

Serving Children in the Digital Future

Name Debbie Anne Williams, Welsh Language Promotion Officer

Company/Organisation Gwynedd Council and also on behalf of the Language Promotion Taskforce and the Children and Young People's Partnership Strategy

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?

Gwynedd Council welcomes your vision and intention to strengthen Welsh language public service provision for children.

The Council is very supportive of the principle of increasing the number of programmes available through the medium of Welsh for children and young people, especially considering the amount and strength of provision in English for this key sector of the population.

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. No further comments.

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

No. No further comments.

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

We agree. No further comments.

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

Gwynedd Council would like to emphasise the importance of providing Welsh language programmes of good quality, which would appeal to the wide-ranging interests and needs of the target audience. We would also note that a mix of various educational programmes and entertainment and light-hearted programmes is needed. We also suggest that programmes should be provided specifically for young learners of the Welsh language from non Welsh speaking homes and families.

The Council would also like to emphasise the importance of providing uninterrupted coverage for children and young people, to ensure that children do not wander off in search of programmes on other channels during interruptions to the S4C service.

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?

Gwynedd Council is disappointed that S4C does not consider option 3 a practical one currently. A channel exclusively for children and young people as outlined in option 3 - would be much more effective - because it could compete on a more level footing with the English language channels aimed at young people and children. We foresee that children and young people would not actively seek out S4C or S4C Digital amidst all the other digital channels available to them via satellite.

An exclusive children's S4C would feature on electronic guides and would therefore be much easier to find.

As Option 3 is not currently available, we suggest that a combination of Options 1 and 2 should be engineered. A combination would include an uninterrupted service for children and young people, in line with the suggested hours, while also broadcasting Assembly highlights around 22:30-00:00. Alternatively, Assembly proceedings could be broadcast on either channel, in line with the hours set aside for the children's service. This would ensure continuing coverage of Assembly proceedings. This will continue to give The National Assembly for Wales status.

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?

Gwynedd Council would like to see more opportunities for media companies and businesses throughout Wales to produce programmes for the new channel. The Council is concerned that too many programmes are produced outside Gwynedd, especially in Cardiff, restricting working opportunities for young people to in the media locally. The migration of young people from Gwynedd is already a problem, and as many young people choose the media as a career, we feel that S4C's current policy actually exacerbates the problem.