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## **Corporate Plan**

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## Corporate Aims 2010

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Our core aim is to provide a comprehensive, high quality, Welsh language television service that reflects and enriches the life of Wales.

The Corporate Plan divides the activities which support this core aim into four supporting aims:

1. Manage the process of digital switchover.
2. Launch S4C in High Definition.
3. Fulfil the requirements of the Content Strategy.
4. Operate within S4C's statutory and public framework.

## Aim 1

### Manage the process of digital switchover

Target
<b>Aim 1 (1)</b> Maintain the availability of S4C's services during digital switchover.
<b>Aim 1 (2)</b> Ensure that appropriate distribution arrangements are in place for S4C's services following digital switchover.
<b>Aim 1 (3)</b> Operate the Communications Plan and ensure regular performance monitoring.
<b>Aim 1 (4)</b> Maintain viewing levels during the digital switchover.
<b>Aim 1 (5)</b> Ensure that an appropriate rights framework is put in place for the commissioning of content.

## Aim 2

### Launch S4C in High Definition

Target
<b>Aim 2 (1)</b> Promote High Definition.
<b>Aim 2 (2)</b> Launch S4C in High Definition.

### Aim 3

#### Fulfil our Content Strategy

Target
<p><b>Aim 3 (1)</b></p> <ul style="list-style-type: none"> <li>(i) Publish S4C's Statement of Programme Policy 2010.</li> <li>(ii) Publish S4C's Review of Statement of Programme Policy 2009.</li> <li>(iii) Implement S4C's Content Strategy.</li> </ul>
<p><b>Aim 3 (2)</b></p> <p>Operate in accordance with the S4C Statement of Programme Policy 2010 and allocate at least £78 million for the commissioning budget. Comply with Ofcom targets and those set out in the Communications Act:</p> <ul style="list-style-type: none"> <li>(i) At least 25% of broadcasting time given to productions from the independent sector.</li> <li>(ii) 90% of original Programmes<sup>1</sup> (peak hours<sup>2</sup>).</li> <li>(iii) 80% of original Programmes (all hours).</li> <li>(iv) 60 hours per annum of Current Affairs Programmes (all hours).</li> <li>(v) 30 hours per annum of Current Affairs Programmes (peak hours).</li> <li>(vi) 200 hours per annum of News Programmes (all hours).</li> <li>(vii) 150 hours per annum of News Programmes (peak hours).</li> <li>(viii) One daily News Programme in peak hours.</li> <li>(ix) 140 hours per annum of original Programmes for children.</li> </ul>
<p><b>Aim 3 (3)</b></p> <p>Operate within the Code of Practice and Terms of Trade and comply with the targets which have been approved by Ofcom.</p>
<p><b>Aim 3 (4)</b></p> <p>Operate within the framework of the Strategic Partnership between the BBC and S4C in order to ensure that the statutory contribution from the BBC is consistent with S4C's Content Strategy.</p>
<p><b>Aim 3 (5)</b></p> <ul style="list-style-type: none"> <li>(i) Maintain the weekly reach for the Welsh language services at the 2009 level.</li> <li>(ii) Aim to achieve reach of over 100,000 viewers for 20 Welsh language programmes during the year.</li> <li>(iii) Maintain our reach year on year by providing content on appropriate platforms.</li> <li>(iv) Ensure appropriate systems are in place to measure viewing across all platforms.</li> <li>(v) Maintain the percentage of viewers under 45 years old during peak hours.</li> </ul>

<sup>1</sup> Original = Programmes commissioned by or produced for S4C, being European in origin (AVMS directive), whether original broadcasts or repeats. The total includes hours produced by the BBC.

<sup>2</sup> (Peak Hours as defined by Ofcom = 18:00 – 22:30)

Target								
<p><b>Aim 3 (6)</b></p> <p>Achieve Ofcom's targets for subtitles, audio description and signing during all hours on S4C Digidol.</p> <table style="margin-left: 100px;"> <tr> <td></td> <td style="text-align: center;"><b>2010</b></td> </tr> <tr> <td>English Subtitles:</td> <td style="text-align: center;">80%</td> </tr> <tr> <td>Signing:</td> <td style="text-align: center;">5%</td> </tr> <tr> <td>Audio Description:</td> <td style="text-align: center;">10%</td> </tr> </table>		<b>2010</b>	English Subtitles:	80%	Signing:	5%	Audio Description:	10%
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English Subtitles:	80%							
Signing:	5%							
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<p><b>Aim 3 (7)</b></p> <p>Aim to offer English subtitles on 100% of original hours (subject to rights).</p>								
<p><b>Aim 3 (8)</b></p> <p>Aim to offer 10 hours per week of original hours with 889 subtitles.</p>								
<p><b>Aim 3 (9)</b></p> <p>Channel 4 programmes will be scheduled until the completion of digital switchover in Wales.</p>								
<p><b>Aim 3 (10)</b></p> <p>Review regularly and identify opportunities in order to offer our services on other platforms and new platforms in the United Kingdom and beyond.</p>								
<p><b>Aim 3 (11)</b></p> <p>Operate and manage the Archive Policy.</p>								
<p><b>Aim 3 (12)</b></p> <p>Reflect the priorities of the Content Strategy and ensure excellence in our communication plans.</p>								
<p><b>Aim 3 (13)</b></p> <p>Ensure that S4C's Viewers Hotline is available throughout the year as a minimum from 09:00 until 22:00 to accept comments, complaints and requests for information from our viewers on 0870 6004141 or <a href="mailto:gwifren@s4c.co.uk">gwifren@s4c.co.uk</a> and to promote the service.</p>								
<p><b>Aim 3 (14)</b></p> <p>Ensure there is a system in place to make sure that our services comply with the law and applicable codes.</p>								
<p><b>Aim 3 (15)</b></p> <p>Ensure suitable arrangements to raise the skill levels of S4C staff and also within the industry. Achieve excellence by contributing to identifying training priorities and investing in training provision.</p>								
<p><b>Aim 3 (16)</b></p> <p>Offer scholarships.</p>								

## Aim 4

### The Authority and Executives to operate within S4C's statutory and public framework.

Target
<p><b>Aim 4 (1)</b></p> <p>Operate within the framework set out in the document "Role of the Authority".</p>
<p><b>Aim 4 (2)</b></p> <p>Operate the annual plans for the Authority, the Authority's Committees and S4C's Board of Directors.</p>
<p><b>Aim 4 (3)</b></p> <p>Operate in accordance with the legal requirements.</p>
<p><b>Aim 4 (4)</b></p> <p>Foster an open, accountable and constructive relationship with our viewers.</p>
<p><b>Aim 4 (5)</b></p> <p>Ensure that internal and external audits are conducted.</p>
<p><b>Aim 4 (6)</b></p> <p>Place before Parliament and publish the Annual Report and Statement of Accounts in accordance with the relevant legislation and as directed by the Secretary of State.</p>
<p><b>Aim 4 (7)</b></p> <p>Review the Corporate Plan for 2010.</p>
<p><b>Aim 4 (8)</b></p> <p>Ensure we work within S4C's policies and review and amend as required.</p>
<p><b>Aim 4 (9)</b></p> <p>Where appropriate, respond to reviews by the Government, the Assembly, Ofcom, the European Commission and others.</p>
<p><b>Aim 4 (10)</b></p> <p>Operate the Procurement Policy.</p>
<p><b>Aim 4 (11)</b></p> <p>Operate the Fair Trading Policy.</p>
<p><b>Aim 4 (12)</b></p> <p>Receive a dividend from S4C Masnachol.</p>
<p><b>Aim 4 (13)</b></p> <p>Review the framework of S4C's Complaints Code.</p>

Target
<b>Aim 4 (14)</b> Approve a revised 5 year budget.
<b>Aim 4 (15)</b> Less than 4.5% of all expenditure to be spent on overheads.
<b>Aim 4 (16)</b> Maintain a Risk Register in accordance with the Risk Policy. Present and monitor the Risk Register and Business Continuity Policy quarterly.