

## **S4C Review of Statement of Programme Policy 2007**

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### **1 Introduction**

This is the S4C Authority's Review of the Statement of Programme Policy 2007. The Review is prepared in accordance with paragraph 4(1)(b) of schedule 2 of the Communications Act 2003 and evaluates to what extent S4C succeeded in meeting the aims of its Statement of Programme Policy 2007.

2007 was a year of innovation and landmark programming for S4C, with the Rugby World Cup and the development of our on-line services and viewing on broadband being particular highlights. The Consultation on Children's Services was launched and it was a period of transformation in many other ways as the process of modernising S4C gathered pace. The Strategic Partnership with the BBC was implemented and a Review of the BBC's contribution is being prepared in accordance with the terms of that Partnership.

Creative excellence lies at the heart of S4C's services and to underline this new agenda at the beginning of the year all S4C's services were re-branded – on screen, on the web and in all the channel's related materials. The dynamic style of the re-brand succeeded in winning the main 'Complete Package' prize from the European Broadcasting Union (EBU).

In October the S4C Authority published an independent report prepared by DTZ/Cardiff Business School on the Economic Impact of S4C on the Economy of Wales 2002 – 2006. The report showed that S4C activities are responsible for supporting more than 2,250 jobs in Wales adding a value of £87m to the economy of Wales in 2006.

### **2 Events**

#### **2.1 Rugby World Cup 2007**

Following the securing of the rights to the **Rugby World Cup** it was decided that this world-wide event would be a cornerstone of S4C's broadcasting year. Following an open tender process Sunset + Vine Cymru won the right to produce the competition for us – their first commission for S4C. A number of other programmes were commissioned in order to extend the provision so as to attract as wide an audience as possible. As one of the year's marketing priorities the competition was promoted extensively on and off screen. Over 70 hours of the competition were broadcast, including 25 hours of live games and highlights programmes of all games.

The reach of all programmes throughout the UK was 811,000, a very substantial figure. The Wales v Japan game drew the largest audience with 52,000 viewing on average.

Off the field the programme **Gwesty Cymru** took a behind the scenes look at the Welsh team and its coaching staff. Unfortunately Wales were knocked out of the competition sooner than expected – but a special programme looked at the Cup through the eyes of the Coach, Gareth Jenkins'.

The aim of the **Monde Gary a Beti** programme was to get the views of supporters and the public of events during the competition. Our research showed that aim was not fully realised. **Jonathan** and his team took a light-hearted look at the events, and **Rygbi 100%** was a series for younger viewers.

During the same period an ambitious, international, multilingual film by Karl Francis – **Hope** – was broadcast together with a special edition of Wynebau Newydd - **Merch y Gadair Ddur**. Research showed that these two programmes succeeded in attracting a new and younger audience to the channel.

#### **2.2 The Royal Welsh Agricultural Show and the Winter Fair**

This year again we extended our services from the Royal Welsh Show. More hours than ever were broadcast on three platforms, on the web and via the red button. The viewing figures were substantially higher than the previous year during the afternoon and evening in spite of the appalling weather. 341,000 people in Wales tuned in to some part of S4C's service from the Show.

For the second year running a comprehensive multi-platform service was broadcast from the Winter Fair in Llanelwedd. The number of hours was reduced nightly in order to synchronize the programmes' start and end time. This resulted in the programmes being more substantial during the day because the time between morning and afternoon allowed more concise programmes to be produced.

### **2.3    *The Eisteddfodau***

Over 110 hours were broadcast from **Eisteddfod yr Urdd** this year. A broadcast pattern similar to that of previous years was adopted, starting with a morning programme and followed by continuous coverage on S4C Digidol and afternoon programmes on the analogue service. **Sedd yn y Pafiliwn** was available on S4C2 throughout the day until 18:00.

The soprano Elin Manahan Thomas joined the presentation team at the **Llangollen International Eisteddfod**. The response to the website was exceptional. It received more than 2.5 million hits from 80 plus countries, with over 250,000 video clips having been viewed.

During the **Flintshire and District National Eisteddfod** more programmes from the Literary Pavilion were broadcast on S4C2.

Across all of the summer's events 1.1 million people across the UK tuned in to S4C.

### **2.4    *Assembly Election***

More programmes than ever were broadcast during the Assembly Election held on 2<sup>nd</sup> April. BBC Cymru was responsible for anchoring the provision. Dewi Llwyd, Rhuanedd Richards and Vaughan Roderick followed the night's developments with expert analysis from Dr Richard Wyn Jones. In addition, three **Pawb a'i Farn** programmes were produced by BBC Cymru and ITV Cymru produced special editions of **Hacio** and **Y Byd ar Bedwar**. A special edition of **Ffermio** was also produced.

In an attempt to appeal to a different audience politicians were invited to choose their favourite songs in a special edition of **Bandit o'r Senedd**.

### **2.5    *S4C's 25<sup>th</sup> Anniversary Celebrations***

S4C celebrated its 25<sup>th</sup> anniversary in November. This was an important occasion for everyone involved in the channel over the past quarter of a century.

Since so many new and exciting series were to be launched during the period it was decided to celebrate by showing series which had wide appeal and a loyal following by most viewers rather than by creating totally new projects.

A 45 minute programme of highlights from **Cefn Gwlad** was produced as Dai Jones met the characters and visited communities which have by now changed forever. A special hour long Gymanfa Ganu was held in Morryston's Tabernacl chapel and recorded as **Dechrau Canu Dechrau Canmol's** contribution to the celebrations. The series **Bandit** paid homage to five significant popular Welsh musical periods. The celebrations were also an excuse to ask some of our more famous faces to contribute to the programmes **Cwprdd Dillad** and **o4 Wal**. To put the celebrations in a political and historical context two substantial documentaries **Teledu'r Cymry** were produced by the BBC and presented by Dewi Llwyd.

### **2.6    *Ray Gravell's Death***

The very sad news of the death of former rugby player, broadcaster and national hero, Ray Gravell, came on the 31<sup>st</sup> of October. His funeral was broadcast from Stradey Park together with an excellent tribute programme – **Grav**. On the day following his death the whole of the **Wedi 7** programme was dedicated to his memory and contained special and emotional contributions from his friends.

### 3 Fiction

**Calon Gaeth** was the first drama series to be aired, in January. This was a period drama and attracted high audience appreciation scores.

The two drama series produced by Fiction Factory **Caerdydd** and **Y Pris** were widely promoted. The aims of these series were totally different from **Calon Gaeth** and were aimed at a younger audience who are used to using the web. The second series of the urban drama **Caerdydd** was filmed confidently with an appropriate soundtrack making use of contemporary bands and singers, and the audience enjoyed the up-to-date feel of the series. **Y Pris** was a challenging series breaking new ground in Welsh fiction, with the target audience appreciating its freshness. It succeeded in reaching a younger audience as well as reaching older viewers. The drama mixes violence with comedy, with the black humour reflecting the unique voice of the author, Tim Price, who won S4C's Short Film prize some years ago.

**Cowbois ac Injans** won the best drama prize at the Celtic Media Festival.

New young characters have been pivotal in the development of **Pobol y Cwm** this year and the audience response has been positive. The sixth series of **Tipyn o Stad** introduced several new characters, including the actor and singer Bryn Fôn. A new and exciting website was designed for the 2007 series of **Rownd a Rownd** which built upon the enthusiasm and interest of the younger viewers who regularly watch the programme.

A new situation comedy located in North Wales, **Man Del**, was broadcast in the autumn. The series had to be reviewed due to the sensitivity surrounding the portrayal of a disabled character. The portrayal was not consistent with S4C's policy on portrayal and as a result some scenes were edited.

### 4 Sport

As part of our partnership with the BBC, exclusive coverage of club games proved to be popular in **Clwb Rygbi - Cynghrair Magners**. Other live games were shown in **Cynghrair y Principality and Cwpan Konica Minolta**. To bolster our rugby provision, **Cwpan Heineken** highlights were shown together with the best of French rugby on **Le Rygbi** and an even wider look at the world of rugby on **7 bob ochr y Bwrdd Rygbi Rhyngwladol** and **Rygbi'r Byd**.

In order to extend our Saturday evening rugby provision during the summer S4C followed the Rugby League side, the Celtic Crusaders, who finished top of their league. One of the aims of **Y Clwb Rygbi XIII** was to extend the channel's unique reach.

In our football coverage **Sgorio** was re-launched with the emphasis on showing world football's best goals together with engaging studio conversations. Research gleaned from the Response Panel showed a positive response amongst viewers. The international **Cyprus v Cymru** game was broadcast live and exclusive. We continued our commitment to Welsh domestic football in **Clwb Pêl-droed**.

In order to extend the **Rasus** brand and to grow the **Ar Garlam** programme, three half hour programmes of **Rasus ar Garlam** showed highlights of the best point-to-point races in Wales. The highlight of the trotting season, which followed another series of **Rasus**, was shown during the coverage of **Rasus Tregaron**.

At the beginning of December **Ralio** celebrated its 50<sup>th</sup> programme. Nightly bulletins of the final round of the World Championship were shown in **Rali Cymru**. It was an opportunity for S4C to position itself as a broadcaster of a national event which is also part of an international sports scene.

This year **Ras yr Wyddfa** and **Marathon Eryri** were again covered by S4C. Following the success of **Gêm y Ganrif** in 2006 another documentary was produced which looked at the 1927 FA Cup Final when Cardiff City beat Arsenal in **Cwpan Caerdydd**.

Due to changes to the national coaching team, **Brad Rygbi Cymru** was postponed until the end of the 2008 rugby season.

## 5 Culture and Music

**Codi Canu** was a new music series on S4C. Four mixed voice choirs were formed from the supporters of the Ospreys, Cardiff Blues, Gwent Dragons and Scarlets rugby teams. The choirs then competed against each other with the winning choir being given the opportunity to sing in the Millennium Stadium before the international game between Wales and France. Gwent Dragons were victorious. One of the strengths of the series was that it succeeded in attracting many non-Welsh speakers to play an integral part in an S4C programme, which then created a very strong community attachment. Musically the series succeeded in conveying the basics of choral singing, and also introduced the history and background of the songs. Discussions and the use of the web were key to the success of the series, and our research suggested that the programmes were seen as original and lively with a wide audience.

In the competition **Côr Cymru 2007** Côr Cywair conducted by Islwyn Evans was the winner gaining high commendations from the panel of international adjudicators. In order to attract more young people to the competition a new category for choirs of children under 16 was added this year.

The competition **Cân i Gymru** was broadcast from the Afan Lido. The winners were Einir Dafydd and the poet Ceri Wyn Jones with their song Blwyddyn Mas. On the same weekend another competition to choose Wales' favourite hymn **Emyn i Gymru** was held as part of the **Dechrau Canu Dechrau Canmol** series. The intention was to strengthen and build upon the **Cân i Gymru** brand. Ten hymns were chosen by a panel of judges which included choral conductors, a poet and hymn experts, and an online vote was held for members of the public to make their choice. The winning hymn was Pantyfedwen, and a successful programme of congregational singing was broadcast with Alwyn Humphreys as conductor.

Three hour long programmes were commissioned from **Gŵyl Jazz HSBC Aberhonddu** including two highlights programmes and one concert with Catrin Finch which was broadcast over the Christmas period.

Several programmes came from **Gŵyl y Faenol** with the Operatic Gala reaching 171,000 viewers across the UK.

The **Gŵyl Cerdd Dant** was held in Pontrhydfendigaid on 10<sup>th</sup> November, and over eight hours of competitions were broadcast on S4C and S4C Digidol during the day as well as a highlights programme on the following Saturday evening. A special edition of **Talwrn y Beirdd** was also broadcast.

A new series of **Sioe Gelf** was broadcast which included special programmes focusing on, for example, Cae'r Gors, a programme showing the renovation of Kate Roberts' home. Once again the series for young people, **Bandit**, and **Ysgoloriaeth Bryn Terfel** were broadcast.

Some of the Christmas highlights were **Cyngerdd Dennis O'Neil a Kiri Te Kanawa** from the Cardiff Millennium Centre and **Carolau o Langollen** which succeeded in attracting a significant reach of 106,000 viewers across the UK.

## 6 Factual

**Tywysogion** was one of the highlights at the beginning of the year. This was a multi-platform series looking at the Welsh Princes relating the middle ages in Wales to the modern context. Research suggested that some components of the audience would have appreciated a lighter tone, but there was also appreciation of this substantial and significant series. Dr Richard Wyn Jones was the presenter, and he also presented the **Datganoli** series which analysed the political history of the past ten years in Wales.

Stunning photography and amazing bravery was seen in **Iolo yn Hedfan** as naturalist Iolo Williams learned to fly with the birds.

A variety of documentaries was produced again this year including **Cefn Gwlad, Wynebau Newydd, O'r Galon** and **O Flaen dy Lygaid**. The range of programmes succeeded in attracting a diverse and wide audience. In addition to the usual bulletins and **Ffermio**, special programmes from the smaller agricultural shows were also produced.

In documentaries, a 90 minute programme **Fel Arall** was an ambitious account of the experiences of gay people in Wales. The programme was first shown as part of the Iris Gay Film Festival in Cardiff in October.

During the Christmas period a special documentary **Bois Parc Nest** looking at one of the best known literary families in Wales was shown.

## 7. News and Current Affairs

The main **Newyddion** programme and short bulletin were broadcast during peak hours in accordance with Ofcom's targets.

**Manifffesto** was re-launched as **CF99**. The programme is now shown on Wednesday evenings at a more popular time. Programmes such as **Yr Wythnos, Pawb a'i Farn** and **Taro 9** produced by BBC Cymru were shown, as well as further series of **Y Byd ar Bedwar** and **Hacio** from ITV Wales.

**Wedi 3** was broadcast on S4C analogue (simulcast on digital) as an experiment to give the audience a taste of the digital provision. The experiment was successful and **Wedi 3** has earned its place on the analogue service and continues to be broadcast on analogue and digital. As well as **Wedi 3**'s success **Wedi 7** also increased its appeal.

## 8 Entertainment and Factual Entertainment

During the year many entertainment series came to the screen as a result of the development contracts. One of these was **Pws**. During the series Dewi Pws was seen travelling and socialising with local people in communities across Wales.

**Cadair Fawr Eleri Sion** was a new entertainment show that made stars of extraordinary, ordinary people. We meet all sorts characters from all walks of life and the idea is a development of the traditional talk show. To meet people from different communities this programme is also recorded in different locations.

In 2006 a programme was commissioned to follow **Glyn and Imogen** after they left the Big Brother house. The programme attracted a lot of attention from the British press and was one of the most popular programmes of the year, drawing 171,000 individual viewers from across the UK. Glyn Wise was also one of stars of **Y Briodas Fawr** this year.

Another programme produced with younger audiences as well as the rugby die-hards in mind was **Gwragedd Rygbi**, with one programme in March managing to reach 112,00 viewers across the UK. The old favourites **Cwpwrdd Dillad, o4Wal** and **Ty Cymreig** returned. New elements were introduced to **Cwpwrdd Dillad** to bring freshness to the programme by way of a wardrobe makeover for someone who asked for help with their image. This new element generated positive results.

After being in France with his apprentice chefs last year, Italy was the location for **Casa Dudley** this year, with research showing that the audience was responsive and was looking forward to the next series.

In comedy, new series of **Cnex** and **Mawr** were broadcast and because of his popularity **PC Leslie Wynne** was given his own special show. Over the Christmas period there was a chance to follow Dai Jones as he tried to overcome his fear of water and learn to swim in **Dai'n y Dwr**.

S4C rose to the top once again in the field of animation with Griffilms winning the award for best animation for **Map yr Underground** in the Celtic Media Festival 2007.

## 9 Children

2007 was a key and important year for S4C in the field of children's television with the launch in July of the Authority's public consultation on the intention to establish new services for children and young people. Following the publication of the Consultation, a positive response was received from over 500 individuals. In line with the channel's plans to promote sustainable growth in the independent production sector, and following a tendering process in March, the **Planed Plant** and **Planed Plant Bach** presentation links were outsourced to Boomerang. A strong interactive element has also been established.

For the younger children a new cartoon **Holi Hana** was shown. This was a co-production between S4C, Calon, Five and RDF (with the backing of the European Union and the Welsh Assembly Government).

In accordance with the Statement of Programme Policy 2007, the provision for children was enhanced, specifically for 10 to 15 year olds. As part of the Strategic Partnership with the BBC, **Mosgito** came to our screens during the first week of November – a factual but entertaining programme for young people. **Ffeil's** term was also extended, and in an attempt to strengthen the provision for older children a brand new quiz

show **Pencampau** was broadcast. Another new programme **Dawnstastig** offered a chance for children of all ages to compete in the field of dance.

From their studios in Caernarfon **Uned5** continues to be a cornerstone of our Friday evening schedule, and among other returning programmes were **Atom, Mama Mia, Y Fet a Fi, Popty** and **Stamina**. One of the Christmas highlights was the animated film **Gelert**.

Research during the year showed that children and young people appreciate many of the children's series, family programmes, drama, comedies and sport programmes. Research has also shown their appreciation of original programming from Wales.

## **10 Weather**

Following a tender process, **Tywydd** was outsourced to ITV Cymru. With new graphics to complement S4C's new branding, the new team presents more bulletins from locations outside the studio and gives the service a more journalistic slant.

## **11 Tenders**

In accordance with S4C's Tendering Policy, a tendering process was held for the following services during the year:

### ***Programme Content***

Programme Dubbing and Animated Series

The Rugby World Cup

Rugby Club XIII

Cyprus v Wales

Gŷ 1 Gerdd Dant

India

Russia

Continuity – Planed Plant and Planed Plant Bach (outsourcing production)

Tywydd (outsourcing production)

### ***Other***

Late and Live subtitling

## **12 S4C Appeal 2007**

In 2007, a decision was made to refresh the annual appeal and move away from raising a sum of money for a single charity.

S4C's 2007's appeal, Hybu Rygbi (Promote Rugby), concentrated on helping causes that were close to the hearts of rugby communities in Wales. Opportunities were offered to clubs, societies, individuals and charities associated with rugby to raise the profile of their activities, and to help them hold events and raise money themselves.

The help has varied from offering prizes, supporting children's and young people's teams, to partnering with the sector that provides programmes for S4C, and raising awareness about the events through items on programmes and TV personalities.

Following the changes to the Appeal, the trustees of the S4C Appeal decided to end the Appeal's registered charity status in November<sup>[1]</sup>.

## **13 Access Services**

### **13.1 *Subtitling***

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<sup>[1]</sup> S4C Appeal, registered charity no. 1097972, dissolved in December 2007.

English subtitles were provided to widen the appeal of our programmes to non-Welsh speakers, the deaf and hard of hearing. English subtitles were provided on 81.1% of all Welsh hours on analogue in 2007. This was higher than the target of 80%.

English subtitles were provided on 76.3% of S4C Digidol services (against Ofcom's target of 71%). Many programmes were broadcast with open subtitles as well, including omnibus programmes such as **Rownd a Rownd** and **Pobol y Cwm**.

As well as subtitles for S4C programmes, subtitles for the deaf and hard of hearing were also available for Channel 4 programmes broadcast on S4C's analogue service.

The target of 10 hours a week of Welsh subtitling on analogue and simulcast on the digital service for the Welsh speaking deaf and hard of hearing viewers and Welsh learners was met.

### **13.2 Audio-description and Signing**

Audio description is offered on many of the programmes on S4C Digidol for the blind and visually impaired. The service includes commentary to fill the periods with no dialogue and includes additional descriptions which enhance the viewers' enjoyment. Audio-description was provided for 9.6% of S4C Digidol programmes against the target of 8% set by Ofcom for the year.

Some S4C Digidol programmes are shown with BSL (British Sign Language) signers. These programmes are located in a regular slot on Saturday afternoons. 2.1% of the service had open signing against Ofcom's target of 2%.

## **14 Research**

During the year S4C contributed once again towards supporting the BARB panel – the body which measures broadcasters' viewing figures. Research results help S4C to create the Statement of Programme Policy as well as helping to assess the performance of the service in this Review.

## **15 Information for Viewers**

Gwifren Gwylwyr, S4C's information service was provided during the year (**phone:** 0870 600 4141, **web:** (<[http://www.s4c.co.uk/c\\_contact\\_form.shtml](http://www.s4c.co.uk/c_contact_form.shtml)>)). It provides information about our services and programmes, as well as dealing with enquiries and complaints received from our viewers.

The S4C website also provides a vast range of information about our programmes. This year the service was developed to include more sites relating to individual programmes as well as allowing people to watch programmes online.

## **16 Media Literacy**

In December 2007 S4C announced a Media Literacy Scheme for 2008. A copy is available on the website.

## **17 Training and Talent**

S4C members of staff were provided with training in accordance with the company's strategic priorities. Arrangements were made to raise the skills of the industry by investing in training through Cyfle and other training providers. The work of the funders (TAC/Cyfle/S4C) is ongoing to ensure that the training provided by Cyfle reflects the sector's requirements.

## **18 Scholarships**

During the year the following were awarded scholarships:

*Athletics Scholarship:*

Lianne Clarke, Non Stanford, David Guest and Brigid Eades

2007/2009

*Golf Scholarship:*

Richard Merchant and Tara Davies  
Jamie Howe and Katherine O'Connor

2006/2007  
2007/2008

*T. Glynne Davies Scholarship:*

Gwenllian Glyn  
Elen Moore

2006/2007  
2007/2008

*Scholarship for NFTS students in the field of animation:*

Sally Pearce

*Sir Geraint Evans Scholarship:*

(This scholarship is financed in partnership with the BBC)

Jennifer Hazel Walker, Allan Smith, Ruth Greenaway-Robbins and Flora York-Skinner

The pianist LLE Williams was also awarded a special scholarship.

**19     Targets and Service Results 2007**

Appendix 1

**S4C Authority  
February 2008**

**Targedau a Chanlyniadau Gwasanaeth - 2007**  
*Service Targets and Results – 2007*

<b>Rhaglenni</b> <i>Programmes</i>	<b>Targed</b> <i>Target</i>	<b>Canlyniad</b> <i>Result</i>
<b>Amser darlledu a roddwyd i gynyrchiadau o'r sector annibynnol</b> <i>Broadcasting time allocated to productions from the independent sector</i>	<b>25%</b>	83%
<b>Rhaglenni gwreiddiol (oriau brig 18.00 i 22.30)*</b> <i>Original programmes (peak hours 18.00-22.30)*</i>	<b>90%</b>	100%
<b>Rhaglenni gwreiddiol (holl oriau)</b> <i>Original programmes (all hours)</i>	<b>80%</b>	98%
<b>Rhaglenni Materion Cyfoes (holl oriau)</b> <i>Current Affairs Programmes (all hours)</i>	<b>60 awr y flwyddyn</b> <i>60 hours per annum</i>	<b>85 awr</b> <i>85 hours</i>
<b>Rhaglenni Materion Cyfoes (oriau brig 18.00 i 22.30)*</b> <i>Current Affairs Programmes (peak hours 18.00-22.30)*</i>	<b>30 awr y flwyddyn</b> <i>30 hours per annum</i>	<b>56 awr</b> <i>56 hours</i>
<b>Newyddion (holl oriau)</b> <i>News (all hours)</i>	<b>200 awr y flwyddyn</b> <i>200 hours per annum</i>	<b>232 awr</b> <i>232 hours</i>
<b>Newyddion (oriau brig 18.00 i 22.30)</b> <i>News (peak hours 18.00-22.30)</i>	<b>150 awr y flwyddyn</b> <i>150 hours per annum</i>	<b>178 awr</b> <i>178 hours</i>
<b>Un rhaglen newyddion ddyddiol yn ystod yr oriau brig*</b> <i>One daily news programme during peak hours*</i>	1 rhaglen <i>1 programme</i>	1 rhaglen <i>1 programme</i>
<b>Isdeitlo</b> <i>Subtitling</i>	<b>71%</b>	76.3%
<b>Disgrifiad Sain</b> <i>Audio Description</i>	<b>8%</b>	9.7%
<b>Arwyddo</b> <i>Signing</i>	<b>2%</b>	2%

- Lle mae oriau brig yn cael eu diffinio fel 18:00-22:30/Peak hours are defined as 18.00 – 22.30
- Gall y canlyniadau newid ar ol archwiliad y cyfrifon/Results subject to change following Account audit