

Programme Policy Statement 2011

Published on 02.02.2011

1. Foreword

The purpose of all S4C's content is to meet the requirements of our audience and users.

2011 is an important year in the history of the Channel. It is an exciting period as we develop our services in response to the requirements of modern society, and do so in difficult economic times. This will be the Channel's first full year of digital-only broadcasting and the first full year of transmission for S4C Clirlun, which is our high definition service.

S4C's statutory duty is to provide a wide variety of high-quality and diverse programming with a significant proportion of programmes being in the Welsh language.

We have a duty to ensure that the content of our services meets the requirements of our users and that we ensure best value for money.

2. Public Service Broadcaster

S4C is a public service broadcaster and, as such, the Channel must fulfil a number of functions.

- Provide wide-ranging information to inform our understanding of the world.
- Provide appealing content which stimulates and develops interest in and knowledge of the arts, science, history, religion and various other topics.
- Reflect and strengthen our cultural identity through original and innovative content.
- Represent diversity with programmes which reflect diverse lives and a variety of viewpoints.
- Engage with our audience, teaching and providing information, reflect life and society in modern Wales, entertain our viewers and our users.
- Provide high-quality content that is original, innovative, challenging, engaging, and widely available.

3. The Programme Service in 2011

The service in 2011 will follow the priorities in the Content Strategy which is committed to offering a range of high-quality provision which makes the best use of our funding.

Regular qualitative and quantitative research with viewers contributes to the process of planning the provision. We want to maintain a clear pathway for our viewers to get in touch with us. The S4C Viewers' Hotline will be available to receive comments and enquiries. We will also explore other possibilities of receiving feedback on our content. It is essential that we respond to the requirements of our viewers.

The current economic climate sets an additional challenge for the Channel and for the independent production sector. Plans and discussions are already ongoing to ensure that we meet the expectations in spite of the economic hardship. Through creative partnership with our producers we will realise our desire to work in innovative and creative ways in order to offer the best possible services to our users.

We are committed to ensuring that a minimum of 95% of the hours that are directly commissioned by S4C in 2011 will be produced by independent companies. We will continue to use a rolling commissioning process in order to encourage creativity throughout the year as well as the ability to respond swiftly to subjects that will be of interest to our viewers. As and when required we will continue our open tendering policy as a means of ensuring contestability.

A creative partnership between S4C and the independent production sector is essential.

In addition to the programmes that are directly commissioned by S4C, at least 10 hours of programmes per week are provided by the BBC as a statutory requirement and within the framework of the Strategic Partnership Agreement. That agreement has been renewed and runs until 2013.

4. The Schedule

In 2011 the television service will continue to follow the broadcasting pattern that was introduced when the Channel switched over to digital in 2010. The service that is available from 7am until the late hours will be a wholly Welsh service.

The service that is broadcast in the morning will be **Cyw**, the service for young children. The afternoon provision will be a combination of original programmes, use of the archive, and another opportunity to view some of the main programmes in the schedule. Our provision for older children, **Stwnsh**, will be broadcast at the end of the afternoon. Peak-hour programming will be the priority and that is where the greatest expenditure will be as we offer a wide range of high-quality programmes. Late-hour programming will consist of some original programmes as well as offering another opportunity to view for those who are not able to watch some of our main programmes during peak hours. **Cyw** and **Stwnsh** will also be broadcast on weekends. Also featuring prominently on weekends will be our events and sports programmes.

5. Drama

Modern society and treatments of contemporary issues feature prominently in our drama offer in 2011 as four new drama series hit the screen. There is a great deal of anticipation surrounding the new series by the author Siwan Jones, **Alys**. This is a contemporary drama which looks at the life of a young single mother who moves to a rural town and the impact that this has on society in that small town in south west Wales.

Contemporary issues will also be the focus of **Porthpenwaig**, a drama set in the Llyn Peninsula. The series looks at social tensions arising from the economic pull that takes young people away from rural areas and those who return or who stay behind.

The series **Gwaith Cartref** will follow the fortunes of secondary school teachers during and outside school hours.

The series **Sombreros** is a story full of adventure and emotion which unfolds as a result of the death of one man and the various women in his life.

There will be two new fiction series for young people in 2011 and both series will be accommodated within the main schedule. There will be a prominent slot during peak hours for our soap, **Pobol y Cwm**, and for the popular series **Rownd a Rownd**. The series **Teulu** continues for a short period early in the year. Also early in the year we will be showing the sequel **Ar y Tracs: Y Trên i'r Gêm**. This is a light-hearted film based on the troubles of international rugby match day.

6. Events and Sport

S4C is the home of events with a Welsh interest. We will strengthen our service in these areas in 2011. The Eisteddfodau, Agricultural Shows, musical performances and sporting events are a combination of the national and local and a clear link between S4C and our audience.

During the **National Eisteddfod**, the **Royal Welsh**, the **Urdd National Eisteddfod** and the **Llangollen Eisteddfod**, our coverage from the events will steer the main schedule as we bring all of the buzz and excitement to our viewers. We will also offer an extended service from these events on the web.

We will provide full coverage of the **Gŵyl Cerdd Dant** and will host and broadcast **Cân i Gymru** and **Côr Cymru**. Our coverage of local events will continue as will our live broadcasts from the Young Farmers' Eisteddfod and the modern sports and music festival, **Wakestock**.

One of the main events in the UK in 2011 will be the Royal Wedding and S4C will broadcast the event live.

Our sports coverage is extremely important to our viewers, especially non-Welsh speakers and our occasional viewers. In 2011 we will offer the best of the most popular sports, namely rugby, football and cricket. Our priority will be coverage of live matches that will be exclusive on free-to-air TV.

Magners League Rugby on Saturday evenings and elements of our domestic rights agreement will also feature prominently during peak hours. We will also want to make the most of our rights from the LV Cup competition and the British and Irish Cup. Our highlights from the Heineken Cup competition also offer a valuable service for rugby followers. The new series **Clwb Rygbi Shane** follows the fortunes of Shane Williams and Derwyn Jones as they attempt to rejuvenate the Amman Utd Rugby Club youth team.

Live football matches from the main Welsh competitions will take centre stage on Saturday afternoons in **Sgorio**. The programmes will also offer a full results service from football fixtures in Wales and beyond. We will want to make the most of our highlights of the Welsh national team's home games. We have managed to secure the rights to the new Carling Nations Cup which will include live coverage of Wales' matches against the Republic of Ireland, Scotland and Northern Ireland.

Our live cricket coverage will continue with exclusive broadcasts of 4 of Glamorgan's matches in the Twenty 20 Competition.

Showing a variety of sports is essential to the Channel; therefore in addition to the main sports, we will be offering coverage of rallying in **Ralio**, horseracing in **Rasus** and live broadcasts from the **Tregaron Races**, the **Snowdon Race**, the **Snowdonia Marathon** and the **Cardiff Half Marathon**.

As our athletes continue to prepare for the 2012 Olympic Games we will follow them every step of the way in **Y Ras i Lundain 2012**.

Lowri Morgan will be taking part in another race as she takes up the extreme sports challenge of competing in the 6633 Ultra marathon. This is the coldest, windiest and toughest marathon in the world as the runners compete over a number of days in the Arctic Circle.

7. Entertainment

There will be plenty to entertain our audience in 2011. Old favourites and new series will make up the mix of programming within the entertainment genre during the year.

Popular series such as **Noson Lawen**, **Only Men Aloud**, **Tudur Owen**, **Jonathan** and **Fferm Ffactor** will return. Discussions are ongoing about developing an idea for a brand new entertainment series for Saturday evenings and there will also be an opportunity to see ideas for new comedies coming to fruition.

Although already a familiar face to our viewers, Rhydian Roberts will feature prominently in our programme choice as he gets his first series. At Christmas we will follow the fortunes of local residents as they create and perform a pantomime. There will also be a new entertainment programme aimed at young people.

8. News and Current Affairs

As a public service broadcaster the S4C news service will comply with Ofcom's targets with at least 200 hours of news over all Welsh language hours and at least 150 hours during peak hours.

In order to ensure plurality and to include different viewpoints within our service we will continue to receive our current affairs and factual journalism programmes from more than one supplier. ITV will deliver the series **Y Byd ar Bedwar** and the journalism series for young people, **Hacio**. BBC Cymru will deliver the series **Taro 9**, **Pawb a'i Farn** and **CF99**.

There are two events of note in Welsh politics during 2011, namely the Referendum and the Assembly Elections. Both will receive maximum coverage within the schedule.

To further underline our plurality and to ensure credibility and diversity within our programming we will receive our electoral programmes from BBC Cymru and ITV. We will also continue with our broadcasts from the Assembly.

9. Factual

Our factual programming provision will go right to the heart of Welsh communities and beyond, serving up a variety of topics and viewpoints. In the series **Iolo ac Indiaid America**, the presenter Iolo Williams will trace the history and consider the future of the Native American Indians. The series **Yr Ynys** takes a look at life on some of the world's most interesting islands. The magnificent views and landscape of Pembrokeshire will be celebrated in the series **Llwybr yr Arfordir** and Dr John Davies will be our guide as he takes us to 100 places in the series **100 Lle**, which is based on his book of the same title.

Following the success of the series **Y Porthmon** in 2010 there will be a production looking at another famous journey, namely the postal journey, in **Hen Lôn Bost**.

History features prominently in our factual provision through the series **Byw yn ôl y Llyfr** and **Byw yn ôl y Papur Newydd**. Additionally, Ffion Hague will look at the lives of 6 women who have been prominent in Welsh history. We have also commissioned a programme which follows the process of recreating the facial image of **Owain Glyndwr**. History and family trees will be the focus of the new series **Perthyn**. Steffan Rhodri will venture far from home as he discovers Wales' most famous exports in **O Gymru Fach**. There will be a collection of emotional and diverse stories in the series **O'r Galon**.

There will be another series of the spiritual religious programme **Y Daith** as well as a unique series presented by the Archbishop of Wales.

Welsh literature features prominently with another series of **Gwlad Beirdd** as contemporary poets look at the work and history of Wales' most prominent poets. We will celebrate the life of Caradog Pritchard in the drama documentary **Afal Drwg Adda**. A drama documentary on the life of actor Richard Burton will be a further valuable addition to the provision.

The popular series **Byw yn yr Ardd**, **Dudley** and **Bro** will return and the daily and diverse series **Wedi 3** and **Wedi 7** will continue to bring stories from all over Wales during the week.

Rural programmes continue to be a key part of the schedule as the series **Cefn Gwlad** and **Ffermio** return.

Undoubtedly, saving and ensuring best value for money will be at the forefront of people's minds in 2011. It is important therefore that programmes relating to such issues feature prominently. Discussions are ongoing to ensure content of this kind.

10. Culture

In a new series of **Pethe** there will be discussions about the arts and native Welsh traditions. The series will be transmitted during peak hours while the supplementary series **Dweud Pethe** and **Pethe Hwyrach** will be broadcast during the late hours.

In **Dechrau Canu Dechrau Canmol** we will present congregational hymn-singing and high-quality performances.

Courtesy of music festivals, special editions of **Bandit**, and the series **Nodyn** and **Gofod**, there will be a focus on contemporary music and the Welsh rock scene.

The country's dialectal traditions will come into focus in the new series **Iaith Ni**.

11. Children

Following the further success of the **Cyw** service for the youngest children we will continue with our aspiration to further develop our provision for children of all ages. In addition to our provision for children from 7 years up, namely **Stwnsh**, we will be introducing new series for over-14s. These programmes will be slotted into the main schedule.

The **Cyw** service will include original new commissions as well as co-productions and animation and both **Cyw** and **Stwnsh** will be broadcast on weekends as well as on weekdays.

12. General

In 2011 S4C will be available on DTT and cable in Wales, and on broadband and satellite across the UK. S4C will keep the situation under review and will identify opportunities to offer our services on other platforms in the UK and further afield.

S4C Clic will continue to be an increasingly valuable service to our audience by allowing our programmes to be viewed on demand and simultaneously on-line. Since there will no longer be a service on S4C 2, we will make the best use of live web streaming during our coverage of the main events in Wales.

We will continue to offer content in high definition on S4C Clirlun.

S4C believes in the need to promote diversity, equality of opportunity and fair treatment. We will raise awareness and will promote the full range of diversity within our content and our services which include subtitling and signing. We will continue to repeat many of our popular programmes with open subtitles.

S4C's commitment to Welsh learners will continue in the form of the established online resource <http://www.s4c.co.u/dysgwyr>.

Our services will comply with Ofcom targets, S4C Authority targets and those set out in the Communications Act. At least 90% of the material broadcast by us will be original programming during peak hours and 80% over the total number of Welsh language hours on S4C. We will look to strike a balance between ensuring the reach and impact of individual programmes by repeating them, but we will try to ensure 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 will be repeats.

By consistently listening to our audience and through a creative partnership with the independent production sector we are sure that we can realise our aspirations and fulfil our duties and deliver a valuable and cost-effective service for our users.

Geraint Rowlands