<b>129</b>	<b>127</b>

#### 4. MEMBERS AND EMPLOYEES

Total employee remuneration during the year comprised:

	2010 £000	2009 £000
Gross salaries	7,041	6,652
Employer's NI contributions	706	701
Employer's pension contributions	832	826
	<b>8,579</b>	<b>8,179</b>

The average number of employees during the year was 158 (2009 - 156) employed as follows:

	Number Male	2010 Number Female	Number Male	2009 Number Female
Commissioning	8	10	6	10
Broadcast and Distribution	42	30	44	30
Communications	10	12	10	12
Finance, Administration, Human Resources	4	14	4	14
Business Affairs	2	10	1	10
Corporate and Commercial Policy	4	12	4	11
	<b>70</b>	<b>88</b>	<b>69</b>	<b>87</b>

Total travel and subsistence reimbursed to employees during 2010 was £123,897 (2009 - £128,206).

#### MEMBERS' REMUNERATION

Total remuneration of the Authority members for the year was as follows:

	2010 £000	2009 £000
Total remuneration	129	127
	<b>129</b>	<b>127</b>

### CYDNABYDDIAETH YR AELODAU (PARHAD)

Dangosir taliadau iaelodau'r Awdurdod am y flwyddyn isod:

	Cyfanswm 2010 £	Cyfanswm 2009 £
Bill Davies	9,650	9,650
John Davies	7,238	-
Eira Davies	2,413	9,650
Cenwyn Edwards	9,650	9,650
Dyfrig Jones	9,650	6,731
Glenda Jones	7,238	-
John Walter Jones	49,024	52,370
Syr Roger Jones	9,650	9,650
Dr Chris Llewelyn	2,413	9,650
Winston Roddick CB QC	9,650	9,650
Rheon Tomos	12,379	9,650

Penodwyd Dyfrig Jones ym mis Ebrill 2009

Penodwyd John Davies a Glenda Jones ym mis Ebrill 2010

Ymddeolodd Eira Davies a Chris Llewelyn ym mis Mawrth 2010

Ymddeolodd John Walter Jones ym mis Rhagfyr 2010

Penodwyd Rheon Tomos yn Is-gadeirydd ym mis Rhagfyr 2010

Yn ystod y flwyddyn, hawliodd Aelodau'r Awdurdod y treuliau canlynol wrth gyflawni eu dyletswyddau.

### TREULIAU AELODAU'R AWDURDOD

	Teithio £	Cynhaliaeth £	Lletygarwch £	2010 £	2009 £
Bill Davies	2,082	275	-	2,357	1,335
Eira Davies	28	340	-	368	2,409
John Davies	807	582	-	1,389	-
Cenwyn Edwards	3,040	1,633	-	4,673	5,405
Dyfrig Jones	2,019	1,593	-	3,612	848
Glenda Jones	96	51	-	147	-
John Walter Jones	1,272	863	-	2,135	2,035
Syr Roger Jones	58	244	-	302	-
Dr Chris Llewelyn	-	128	-	128	68
Winston Roddick CB QC	335	61	-	396	-
Rheon Tomos	305	141	-	446	59
Cyfanswm	10,042	5,911	-	15,953	12,159

### MEMBERS' REMUNERATION (CONT.)

The remuneration of the Authority members during the year is shown below:

	Total 2010 £	Total 2009 £
Bill Davies	9,650	9,650
John Davies	7,238	-
Eira Davies	2,413	9,650
Cenwyn Edwards	9,650	9,650
Dyfrig Jones	9,650	6,731
Glenda Jones	7,238	-
John Walter Jones	49,024	52,370
Sir Roger Jones	9,650	9,650
Dr Chris Llewelyn	2,413	9,650
Winston Roddick CB QC	9,650	9,650
Rheon Tomos	12,379	9,650

Dyfrig Jones was appointed in April 2009

John Davies and Glenda Jones were appointed in April 2010

Eira Davies and Chris Llewelyn retired in March 2010

John Walter Jones retired in December 2010

Rheon Tomos was appointed Vice Chair in December 2010

During the year, the Authority Members incurred the following expenses in the performance of their duties.

### AUTHORITY MEMBERS' EXPENSES

	Travel £	Subsistence £	Hospitality £	2010 £	2009 £
Bill Davies	2,082	275	-	2,357	1,335
Eira Davies	28	340	-	368	2,409
John Davies	807	582	-	1,389	-
Cenwyn Edwards	3,040	1,633	-	4,673	5,405
Dyfrig Jones	2,019	1,593	-	3,612	848
Glenda Jones	96	51	-	147	-
John Walter Jones	1,272	863	-	2,135	2,035
Sir Roger Jones	58	244	-	302	-
Dr Chris Llewelyn	-	128	-	128	68
Winston Roddick CB QC	335	61	-	396	-
Rheon Tomos	305	141	-	446	59
Total	10,042	5,911	-	15,953	12,159

Dangosir taliadau i aelodau'r Tîm Gweithredol yn ystod y flwyddyn isod:

	Tâl gros £000	Buddiannau £000	Cyfanswm 2010 £000	Cyfanswm 2009 £000
Arwel Ellis Owen	53	-	53	-
Rhian Gibson	*123	6	129	102
Delyth Wynne Griffiths	71	7	78	79
Iona Jones	150	8	158	161
Garffild Lloyd Lewis	85	4	89	71
Elin Morris	92	-	92	69
Kathryn Morris	86	6	92	92
Arshad Rasul	103	7	110	110
Huw Rossiter	-	-	-	48
Clive Jones (Anweithredol)	25	-	25	25

\*Yn cynnwys £27,700 taliad yn lle rhybudd diswyddo

Ymddiswyddodd Rhian Gibson ym mis Hydref 2010  
Penodwyd Arwel Ellis Owen ym mis Gorffennaf 2010  
Penodwyd Garffild Lloyd Lewis ym mis Mawrth 2009  
Penodwyd Elin Morris ym mis Ebrill 2009  
Ymddiswyddodd Huw Rossiter ym mis Mawrth 2009.

The remuneration of the Management Team during the year is shown below:

	Gross pay £000	Benefits in kind £000	Total 2010 £000	Total 2009 £000
Arwel Ellis Owen	53	-	53	-
Rhian Gibson	*123	6	129	102
Delyth Wynne Griffiths	71	7	78	79
Iona Jones	150	8	158	161
Garffild Lloyd Lewis	85	4	89	71
Elin Morris	92	-	92	69
Kathryn Morris	86	6	92	92
Arshad Rasul	103	7	110	110
Huw Rossiter	-	-	-	48
Clive Jones (non-executive)	25	-	25	25

\*Includes £27,700 payment in lieu of notice

Rhian Gibson resigned in October 2010  
Arwel Ellis Owen joined in July 2010  
Garffild Lloyd Lewis was appointed in March 2009  
Elin Morris was appointed in April 2009  
Huw Rossiter resigned in March 2009.

TREULIAU AELODAU'R  
TÎM RHEOLI

	Teithio £	Cynhaliaeth £	Lletygarwch £	2010 £	2009 £
Rhian Gibson	422	372	-	794	2,254
Delyth Wynne Griffiths	1,413	1,342	32	2,787	1,797
Iona Jones	1,929	870	42	2,841	2,902
Garffild Lloyd Lewis	4,570	11,076	-	15,646	10,325
Elin Morris	793	67	22	882	703
Kathryn Morris	679	120	-	799	938
Arwel Ellis Owen	1,889	582	87	2,558	-
Arshad Rasul	2,991	330	-	3,321	6,821
Clive Jones (aelod anweithredol)	631	102	-	733	1,043
Cyfanswm	15,317	14,861	183	30,361	26,783

Dangosir manylion hawliau o dan gynllun budd diffiniedig a chyfraniadau i gynllun cyfraniadau diffiniedig ar gyfer aelodau'r Tîm Rheoli yn ystod y flwyddyn ar y dudalen nesaf.

MANAGEMENT TEAM  
MEMBERS' EXPENSES

	Travel £	Subsistence £	Hospitality £	2010 £	2009 £
Rhian Gibson	422	372	-	794	2,254
Delyth Wynne Griffiths	1,413	1,342	32	2,787	1,797
Iona Jones	1,929	870	42	2,841	2,902
Garffild Lloyd Lewis	4,570	11,076	-	15,646	10,325
Elin Morris	793	67	22	882	703
Kathryn Morris	679	120	-	799	938
Arwel Ellis Owen	1,889	582	87	2,558	-
Arshad Rasul	2,991	330	-	3,321	6,821
Clive Jones (non executive)	631	102	-	733	1,043
Cyfanswm	15,317	14,861	183	30,361	26,783

Details of defined benefit entitlements and contributions to defined contribution schemes for the Management Team during the year are shown on the next page.



## 7. COLLED SY'N BERTHNASOL I S4C

Mae'r Awdurdod wedi mabwysiadu adran 230 Ddeddf Cwmniïau 1985 ac nid yw wedi cynnwys cyfrif elw a cholled S4C yn y Datganiad Ariannol hwn. Mae colled S4C am y flwyddyn yn £2.086m (2009 - £7.383m). Ceir gwybodaeth bellach yn nodyn 14.

## 8. ASEDAU SEFYDLOG DIRIAETHOL YR AWDURDOD A S4C

	Cyfanswm	Tir ac Adeiladau	Offer a	
	£000	Rhyddfaint	Prydles	Chyfarpar
Cost				
Ar 1 Ionawr 2010	17,962	9,165	209	8,588
Ychwanegiadau	621	-	-	621
Gwerthiannau	(109)	-	-	(109)
<b>Ar 31 Rhagfyr 2010</b>	<b>18,474</b>	<b>9,165</b>	<b>209</b>	<b>9,100</b>
Dibrisiant				
Ar 1 Ionawr 2010	10,718	3,236	209	7,273
Cost am y flwyddyn	692	197	-	495
Gwerthiannau	(108)	-	-	(108)
<b>Ar 31 Rhagfyr 2010</b>	<b>11,302</b>	<b>3,433</b>	<b>209</b>	<b>7,660</b>
Gwerth llyfr net				
<b>Ar 31 Rhagfyr 2010</b>	<b>7,172</b>	<b>5,732</b>	<b>-</b>	<b>1,440</b>
<b>Ar 31 Rhagfyr 2009</b>	<b>7,244</b>	<b>5,929</b>	<b>-</b>	<b>1,315</b>

### TIR AC ADEILADAU

Pafiliwn S4C ar faes y Sioe Amaethyddol Frenhinol yn Llanelwedd yw'r eiddo dan brydles fer.

Mae eiddo dan ryddfraint yn ymwneud â phencadlys S4C ym Mharc Tŷ Glas a Lambourne Crescent, Llanisien. Mae gwerth £1,791,257 o dir rhyddfraint wedi ei gynnwys o dan y pennawd tir ac adeiladau rhyddfraint. Nid yw hwn wedi ei ddibrisio.

### ASEDAU A DDIBRISIWYD YN LLAWN

Ar 31 Rhagfyr 2010, mae asedau sefydlog yn cynnwys asedau a gostiodd £6,671,186 (2009 - £6,369,466) a ddibrisiwyd yn llawn ond a gâi eu defnyddio o hyd.

Mae'r Awdurdod wedi ystyried gwerth yr asedau sefydlog diriaethol heb eu hailbrisio. Mae'r Awdurdod yn fodlon nad yw cyfanswm gwerth yr asedau yma ar yr amser hwn yn sylweddol wahanol na'r cyfanswm a fynegwyd ar gyfer yr asedau yn y Datganiad Ariannol.

## 7. LOSS ATTRIBUTABLE TO S4C

The Authority has adopted section 230 of the Companies Act 1985 and has not included S4C's profit and loss account in this Statement of Accounts. S4C's loss for the year is £2.086m (2009 - £7.383m). Further information is given in note 14.

## 8. TANGIBLE FIXED ASSETS THE AUTHORITY AND S4C

	Total	Land & Buildings	Plant & Equipment
	£000	Freehold	Short Leasehold
Cost			
At 1 January 2010	17,962	9,165	209
Additions	621	-	621
Disposals	(109)	-	(109)
<b>At 31 December 2010</b>	<b>18,474</b>	<b>9,165</b>	<b>209</b>
Depreciation			
At 1 January 2010	10,718	3,236	209
Charge for year	692	197	495
Disposals	(108)	-	(108)
<b>At 31 December 2010</b>	<b>11,302</b>	<b>3,433</b>	<b>209</b>
Net book amount			
<b>At 31 December 2010</b>	<b>7,172</b>	<b>5,732</b>	<b>1,440</b>
<b>At 31 December 2009</b>	<b>7,244</b>	<b>5,929</b>	<b>1,315</b>

### LAND AND BUILDINGS

The short leasehold building is S4C's pavilion at the Royal Welsh Showground, Llanelwedd.

Freehold property relates to S4C's headquarters at Parc Tŷ Glas and Lambourne Crescent, Llanishen. Included in freehold land and buildings is freehold land of £1,791,257 which has not been depreciated.

### FULLY DEPRECIATED ASSETS

At 31 December 2010, fixed assets includes assets at a cost of £6,671,186 (2009 - £6,369,466) which were fully depreciated but still in use.

The Authority has considered the value of tangible fixed assets without revaluing them. The Authority is satisfied that the aggregate value of those assets at the time was not significantly different than the aggregate amount at which they are stated in the Statement of Accounts.









### Cynllun budd diffiniedig

Mae'r Awdurdod yn gweithredu cynllun budd diffiniedig, sydd yn rhan o Gynllun Pensiwn Staff Ofcom (CTA gynt), i bob aelod o staff cymwys. Mae asedau'r cynllun yn cael eu gweinyddu gan ymddiriedolwyr mewn cronfa sy'n annibynnol o rai'r Awdurdod.

Cafwyd tâl pensiwn o £369,610 ar gyfer y flwyddyn yn diweddu 31 Rhagfyr 2010 (2009 - £392,095).

Cododd cyfraniad y cyflogwr i 33.4% ar 01 Ionawr 2008 tra oedd cyfraniad yr aelodau yn 5.5% trwy'r flwyddyn.

Seilir costau a rhwymedigaethau'r cynllun ar brisiad actiwaraid. Cynhaliwyd y prisiad actiwaraid llawn diweddaraf ar 31 Rhagfyr 2006 gan actwari annibynnol cymwys.

#### Y prif ragdybiaethau a ddefnyddiwyd gan yr actwari oedd:

	2010	2009	2008
Chwyddiant	3.5%	3.6%	3.0%
Cyfradd disgownt rhwymedigaethau'r cynllun	5.4%	5.6%	6.4%
Cyfradd cynnydd mewn pensiynau cysylltiedig yn llawn a'r mynegai pris manwerthu	3.5%	3.6%	3.0%
Cyfradd cynnydd mewn pensiynau sydd â mynegai pris cyfyng	3.4%	3.5%	2.8%
Cyfradd cynnydd mewn cyflogau am y flwyddyn ganlynol	4.0%	4.1%	3.5%

Ar sail y rhagdybiaethau a ddefnyddiwyd ar gyfer disgwyliadau einioes, disgwyli i bensiynwr sydd yn awr yn 60 fyw am 27.3 blwyddyn bellach (2009 – 27.1 blwyddyn). Darparir lwfans ar gyfer gwelliannau yn y dyfodol parthed disgwyliadau einioes.

Mae'r swm sy'n gynwysedig yn y fantolen yn tarddu o oblygiadau'r Awdurdod i'r cynllun fel â ganlyn:

	2010	Gwerth	2009	Gwerth	2008	Gwerth
	Cyfradd	£	Cyfradd	£	Cyfradd	£
Buddsoddiadau ecwiti	7.6%	5,900,000	7.6%	13,800,000	7.1%	10,900,000
Bondiau Llywodraeth	3.6%	9,800,000	-	-	3.3%	700,000
Bondiau Corfforaethol	5.1%	1,600,000	-	-	-	-
Blwydd-daliadau yswiriedig	5.0%	8,500,000	5.2%	8,280,000	6.4%	6,400,000
Arian	1.3%	200,000	1.8%	920,000	1.7%	-
	2010		2009			
Cyfanswm gwerth marchnadol yr asedau		26,000,000		23,000,000		
Gwerth presennol rhwymedigaethau'r cynllun		(24,400,000)		(22,900,000)		
Ased pensiwn net		1,600,000		100,000		

Yn unol ag FRS 17, dangosir y cynllun ar y fantolen ar 31 Rhagfyr 2010 fel ased net o £1.6m (2009 - £0.1m).

### Defined benefit scheme

The Authority operates a defined benefit scheme, which is part of the Ofcom (former ITC) Staff Pension plan, for all qualifying employees. The assets of the scheme are administered by trustees in a fund independent from those of the Authority.

The pension charge of the year ended 31 December 2010 amounted to £369,610 (2009 - £392,095).

The employer's contribution rate was increased to 33.4% on 01 January 2008 with the members' contribution remaining at 5.5% throughout the year.

Costs and liabilities of the scheme are based on actuarial valuations. The latest full actuarial valuation was carried out at 31 December 2006, by a qualified independent actuary.

#### The main assumptions used by the actuary were:

	2010	2009	2008
Price inflation	3.5%	3.6%	3.0%
Discount rate for scheme liabilities	5.4%	5.6%	6.4%
Rate of increase in fully RPI-linked pensions	3.5%	3.6%	3.0%
Rate of increase in pensions with limited price indexation	3.4%	3.5%	2.8%
Rate of increase in salaries for forthcoming year	4.0%	4.1%	3.5%

On the basis of the assumptions used for life expectancy, a male pensioner currently aged 60 would be expected to live for a further 27.3 years (2009 – 27.1 years). Allowance is made for future improvements in life expectancy.

The amount included in the balance sheet arising from the Authority's obligations in respect of the plan is as follows:

	2010	Value	Rate of return	2009	Value	Rate of return	2008	Value
	Rate of Return	£		Rate of return	£		Rate of return	£
Equities	7.6%	5,900,000	7.6%	13,800,000	7.1%	10,900,000		
Government bonds	3.6%	9,800,000	-	-	-	3.3%	700,000	
Corporate bonds	5.1%	1,600,000	-	-	-	-	-	-
Insured annuities	5.0%	8,500,000	5.2%	8,280,000	6.4%	6,400,000		
Cash	1.3%	200,000	1.8%	920,000	1.7%	-		-
	2010			2009				
Total market value of assets		26,000,000			23,000,000			
Present value of scheme liabilities		(24,400,000)			(22,900,000)			
Net pension asset		1,600,000			100,000			

Under FRS17, the scheme is represented on the balance sheet at 31 December 2010 as a net asset of £1.6m (2009 - £0.1m).



### Gwir enillion asedau'r cynllun:

	31 Rhagfyr 2010 £	31 Rhagfyr 2009 £
Enillion disgwyliedig asedau'r cynllun	1,500,000	1,200,000
Enillion actiwaraid ar asedau	700,000	3,000,000
<b>Gwir enillion ar asedau'r cynllun</b>	<b>2,200,000</b>	<b>4,200,000</b>

Enillion o £0.2m (2009 colledion – £1.6m) yw'r cyfanswm a gydnabuwyd yn y datganiad cyfanswm enillion a cholledion cydnabyddedig (STRGL) ar gyfer 2010.

Colled o £1.8m yw'r swm cronedig gydnabuwyd yn y STRGL ar 31 Rhagfyr 2010.

### Dadansoddiad hanesyddol gwerthoedd asedau, rhwymedigaethau'r cynllun, cyfanswm y diffyg a phrofiad enillion a cholledion:

	2010 £	2009 £	2008 £	2007 £	2006 £
Gwerth farchnad asedau'r cynllun	26,000,000	23,000,000	18,000,000	20,200,000	19,800,000
Rhwymedigaethau'r cynllun	24,400,000	22,900,000	17,700,000	20,200,000	21,100,000
Gweddl/(diffyg) yn y cynllun	1,600,000	100,000	300,000	-	(1,300,000)
Profiad enillion/(colledion) ar asedau'r cynllun	700,000	3,000,000	(5,600,000)	(800,000)	600,000
Canran o asedau'r cynllun	3%	13%	(31%)	(4%)	3%
Profiad (colledion)/enillion arrwymedigaethau'r cynllun	(100,000)	700,000	0	0	(500,000)
Canran gwerth presennol rhwymedigaethau'r cynllun	0%	3%	0%	0%	(2%)

### 22. RHWYMEDIGAETHAU AMODOL – YR AWDURDOD AC S4C

Ar 31 Rhagfyr 2010, nid oedd rhwymedigaethau amodol (2009 - £dim).

### Actual return on scheme assets:

	31 December 2010 £	31 December 2009 £
Expected return on scheme assets	1,500,000	1,200,000
Actuarial gain on assets	700,000	3,000,000
<b>Actual gain on scheme assets</b>	<b>2,200,000</b>	<b>4,200,000</b>

The amount recognised in the statement of total recognised gains and losses (STRGL) for 2010 is a gain of £0.2m (2009 loss – £1.6m).

The cumulative amount recognised within the STRGL as at 31 December 2010 is a loss of £1.8m.

### Historical analysis of asset values, scheme liabilities, overall deficit and experience gains and losses:

	2010 £	2009 £	2008 £	2007 £	2006 £
Market value of scheme assets	26,000,000	23,000,000	18,000,000	20,200,000	19,800,000
Scheme liabilities	24,400,000	22,900,000	17,700,000	20,200,000	21,100,000
Surplus/(deficit) in scheme	1,600,000	100,000	300,000	-	(1,300,000)
Experience gains/(losses) on scheme assets	700,000	3,000,000	(5,600,000)	(800,000)	600,000
Percentage of plan assets	3%	13%	(31%)	(4%)	3%
Experience (losses)/gains on scheme liabilities	(100,000)	700,000	-	-	(500,000)
Percentage of the present value of the plan liabilities	0%	3%	0%	0%	(2%)

### 22. CONTINGENT LIABILITIES – AUTHORITY AND S4C

At 31 December 2010, there were no contingent liabilities (2009 - £nil).

AELODAU'R AWDURDOD  
MEMBERS OF THE AUTHORITY

Huw Jones  
 Cadeirydd  
 Chairman  
 (o Fehefin, 2011)  
 (from June, 2011)

Rheon Tomos  
 Is-Gadeirydd  
 Vice-Chairman

John Walter Jones  
 (Cadeirydd, tan Ragfyr 2010)  
 (Chairman until December 2010)

Bill Davies

John Davies  
 (o Ebrill, 2010)  
 (from April, 2010)

Cenwyn Edwards

Dyfrig Jones

Dr Glenda Jones  
 (O Ebrill, 2010)  
 (from April, 2010)

Syr Roger Jones

Winston Roddick CB QC

Chris Llewelyn  
 (tan ddiwedd Mawrth, 2010)  
 (until end of March, 2010)

Eira Davies  
 (tan ddiwedd Mawrth, 2010)  
 (until end of March, 2010)

Phil Williams  
 Ysgrifennydd yr Awdurdod  
 Secretary to the Authority

TÎM RHEOLI  
MANAGEMENT TEAM

Arwel Ellis Owen  
 Prif Weithredwr dros dro  
 (o ddiwedd Gorffennaf, 2010)  
 Interim Chief Executive  
 (from end of July, 2010)

Iona Jones  
 Prif Weithredwr  
 Chief Executive

Arshad Rasul  
 Cyfarwyddwr Darlledu a Dosbarthu  
 Director of Broadcasting and Distribution

Clive Jones  
 Cyfarwyddwr Anweithredol  
 Non-executive Director

Delyth Wynne Griffiths  
 Cyfarwyddwr Materion Busnes  
 Director of Business Affairs

Elin Morris  
 Cyfarwyddwr Polisi Corfforaethol  
 Director of Corporate and Commercial Policy

Garffild Lloyd Lewis  
 Cyfarwyddwr Cyfathrebu  
 Director of Communications

Kathryn Morris  
 Cyfarwyddwr Cyllid ac Adnoddau Dynol  
 Director of Finance and Human Resources

Meirion Davies / Geraint Rowlands  
 Cyfarwyddwyr Comisiynu Dros Dro  
 Interim Directors of Commissioning

Rhian Gibson  
 Cyfarwyddwr Comisiynu  
 Director of Commissioning

GOLGYDDION CYNNWYS  
CONTENT EDITORS

Bethan Eames  
 Golygydd Cynnwys Ffuglen  
 Content Editor Fiction

Gaynor Davies  
 Golygydd Cynnwys Adloniant  
 Content Editor Entertainment

Geraint Rowlands  
 Golygydd Cynnwys Chwaraeon  
 Content Editor Sport

Y Diweddar/The Late Lowri Gwilym  
 Golygydd Cynnwys Ffeithiol a Chyd-gynrychiadau  
 Content Editor Factual and Co-productions

Medwyn Parri  
 Pennaeth Digwyddiadau a Theledu Achlysur  
 Head of Events and Event Television

Meirion Davies  
 Pennaeth Cynnwys  
 Head of Content

Rob Nicholls  
 Golygydd Cynnwys Diwylliant  
 Content Editor Culture

Siân Eirian  
 Pennaeth Gwasanaethau Plant  
 Head of Children's Services

Tweli Griffiths  
 Golygydd Cynnwys Gwleidyddol a Materion Cyfoes  
 Content Editor Political and Current Affairs

# CYSYLLTU Â NI

# CONTACTING US

Mae S4C wastad yn falch i glywed barn ein gwylwyr.

Os ydych yn dymuno cyflwyno eich barn am ein rhaglenni neu os ydych eisiau gwybodaeth bellach, fe fyddem yn falch i glywed gennych.

Fe allwch gysylltu ag S4C dros y ffôn, drwy ebost, twitter, facebook neu drwy lythyr.

## Twitter

@s4carlein  
#gwylwyr  
#fforwmcn

## Facebook

s4c

## Gwefan

s4c.co.uk

## Ebost

helo@s4c.co.uk

## Gwifren

0870 600 4141

## Rhif ffôn swyddfa Caerdydd

029 2074 7444

## Rhif ffôn swyddfa Caernarfon

01286 674622

## Cyfeiriad

S4C	S4C
Parc Tŷ Glas	Doc Fictoria
Llanisien	Caernarfon
Caerdydd	Gwynedd
CF14 5DU	LL55 1TH

S4C is always pleased to hear our viewers' opinions.

If you want to share your opinion about our programmes or if you want further information, we'd be happy to hear from you.

You can contact S4C by phone, email, twitter, facebook or by letter.

## Twitter

@s4carlein  
#gwylwyr  
#fforwmcn

## Facebook

s4c

## Website

s4c.co.uk

## Email

helo@s4c.co.uk

## Gwifren

0870 600 4141

## Cardiff office telephone number

029 2074 7444

## Caernarfon office telephone number

01286 674622

## Address

S4C	S4C
Parc Tŷ Glas	Doc Fictoria
Llanisien	Caernarfon
Caerdydd	Gwynedd
CF14 5DU	LL55 1TH

Mae'r ddogfen yma wedi'i hargraffu ar ddeunydd sy'n gyfeillgar i'r amgylchedd ac mewn amgylchiadau cynaliadwy, gan ddefnyddio inc sy'n deillio o lysiau.

Argraffwyd gan MWL Print Group Limited sydd ag achrediad ISO 14001 ac wedi ei ardystio gan yr FSC.

This document has been printed on environmentally friendly material which has been sustainably managed, using vegetable based inks.

Printed by MWL Print Group Limited, who are ISO14001 accredited and FSC certified.

