

Serving Children in the Digital Future

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(Parents for Welsh medium education)

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. It is difficult to break viewing habits once a child has found a favourite programme. It would be nice to be able to attract the attention of a child and see him/ her choosing a Welsh language programme over an English one. However, that wider choice is not currently available.

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?

Yes

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?

A new channel must have consistent hours of broadcasting. In this age of directness and immediate gratification, children are an audience who demand constant entertainment!

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

A consistency of quality - in terms of feel and language

Careful planning - ensuring that producers are aware of the educational requirements of the curriculum and latest developments in national and international education thinking and that this is weaved into programme formats. It is possible to do this without producing overtly educational programmes.

Consistency for viewers - ensure that the channel is consistently available so that S4C becomes a natural part of a child's leisure time.

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?

A third party should be found to carry Assembly broadcasts so that the children's channel consistently provides a full service for children. As a result of the growth in Welsh medium education throughout Wales, having a complete Welsh language channel for children is crucial to ensure that a connection is made by children between the language and enjoyment at home. It is a clear signpost to parents that the channel is committed to supporting parents who choose Welsh medium education for their children and thus create bilingual individuals.

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?

The sooner the better!