

# S4/C

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**Corporate Plan 2008-2009**  
**2008 Targets**

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## **Corporate Aims 2008-2009**

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 aim into two supporting aims:

1. *Fulfil the requirements of the Programme Strategy (2004-2009).*
2. *Operate within S4C's statutory and public framework.*

## **Aim 1**

### **Fulfil our Programme Strategy**

<b>Target</b>
<p><b>Aim 1 (1)</b></p> <ul style="list-style-type: none"><li>(i) Publish S4C's Statement of Programme Policy 2008.</li><li>(ii) Publish S4C's Review of Statement of Programme Policy 2007.</li><li>(iii) Conduct an annual review of the Programme Strategy 2004-2009.</li><li>(iv) Publish S4C's Strategy for 2009 onwards.</li></ul>
<p><b>Aim 1 (2)</b></p> <p>Operate in accordance with the S4C Statement of Programme Policy 2008 and reserve £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) At least 35 hours of Welsh programmes each week simultaneously on the S4C and S4C Digidol services.</li><li>(x) 140 hours per annum of original programmes for children.</li></ul>
<p><b>Aim 1 (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 1 (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 Programme Strategy.</p>

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

<sup>2</sup> (Peak Hours = 18.30 – 22.00)

**Aim 1 (5)**

- (i) Achieve an average weekly reach for the Welsh language services of at least 700,000.
- (ii) Aim to achieve reach of over 100,000 viewers for 20 Welsh language programmes during the year.
- (iii) Increase our reach year on year by providing content on appropriate platforms.
- (iv) Ensure appropriate systems are in place to measure viewing across all platforms.
- (v) Increase the year on year percentage of viewers under 45 years old during peak hours.

**Aim 1 (6)**

Achieve Ofcom's targets for subtitles, audio description and signing during all hours on S4C Digidol.

	<b>2008</b>	<b>2009</b>	<b>2010</b>
English Subtitles:	73%	75%	80%
Signing:	3%	4%	5%
Audio Description:	10%	10%	10%

**Aim 1 (7)**

We aim to offer 10 hours per week of original hours with 889 subtitles.

**Aim 1 (8)**

Channel 4 programmes will be scheduled according to commercial considerations.

**Aim 1 (9)**

Review regularly and identify opportunities in order to offer our services on other platforms and new platforms in the United Kingdom and beyond.

**Aim 1 (10)**

Contribute to the plans in preparation for the transfer to digital by securing appropriate arrangements to provide our services following digital switchover.

**Aim 1 (11)**

Review our digital archive procedures and transfer material to external agencies where appropriate.

**Aim 1 (12)**

Reflect the priorities of the Programme Strategy and ensure excellence in our communication plans.

**Aim 1 (13)**

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 [gwifren@s4c.co.uk](mailto:gwifren@s4c.co.uk)

**Aim 1 (14)**

Ensure there is a system in place to make sure that our services comply with the law and applicable codes.

**Aim 1 (15)**

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.

**Aim 1 (16)**

Operate the Scholarship Policy.

**Aim 1 (17)**

- (i) Provide a comprehensive and uninterrupted service covering all aspects of broadcasting on analogue, DTT, satellite and cable.
- (ii) Not less than 98% of the population of Wales to have the ability to receive S4C on analogue.
- (iii) Maintain the technical offering for S4C services in accordance with industry best practice.

## **Aim 2**

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

<b>Target</b>
<b>Aim 2 (1)</b> Operate within the framework set out in the document "Role of the Authority".
<b>Aim 2 (2)</b> Operate the annual plans for the Authority, the Authority's Committees and S4C's Board of Directors.
<b>Aim 2 (3)</b> Operate in accordance with the legal requirements.
<b>Aim 2 (4)</b> Foster an open, accountable and constructive relationship with our viewers.
<b>Aim 2 (5)</b> Ensure that internal and external audits are conducted.
<b>Aim 2 (6)</b> 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.
<b>Aim 2 (7)</b> Review the Corporate Plan for 2008.
<b>Aim 2 (8)</b> Ensure we work within S4C's policies and review and amend S4C's policies as required. Propose a safe working environment and equal opportunities for all. Adopt a Green Policy.
<b>Aim 2 (9)</b> Where appropriate, respond to reviews by Ofcom, Government, the European Commission, the National Assembly and others.
<b>Aim 2 (10)</b> Operate tender processes to promote contestability. Maintain a list of tenders.
<b>Aim 2 (11)</b> Receive a dividend from S4C Masnachol.
<b>Aim 2 (12)</b> Operate within the framework of our Complaints Code.

**Aim 2 (13)**

Approve a revised 10 year budget.

**Aim 2 (14)**

Less than 4.5% of all expenditure to be spent on overheads.

**Aim 2 (15)**

Maintain a Risk Register in accordance with the Risk Policy. Present and monitor the Risk Register and Business Support Policy quarterly.