

## Serving Children in the Digital Future

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### 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, the current provision, whilst meeting basic needs in terms of providing a limited amount of Welsh language programming for children, is not sufficient.

You quite rightly acknowledge that you are missing opportunities for providing services to a great number of children and young people through the medium of Welsh and also acknowledge that the way in which children and young people consume audio visual media has changed dramatically and that it is vital for S4C to keep up-to-speed with these changes if it is to provide services which meet demand.

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?

We have insufficient sector knowledge to be able to comment.

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

Mentrau Iaith, Newspapers who either have a Welsh bent or carry Welsh language articles, or are wholly produced in Welsh.

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

The acknowledgement in the obvious gap for provision for teenagers to also to be congratulated, particularly in light of the 2001 census figures which show that 41% of Wales' population aged 5 - 15 speak Welsh.

The current provision of services for pre-school children need to be extended as many parents would welcome an early morning welsh language programme. So many children in today's society are accustomed to watching programmes before breakfast and before going to school. Providing theses services during school holidays is not sufficient in today's climate.

It is also good that you have recognised the very different need of pre-school children, older children and teenagers and that you are considering providing programmes aimed specifically at each. The proposed hours of broadcast would meet those needs.

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

For older children and teenagers a strong emphasis on making Wales and the Welsh language 'cool' and something to be proud of. Being mindful of the fact that they do live in a world where celebrities from the music and sporting fields have a very strong influence over them, as does the English / American music scene.

Also providing programme that will assist with their education and provide Welsh language programmes to complement the national curriculum, but done in an informative and interesting format - not quite as heavy as something such 'Tywysogion', but possibly along these lines.

Pre-school children would benefit from the same type of programmes as they get now with an opportunity to familiarise themselves with the Welsh language and culture in advance of going to school.

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?

Without knowing the viewing figures for the National Assembly broadcast it would be difficult to give an informed response. However, if S4C is serious in its commitment to provide a dedicated Welsh language television channel for children, supported with all the multi media that will inevitably form part of it, then Option 2 would be the ideal way forward.

Giving children an opportunity to access television programmes in Welsh is integral to their development as young Welsh citizens. This can only be achieved by providing a range of programmes not only aimed at the different categories, but providing a range of different types of programmes within each group.

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?

To be effective in the widest sense, your planning from day one should encompass a supporting programme of media resources and links to key Welsh institutions such as libraries - paralleling the BBC 'RAW' initiative.