

Serving Children in the Digital Future

Name Meryl Pierce

Company/Organisation Twf

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?

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?

We believe that the target audiences are appropriate but that care should be taken to include babies under 1 year old in the provision. The intention here would be to get families into the habit of watching Welsh language programmes from the very start. Additionally, parents who were formerly pupils in Welsh medium schools, but who haven't used the language since school, should be targeted. This is a large group in today's Wales, and key to the future of the language. They are a group who lack confidence in their ability in the language but who still choose to send their children to Welsh medium schools. The new channel, through additional content on-line, could give their confidence a substantial boost.

The intention of stopping programmes for nursery aged children at 3pm is a matter of concern to us. According to parents of children in this age group, they would like to see nursery aged provision on S4C between 5.00 and 6.30 pm. They make reference to that busy period when children are tired after a day at nursery, parents tired after a day's work and also having to prepare supper. Currently parents let their children watch English language channels to occupy them during this time. The new channel would be a fantastic opportunity to provide Welsh language programmes to keep the children entertained.

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

Programmes suitable for babies along the lines of the Camau Bach (Small steps) DVD. Programmes that appeal to older children who come from non Welsh speaking homes but attend Welsh medium schools.

Maintain existing very successful programmes e.g. Uned 5, Mama-mia, Rownd a Rownd

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 comment

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?

We trust that the new provision will also offer appealing content on Sundays. The additional broadcasting that currently takes place during school holidays is popular among parents. Twf officers receive a lot of feedback to that effect. We trust that current successful programmes will be borne in mind while creating the new channel.