

## Serving Children in the Digital Future

### 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?
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?
3. Can you identify any other stakeholders we should be contacting not included at Annex A?
4. Do you have any comments / what are your views about the proposed hours of broadcast and our target audiences?
5. What would you consider to be the most important key characteristics for television services for Children provided by S4C?
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?
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?

### Responses J - M

Name Adam Jones

- Q1. The reason I believe this is because Children are the future! Also if children don't use the language there is no hope to revive the language. I therefore agree.
- Q2. I am 14 years old and at the moment I have to change to the English channel because some of the programmes on S4C do not appeal to me. Also, can you imagine a future where all Welsh speaking children and people watch only S4C? That would be excellent!
- Q4. There isn't enough for us as Welsh speakers! We need more and in doing that increase the number of hours broadcast in the Welsh language!
- Q5. A variety of programmes that appeal to everybody, not just the youngest children and the babies.
- Q6. Yes. I know that you have noted that it is not possible to open new space at the moment. But by creating a campaign Welsh people will be willing to support I believe. We need three channels, one for the babies, one for teenagers and young people and one for general people such as the middle aged. If that is not possible, then option 2.
- Q7. A big step forward for the Welsh language but people like me need another space! Because the danger is that the new channel will broadcast childish programmes for people like me, and there will be no change. Also, a name for the channel. Here is my suggestion = SIAC = Sianel i arddegau'r Cymru (Channel for Welsh teenagers).
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Name Arianwen Mererid James

- Q1 Yes

- Q2 Yes
- Q3 No
- Q4 7-5 It would be great to have a wide mix of programmes - there aren't enough suitable programmes in Welsh, by far
- Q5 That all ages are catered for, appealing and full of fun
- Q6 No comment
- Q7 That there is a 'red button' facility, to access additional games, news etc

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Name James (Iago)

- Q1 Yes. I think that in this digital age it is only right that Welsh speaking children get the same viewing technology available to English speakers. There is not enough out there at the moment for any Welsh speaker. There are hundreds of English speaking channels to choose from, but only 2 Welsh; and one of those is not on everyday. The more channels the better.
- Q2 Yes
- Q3 No
- Q4 I think that you got it right for the time being. When money is more readily available, hopefully more channels will start up. English young children have Cbeebies, then there's loads of cartoon channels and teenagers have Trouble. For now the hours are perfect; but maybe viewing for TV programmes for people aged 15-17 can be shown 20:00 until 22:00.
- Q5 They are strictly Welsh speakers, but to take in mind what Welsh speaking children wish to see and the attitude of the programme should be relaxed so that children believe that they can associate themselves to the programme/channel. Get the children more involved; phone-ins ,e-mail, webcam, etc.
- Q6 Personally I think that a completely separate channel for children should be established; 'Welsh Children' being the title; in Welsh of course or something similar; or maybe something that the children think will be a good name for the channel (in Welsh); still being part of S4C as Cbeebies is to BBC. I think it is necessary for S4C, S4 and the children's channel to stay separate; putting it on the same channel as S4 may draw children away from watching.
- Q7 Good luck!

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Name Delyth James

- Q1 Yes
- Q2 Not sure
- Q3 No
- Q4 No comment
- Q5 Please - no advertisements!
- Q6 No comment

Q7 No comment

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Name Rhiannon Jennings

Q1 Yes

Q2 No comment

Q3 No comment

Q4 No comment

Q5 Modern, up to the minute programmes as found on CBeebies. I am constantly trying to encourage my grandchildren to watch alternative S4C programmes as they love Sali Mali etc, but the competition is too fierce from Cbeebies. This is a generation of children being lost to the Welsh language. I would like them to grow up with Welsh as their natural language in all aspects not just as their first spoken language. My first language is Welsh, but due to the education in the 50s I find it difficult to write in Welsh. Everything we see and read in the Welsh language (i.e. TV programmes, signs etc) helps tremendously to enhance the language.

Q6 No comment

Q7 No comment

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Name Mrs W. Jiggins

Q1 Yes. Welsh children should be able to access a children's channel in the Welsh language (as English children do) at any time of the day .... between the watershed times - not just for a short period at an allocated time which may not be convenient to watch dependant on the family lifestyle. At the moment if Planed Plant Bach can't be viewed at particular times of the day by the child they get no access to any Welsh language programmes relating to their age group.

Q2 Yes

Q3 Yes

Q4 I think it is a good proposal which is well overdue - there are no end of channels for children in English - Welsh language should be promoted more and this is the best way of doing so to children who live in Wales.

Q5 All pre-school age programmes especially should concentrate on the key intention of teaching them counting, colours, shapes, words etc in line with the regulations set for Ysgol Feithrin groups and playgroups. Children are quick and happy to learn at this age through play and entertainment. An example of how this could work for the Welsh language is producing programmes like Dora the Explorer (most children who watch this can count and say words and phrases in Spanish ... why not Welsh), Balamory - base the same idea in a Welsh village/town etc. Limited Ysgol Feithrin locations are not enough - the answer is so simple.

Q6 No comment

Q7 We NEED a new Welsh language TV channel for children urgently for both Welsh children and English speaking families moving into Wales in order to sustain our language .. there is already only limited access to Welsh primary and pre-school education with few Ysgol Feithrin and Welsh language / bilingual primary schools .... everything seems to be in favour of English speaking families - something which needs to be addresses by the Welsh Assembly. A new Welsh language

channel for children would be a start and hopefully encourage more families to learn and speak the language of the country they choose to move to and live in.

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Name Dewi Jones

Q1 Yes. It is scandalous that we are wasting one of the Welsh language channels on niche programmes that are largely in English i.e. broadcasting from the Assembly.

I would like to see Assembly broadcasts funded directly by the Assembly, either on a different channel, or via the web. I would be very pleased to see a programme of Assembly highlights on S4.

That, I believe, is the big advantage of having an S4 for children. There is too much farming crap on S4C's children's programmes at the moment - and although the children's programmes are of a high standard they are of no interest to me as a 31 year old lad. Moving them to S4 would be better for the children and hopefully for me.

Only farming and the Eisteddfod would then be embarrassing and boring on s4c.

Q2 No

Q3 No comment

Q4 No comment

Q5 That they are featured on electronic guides under "children's programmes". That is sure to attract an audience to S4C's children's programmes, because that is where children find their programmes these days. A non-Welsh speaking audience could be attracted to cartoons etc, and will give the language kudos among young people. It will help to increase use of the language among members of the next generation.

Q6 No comment

Q7 No comment

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Name Ioan Jones

Q1 Yes. It is very difficult for us as a family to access Welsh language programmes for the children because of the patchy nature of the broadcasting, the fact that we are unable to receive S4C through our freeview box and the fact that we work during the day. We therefore have to turn to English language provision or DVDs. Children must be aware of, and enjoy, Welsh language programmes from a very early age, primarily in order to foster the acquisition of language skills.

Q2 Yes. It is difficult to offer a personal opinion on a specialist subject, but I am sure everybody would respond more positively to a channel broadcasting something other than our political stars (!!!!) all day - no matter how important political education is.

Q3 No

Q4 A Welsh language Cbeebies is the only way of securing an audience for S4C in the future. A channel of the sort would help teach our children how to be real Welsh people.

Q5 No comment

Q6 A Welsh language CBeeBies please! Does anybody watch the Assembly??

Q7 No comment

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Name Denise Jones

Q1 Yes. With a small child under 5, I do not feel that 45 mins or thereabouts is enough for Planed Plant Bach. Most children watch TV prior to leaving for school, why are there no Welsh programmes then.

Q2 No

Q3 No

Q4 The proposed hours of broadcast are more "realistic" for children of today. Catching them at an early age, will indeed be more beneficial to S4C in the future. I do prefer Option 2 to have uninterrupted service. I personally do not have an interest in tuning into watch the assembly in process, and I have no doubt the children will not have an interest either. I suppose it comes down to which is the greater audience???

Q5 Programmes for the children provided by S4C are excellent. Continue as you are, but give them a dedicated channel with more hours of viewing. At present the hours that the programmes are quite restrictive, so my children (both under 8), tune into the other children TV stations. Keep it simple i.e. they know there is a dedicated Welsh channel for them all day so they will tune in.

Q6 I personally think broadcasting the Welsh Assembly is a waste of time, I would opt for option 2 and give the children uninterrupted service. As I said previously, what carries the greater audience? S4 is never on in our house, and I am not being ignorant, but my children watch the television far more than I do during the day so they watch the children channels.

Q7 Option 2 is a better option. I support a dedicated Welsh children's channel, as it not only helps them with their Welsh but also their parents who too are learning!

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Name Menna Jones

Q1 Yes. Welsh children need a service similar to CBBC and CBeebies. As a new mother to a daughter who is now 10 months old, I have become very aware of the lack of suitable Welsh language programmes. The current offering of Planed Plant Bach, broadcast only between 12.30-13.15 is not sufficient and the timing is also inconvenient - it cuts across most children's lunch time and I am sure that there are many parents like me, who do not want their children to eat in front of the TV. It would be better to have programmes for the youngest children from early morning until the end of the school day e.g. 15.30. After that, programmes for older children and teenagers should be shown. I am unwilling to let my daughter watch Cbeebies because I want her to see Welsh language programmes. Currently, this is not possible and I will have to buy suitable DVDs for her.

Q2 Yes. Anybody would be willing to provide a commercially-based service - but would the provision consequently suffer in terms of quality/ content etc?

Q3 No.

Q4 Ideally: Programmes for pre-school aged children from around 07.00 until 15.30/16.00. Programmes for older children after that.

Q5 A balance between pure entertainment programmes and educational programmes must be struck for pre-school children.

Q6 I would prefer Option 2. Has anybody carried out research into viewing figures for Assembly coverage? I am sure that there aren't many viewers! Could the Assembly be broadcast in sound

only, as happens with BBC Parliament? Personally, I would not be affected at all by losing Assembly broadcasts. Children are our future and I believe that they are more important. Broadcasting from the Assembly is relatively new (I know we didn't have the Assembly before!) but we lived without it in the past.

Q7 No comment

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Name Mrs Enid Jones

Q1 Yes

Q2 Yes

Q3 No

Q4 No comment

Q5 No comment

Q6 No comment

Q7 No comment

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Name Gareth Joy

Q1 Yes

Q2 Yes

Q3 No

Q4 I am pleased that S4C has taken upon setting out dedicated time 'zones' for separate target audiences in its plans for the new service. However, I am slightly concerned that some of the output broadcast within these 'zones' may consist of material repeated on a regular basis - akin to the schedules of the CBBC and CITV channels, in particular. With understanding that S4C will not be able to produce a unlimited amount of material, may I suggest that the service could include material that is repeated less often than others. Archive material may not only strengthen the service but also strengthen the appeal of the service. The proposed transmission times of the service are appealing and dare I say it, ambitious.

Q5 From an on-air prospective, I feel that the teenagers service should differ greatly from that provided within the pre-school and older children zones. For instance, on-screen continuity of the service should have a true identity of its own and not associated with the presentation style offered by the 'older children' service or the general presentation seen within S4C. Programme wise, alongside any new programmes, there should also be a greater emphasis on current S4C formats, particularly programmes like "Uned 5". May I suggest also that a strong link up with BBC Radio Cymru's "" strand.

Q6 Under the consideration that BBC Cymru produces the National Assembly coverage for S4, may I suggest that the Corporation produces a 'red-button' interactive service broadcasting live feeds from the Senedd featuring a facility to switch between Welsh and English language. This could be available via S4C Digidol yet if S4C is unable to find additional capacity on it's' own services, BBC 2W (which already shows am.pm during the week) carries this service. As an alternative, can I also suggest that BBC Cymru produces a weekly programme featuring live coverage of First Minister's Questions (in the style of "The Daily Politics"/"am.pm"'s coverage of Prime Minister's Questions on Wednesday morning) from the Senedd for broadcast on S4C Digidol.

In terms of additional event coverage already broadcast on S4C in the summer, I think there has to be a way that the new children's service can also handle the additional live broadcasting.

- Q7 In terms of the expansion of factual programmes to come from the new services, may I suggest additional "Ffeil" news bulletins on weekdays and an expansion of the nightly 4:50pm programme. May I also suggest the introduction of a regular current affairs programme for teenagers along the lines of "Hacio" (ITV Cymru). There should also be more Wales-specific content within programmes like "Uned 5".

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Name Angela Killa

- Q1 Yes  
Q2 Yes  
Q3 No  
Q4 No comment  
Q5 No comment  
Q6 No comment  
Q7 No comment

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Name Tomos Lewis

- Q1 Yes  
Q2 Yes  
Q3 No  
Q4 There aren't enough programmes for children and young people at the weekend. There are plenty in English, but we need something on Saturday mornings.  
Q5 Not only cartoons. There are too many animations on Planed Plant. Why aren't there more things like Mama Mia, Uned 5 or Stamina where presenters communicate with children? If it is cartoons all the time. It gives the impression that not much effort has been put into the provision. Programmes like those I named earlier are amusing and more relevant to us as young people.  
Q6 No comment  
Q7 Could more programmes featuring gunge and slop be made? They appeal to people of all ages because they are funny! Although I am over 12 I enjoy watching Mama Mia and Crafwr because the idea of pouring things on people's heads appeals to me. On the whole, Planed Plant provide far more programmes like these than CBBC a CITV. That's the main reason I watch Planed Plant, to see people and children willing to challenge each other despite the risk of getting gunged! I think that programmes like Waaaa!, Crafwr and Mama Mia are excellent, and I would love to see more of this type of programme.

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Name Rhys Lloyd

- Q1 Yes

- Q2 Yes
- Q3 No
- Q4 No comment
- Q5 No comment
- Q6 No comment
- Q7 No comment

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Name Ellen Looker

- Q1 Yes. I believe it is an excellent idea to have a separate channel providing programmes for children (and young people) through the medium of Welsh. A service like this is needed because there is plenty of choice in English, but only on specific times of day in Welsh. I know of a number of children who, having moved on from nursery age, hardly watch any programmes on S4C. Provision is needed for this age group, 6-15 years, to attract them back to the channel. But more provision is needed for nursery aged children too.
- Q2 Yes.
- Q3 No
- Q4 I would be happy to see nursery programmes on a loop - repeating programmes within specific times - repeated every 4 hours maybe. In don't think this would work for children over 6, as I don't think they would appreciate this kind of repetition.
- Q5 No comment
- Q6 No comment
- Q7 From my experience of my friends' children, it is not cool to watch Welsh language programmes. S4C will therefore have to ensure that the channel offers good quality programmes from the very beginning. Children of any age do not readily give second chances!  
I like the idea of having 3 separate blocks on the channel -one for i 0-5, one for 6-10 and one for 10-15. So that the three stand alone and are independent of each other.

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Name Margaret Lowe

- Q1 Yes
- Q2 Yes
- Q3 No
- Q4 More hours should be broadcast at weekends
- Q5 Give additional experiences and skills
- Q6 Option 2 may be more likely to provide more services to a wider audience
- Q7 No comment

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Name Dafydd Meirion

Q1 Yes

Q2 Yes

Q3 No

Q4 The number of hours of children's programmes broadcast must be increased, without a doubt. Current availability is scandalously insufficient. As a father of young children, it is impossible to arrange your life around when the Welsh language programmes are broadcast. When it does become possible to sit down and watch TV, there are invariably no programmes in Welsh. I dread to think how many hours of Nick Jnr and Cbeebies have been on in our house because of this.

Q5 No comment

Q6 No comment

Q7 No comment

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Name Emma Mills

Q1 Yes

Q2 Yes. My 2 children go to a Welsh school and for them to become home after school and to be able to watch a program like CBBC in Welsh would be fantastic for them and would then encourage them to use Welsh in the home

Q3 No comment

Q4 Why cant you have it all day like CBBC etc have on so children of all ages get a chance to watch there programs that they love

Q5 My children are 3 and 5

Q6 No comment

Q7 It's about time to be honest and well done for thinking of getting this of the ground well done to you all xx

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Name Andrew Misell

Q1 Yes

Q2 No

Q3 No

Q4 No comment

Q5 No comment

Q6 I favour Option 2. Although some may miss Assembly broadcasts, news programmes will still carry highlights of the debates, I presume. A written record of all debates will also still be available. As broadcasting space is restricted, priorities must be set and I believe that getting the

next generation of children interested in Welsh language television is more important than broadcasting all Assembly proceedings.

Q7 No comment

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Name Baudewijn Morgan

Q1 Yes

Q2 Yes

Q3 Mentrau Iaith (Language Initiatives)

Q4 Agree with the proposals

Q5 A children's channel will be able to foster a more positive sense of identity among young people, and therefore ensure the language survives into the future. Provision for older children/ young people is important, to ensure that the language is relevant to their lives. Rownd a rownd, bandit and others are a good start.

It would be possible to understand Wales in an international context by adapting foreign programmes - cartoons from Japan, series from South America, comedy from the Basque country.

Q6 Of course it is important to communicate what goes on in the Bay but strengthening Welsh culture among young people is more important than broadcasting live from the Senedd.

Q7 It is important that the channel is available in England as well as Wales. On the South Wales coast (and apparently in the North East), many houses receive digital television from England. This is even more important if the children are Welsh speakers in English speaking homes.

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Name Matthew Morris

Q1 Yes, because parents and children will have more choice as to when to watch programmes. I don't intend to get a television, but if a channel like this was available I would consider buying one so that my children (and my wife, who is learning Welsh) can watch Welsh language programmes together.

Q2 No. Not sure. S4C has a great deal of experience in children's television.

Q3 No

Q4 No comment

Q5 No comment

Q6 No comment

Q7 No comment

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Name Nikki Morris

Q1 Yes

Q2 Yes

Q3 Yes

Q4 No comment

Q5 No comment

Q6 No comment

Q7 I think you should have some Welsh / English programmes like Dora the Explorer & Diego, my children (& myself), know as much Spanish as they Welsh, thanks to that programme. It would be so useful for children (& parents), to get to grips with the language, especially if their parent's aren't Welsh speaking, but the child will have their education in Wales. I don't think it would be that hard to adapt the Dora episodes that already there.