

Efa Gruffudd Jones, Chief Executive Urdd Gobaith Cymru

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. We feel strongly, as the consultation document states, that success depends on offering content across all platforms, not only the digital channel.

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

We welcome the proposed increase in broadcast hours for children and young people. In terms of target audiences, policy in youth work tends to use the age of 14 as the divide between target audiences. This also happens in education, with the development of the Learning Pathways, 14-19 etc.

We therefore believe that targeting the same content to older children between the ages of 10 and 16 is unlikely to succeed. The more realistic outcome is that the content would appeal until the age of 14 only.

We understand, of course, that children and young people will want to watch programmes aimed at a slightly older age group than the one to which they actually belong - and that that is part of the appeal.

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

It would need to be a constant service of dependable standard and able to respond consistently to the needs of children and young people.

The pre-school age programmes would need to be marketed to parents, and should - as stated for older children - be easily accessible on children's pages of electronic guides.

Point 5 of the consultation document states that S4C broadcasts additional programming from events such as Eisteddfodau on its spare capacity on S4C2. The document also states that you will continue to provide additional programming (through the red button or on S4C2) from national events.

It is unclear to us whether this would result in the children's service being interrupted by these events during specific periods. Unless the additional programming is aimed primarily at children and young people, we would not be in favour of this. We would prefer to see programmes on S4C being disrupted (unless any other spare broadcast capacity is available). Obviously, though, we want to see broadcasting from the Urdd Eisteddfod continuing and evolving.

4 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?

As a youth movement, we obviously give priority to additional programming for children and young people. We therefore favour option 2.

We would not support a mix of the two sorts of content on the new channel. However, we would want to see broadcasting from the Assembly continuing - but broadband broadcasting would be sufficient, in our opinion.

- 5. 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?**

We are not in a situation to offer an opinion on this.

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

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?**

It will not surprise you to hear that we believe that many of the Urdd's activities that do not currently receive any media attention, would provide attractive content for children and young people. Our sports events, for example, are very popular amongst our members. Following some of our events, our website receives a high number of hits, with people checking for swimming results, for example. We believe that there is potential for further discussion. In the same way, we believe that our camp sites could create interesting content and help to market the channel to the large number of children and young people who attend camp.