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## **Programme Policy Statement 2010**

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## 1. Forward

- 1.1 S4C has a statutory duty to provide on digital television: -  
A broad range of high quality and diverse programming, with a substantial proportion of the programmes in the Welsh language.
- 1.2 We have a duty to provide on analogue television:-  
A wide range of high quality and diverse programming, with a substantial proportion of the programmes in the Welsh language. During peak hours (between 18.30 and 22.00) the majority of programmes must be in Welsh. Programmes that are not in Welsh are normally programmes broadcast on Channel 4.
- 1.3 By the end of March 2010, the digital switchover process will have been completed in Wales. From then on S4C will be a complete digital service in the Welsh language.
- 1.4 Following a joint application with Channel 4, S4C has secured capacity to broadcast S4C in High Definition on digital terrestrial television in Wales. S4C High Definition will be launched in the Spring.
- 1.5 Following a review of S4C2, S4C will confirm plans for its second channel.
- 1.6 We will continue with the review of the available Budget and make spending adjustments in order to fulfil our statutory duties and in line with strategic priorities. We will continue to plan within this difficult economic context.
- 1.7 In addition to programmes commissioned directly by S4C, at least 10 hours of programmes per week are provided by the BBC as a statutory requirement and within the framework of a Strategic Partnership Agreement. The existing Agreement expired at the end of 2009 and we are in the process of renewing with the BBC.
- 1.8 In addition to the statutory duty, no less than 25% of all original broadcasting hours are produced by independent companies, we will continue to ensure that at least 95% of all hours commissioned directly by S4C in 2010 are produced by independent companies.
- 1.9 We will continue to operate a rolling commissioning process in order to encourage creativity throughout the year, and will continue our open tendering policy as a means of securing contestability. Increasingly, tender processes are being conducted to provide a volume of programmes in order to ensure value for money.
- 1.10 We will ensure that our relationship with our producers is open and effective. S4C's relationship with the independent production sector is defined within the context of the Code of Practice, the Terms of Trade based on the principles of fair trading, the Corporate Plan and the aims of the Content Strategy. The Code of Practice and Terms of Trade are in the process of being updated.
- 1.11 The S4C Viewer's Hotline will be available all year round from at least 09.00 until 22.00 to receive viewers' comments and enquiries on 0870 6004141 or [gwifren@s4c.co.uk](mailto:gwifren@s4c.co.uk)
- 1.12 We will promote our access services and encourage understanding of diversity issues.

## 2. Introduction to S4C Programme Service in 2010

- 2.1 The Content Strategy 2009 was designed to bridge the beginning and end of the digital switchover process. The current period when some of the audience is watching S4C on analogue and others on digital platforms will come to an end in March 2010. By then all S4C viewers will be digital viewers and S4C will be a wholly Welsh Channel for the first time.
- 2.2 The service in 2010 will follow the priorities of the Content Strategy which is committed to offering a range of high quality provision representing best value to the audience. Regular qualitative and quantitative research work with viewers contribute to the process of planning the programmes. The economic climate sets an additional challenge for the Channel. Plans are already underway to meet aspirations in the face of difficult economic factors. In partnership with our producers we will realise our desire to work in innovative and creative ways to fulfil our ambition.

- 2.3 S4C is a public service broadcaster, and the provision must meet the requirements that are a necessary part of fulfilling that function. S4C is the home of events of Welsh interest, and we will strengthen and expand our services in this field. The Eisteddfodau, Agricultural Shows, Musical Performances and Events in the world of sport combine the national and the local. The broadcasts from these Events is an obvious strong link between S4C and its audience.
- 2.4 2010 is a General Election year. Our political coverage will be thorough and comprehensive and will provide information and context to the audience thereby contributing towards their understanding. We will also ensure a broad understanding of the Broadcast Code requirements and S4C's compliance guidelines to ensure due impartiality.
- 2.5 In order to reflect and strengthen our cultural identity, a new culture service will be launched in 2010. It will include magazine programmes in the peak hours and new discussion programmes later in the evening.
- 2.6 We will inspire interest in history, nature and other topics through new series which will introduce these fields in an accessible way by widening horizons and improve understanding of us as Welsh people.
- 2.7 Following the success of the **Cyw** service for young children we will continue to extend our provision for children of all ages. A brand new service for older children will be introduced in April. We will also extend our provision for children at the weekends. We will complete the preparation work for the new service to those over the age of 14 years old during the year, in order to introduce it in 2011.
- 2.8 S4C will be a wholly Welsh language Channel by April 2010. A wholly Welsh service will be offered from 07.00 in the morning until late. A service for younger children will be broadcast in the morning. The afternoon provision will be a combination of original programmes, the use of archive, repeats and the new service for older children. The peak hours will be the priority. We will ensure appropriate investment in these hours to offer the highest quality programmes. We will broadcast more original content in the late hours.
- 2.9 We will continue to reduce the number of repeats of the same programme within specific periods. In accordance with the wishes of our viewers we will make further use of the channel's rich archive as well as reversioning elements of the archive.
- 2.10 We will identify, promote and celebrate diversity on and off the screen, by working with our producers to improve representation across the service.
- 2.11 Our broadband provision is an important feature of our service and we will continue to place emphasis on the role of other platforms in the work of extending the impact and reach of our content to the full.

### 3. News and Current Affairs

- 3.1 As a public service broadcaster S4C's news service will comply with Ofcom targets for 200 hours of news programmes during all Welsh hours with 150 hours in the peak hours. In 2009 we introduced an extended news service with bulletins broadcast during the afternoon and later at night, and this enhancement will continue in 2010.
- 3.2 To ensure plurality and to ensure different editorial points of view within our service we will continue to receive our current affairs and factual programmes from more than one supplier. In 2010 ITV Wales will produce **Y Byd ar Bedwar** and the journalistic series for the younger audience **Hacio**. We will broadcast the series **Arian mewn Argyfwng** which puts the current economic situation in a global context and will broadcast individual programmes on current issues of importance. BBC Wales will provide the series **Taro 9** and **Pawb a'i Farn** and the political programme **CF99**.
- 3.3 Every election brings a period of prominence to the provision of news and current affairs and is a great opportunity to achieve journalistic ambitions. We will make every effort to ensure that the service excels by demonstrating credibility and expertise in an authoritative and accessible manner. And with the Assembly Election in 2011 the foundations laid in 2010 will further promote the credibility of electoral coverage for the following year.

#### 4. Events and Event Television

4.1 In 2009 S4C extended the number of Welsh events featured on the Channel. The provision will be further extended in 2010. Once again, comprehensive and extended services will be on offer from the **National Eisteddfod of Wales Blaenau Gwent and the Heads of the Valleys**, **National Urdd Eisteddfod Ceredigion** and the **Llangollen International Musical Eisteddfod**. In addition to the comprehensive coverage from the **Royal Welsh Show** and the **Winter Fair** a special programme from the **Smallholder and Garden Festival** will be offered for the first time as part of an overall package from Builth Wells. We will broadcast the **yl Gerdd Dant, Cân i Gymru** Competition, **Young Farmer's Eisteddfod** as well as other musical performances and popular festivals. We will cut across the schedule to broadcast ambitious projects which will make an impact on our audience.

#### 5. Children

5.1 Following the success of the **Cyw** service for the younger children we will continue with our aspiration to extend our provision for children of all ages. A brand new service for older children will be introduced in April. The provision will increase the number of original hours broadcast for children between the age of 7 and early teens. We will also extend our provision for this age group at the weekends. There will be brand new series in the areas of business, history, lifestyle, quizzes, nature and musical programmes. The service will reflect all parts of Wales in an innovative, original, exciting and diverse way.

5.2 We will extend the **Cyw** service to the weekends in October 2010. As part of the provision, there will be a new series of **Cei Bach** a fun filled drama full of colourful characters. There will be new series of the comedy **Twm Tisian**, the animated series of **Igam Ogam** and **Yn yr Ardd**. There will be a new factual series for pre-school children which will be looking at special days in the lives of young children.

5.3 During the year we will complete the preparatory work for the new service for children over 14 years old so as to introduce this in 2011.

#### 6. Sports

6.1 Wales will be home to the Ryder Cup 2010. This occasion will be a huge global event and S4C will offer special highlight programmes from Newport under the **Golffio** banner. S4C has also secured the rights to broadcast cricket on the Channel. S4C will broadcast five of Glamorgan's 20/20 Cup home matches live and exclusive enriching our provision of Welsh events. The **Ras yr Wyddfa**, **Marathon Eryri**, **Rasus Tregaron** and **Ralio** programmes will contribute towards the same strategy.

6.2 Our substantial package of rugby rights ensures coverage of Wales' international match fixtures, Magners League, Principality Premiership, Swalec Cup, Heineken Cup, the LV Anglo Welsh Cup and the IRB Sevens competition. All of this offers the Channel the chance to attract significant audiences and high reach. Football in Wales, Europe and beyond will be covered under the **Sgorio** brand.

#### 7. Fiction, Comedy and Entertainment

7.1 The brand new drama series **Pen Talar** will follow the life of two brothers in the context of social and cultural history of Wales during the past fifty years. There will be a new series of the popular drama series **Teulu**. In the Spring, the fifth series of the exciting drama **Caerdydd** will be broadcast. This will be the final series. We will broadcast a TV version of the challenging film **Cw cw** as well as other individual dramas. **Pobol y Cwm** and **Rownd a Rownd** will remain the cornerstones of the drama schedule.

7.2 There will also be plenty of laughter in the new series of **Tudur Owen o'r Doc** and **Noson Lawen**.

7.3 There will be new series of the popular factual entertainment programmes **Bro**, **Cofio** and **Byw yn yr Ardd**. We will also introduce several new lifestyle series to the channel's schedule.

## 8. Fiction, Culture, Music and Religion

- 8.1 We will reflect and strengthen cultural identity as well as raising awareness of other cultures this year as we introduce a brand new provision in the field of culture. A magazine series dealing with arts and Welsh traditions will be screened in the peak hours, and discussion programmes on culture, ideas and serious and controversial topics will be shown late at night. In another new series we will look at the history of Welsh poets through the eyes of contemporary poets.
- 8.2 Music is a key part of our provision, with series in 2010 once again demonstrating creative excellence. Singers and choirs from Wales who have starred here and beyond will be central to the programmes. Series with Shân Cothi, Elin Manahan Thomas, Only Men Aloud and Côr Glanaethwy will offer an opportunity to celebrate and enjoy Welsh talent and success.
- 8.3 We will give attention to contemporary music and the Welsh rock music scene through music festivals, and special editions of programmes such as **Bandit**, the series **Nodyn** and **Gofod**.
- 8.4 We will continue to broadcast congregational singing and performances of high quality in **Dechrau Canu** **Dechrau Canmol**. There will be a new series of the spiritual religious programme **Y Daith** for Sunday evenings, as well as an unique series presented by the Archbishop of Wales.
- 8.5 The 2010 schedule will also include popular series looking at the social history of the Welsh. And we will also travel abroad as Iolo Williams looks at the past and future of Native American Indians, and we will follow Bethan Gwanas on an emotional journey as she returns to Gbara in Africa.
- 8.6 The popular daily **Wedi 3** and **Wedi 7** series will continue to bring stories from across Wales to the screen during weekdays.
- 8.7 The Welsh landscape and geology will be the focus of a brand new series with Iolo Williams, **Tir Cymru**, and the landscape is further celebrated in a series which focuses on the Menai Straits. Rural programmes will continue to be a key part of the schedule as series such as **Cefn Gwlad** and **Ffermio** return.

## 9. Additional Information

- 9.1 S4C believes in the need to promote diversity, equality of opportunity and fair treatment. We will conduct a positive campaign to raise awareness and promote the full range of diversity in our content and our services which include subtitling and signing. We will work together with our partners in the sector to ensure their contribution to deliver S4C's aspirations.
- 9.2 Our Welsh subtitling service has been designed for the deaf and hard of hearing who speak Welsh, those learning Welsh, and those less confident speaking Welsh. Where rights permit we will offer English subtitles on all our programmes. We will meet the English subtitling targets set by Ofcom.
- 9.3 On some programmes on S4C Digidol an audio-description service will be available, providing additional descriptions in Welsh, including oral commentary when there is no dialogue, to enable visually impaired viewers to enjoy the programme. The commentary will include descriptions of the plot as it unfolds, as well as visual descriptions of body language, costumes and scenes (in accordance with the targets set by Ofcom). We will provide a signing service on some programmes on S4C Digidol on one side of the screen in order to interpret the programme in British Sign Language. The service is provided for deaf viewers, and the presenter will convey the programme in a style which is appropriate for an audience who mostly live in Wales, or who have access to S4C through Sky in the United Kingdom. We will continue to broadcast a number of repeats of our most popular programmes with open subtitles (including repeats of **Pobol y Cwm**).
- 9.4 Discussions are held with relevant groups to ensure the usability and suitability of all our access services.
- 9.5 S4C's commitment to Welsh language learners will remain in the form of the established on-line resume on <http://www.s4c.co.uk/learners>
- 9.6 We will broadcast S4C simultaneously in high definition on digital terrestrial television in the Spring. We will operate in accordance with our objective of ensuring that our programmes are produced in high definition by 2012.

- 9.7 S4C will be available on DTT and cable in Wales, and on broadband and satellite in the United Kingdom. We will ensure that S4C is broadcast on analogue in Wales until the completion of digital switchover in March. S4C will be reviewing regularly and identifying opportunities to provide our services on other platforms in the United Kingdom and beyond.
  - 9.8 We will complete the process of reviewing our Language Guidelines in order to ensure that they are sufficiently progressive and suitable to meet the linguistic and social changes in Wales.
  - 9.9 We will continue to strike a balance between delivering the impact and reach of individual programmes through repeats and ensuring that this will not be to the detriment of the enjoyment of regular viewers. In a typical week less than 15% of the programmes broadcast during peak hours (18:30 – 21:30) will be repeats.
  - 9.10 We will continue to conduct qualitative and quantitative research to assess opinion with viewers and consider the findings and implications when planning our services and in the annual review of the Content Strategy.
  - 9.11 We will provide information about our services and receive comments or complaints from our viewers on our Viewer's Website and in public meetings.
  - 9.12 We will produce Sgrîn magazine which provides information about our programmes.
- 10. Training**
- 10.1 S4C will continue to cooperate to ensure suitable arrangements and contribute towards improving internal skills level and in the production sector. We will contribute towards the skills framework and the work of Skillset. We will continue to invest in training for the industry in Wales.
  - 10.2 S4C will continue to offer assistance in the form of bursaries and scholarships in accordance with our strategic priorities. During 2010, we will offer a scholarship and masterclass for two young golfers, and will offer a T Glynne Davies scholarship to a student at the Centre for Journalism Studies, Cardiff University. We will offer a scholarship to a student at the National Film and Television School (NFTS).

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S4C