

Serving Children in the Digital Future

Name Ceren Lloyd

Company/Organisation Primary School

Questions

1. Do you agree with our view that a dedicated service for Children will enhance the public service offering in the Welsh language for Children?

Yes

2. Do you believe that a third party provider would be willing to provide a Welsh language television service for Children of a similar nature to that outlined above on a commercial basis?

No

3. Can you identify any other stakeholders we should be contacting not included at Annex A?

No

4. Do you have any comments / what are your views about the proposed hours of broadcast and our target audiences?

Agree that choice is important. Thought must be given to the different age groups and their differing needs. It is crucial that there is a choice of viewing after school hours and that it can compete with other popular channels. Providing a range of programmes for a long period every day is of ultimate importance to develop the linguistic skills of children in Wales - a large number depend on this to hear any Welsh at all outside school. Pre-Nursery children also deserve more programmes of high standard and more often - these are the ones who watch bebies and never return to S4C. Cartoons such as Noddy, ffi ffi, Falmai'r Fuwch are extremely popular - many more needed.

5. What would you consider to be the most important key characteristics for television services for Children provided by S4C?

A wide choice must be available, and of a high standard. Appropriate programmes at appropriate times for the different age groups, drama serials in order to develop a pattern of regular viewing by children. The provision must be varied - all children are different! Girls and boys make very different choices. The language used must be of a high standard.

6. Do you have any comments on the options set out at paragraph 4 and in particular the option 1 and 2? Do you have any other comments you would like us to consider on this issue?

No

7. Do you have any other comments you would like us to consider in relation to this Consultation on a new Welsh language television channel for Children?

I am very supportive of the idea and hope it will happen soon.