

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 N - R

Name Auldith Nicol

- Q1 Yes. There are very good programmes for children of all ages on S4C, but the timing isn't always convenient. Despite being Welsh speakers, children watch English language TV programmes, because they are available throughout the day. If Welsh language programmes were available more often on S4C, or on a channel only for children, the children could enjoy more programmes in Welsh and fewer English programmes.
- Q2 No
- Q3 No
- Q4 No comment
- Q5 A variety of programmes including some for children and families who are learning Welsh.
- Q6 No comment
- Q7 No comment

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Name Catherine Owen

- Q1 Yes. I totally agree with your reasons.
- Q2 Yes
- Q3 No comment

Q4 Weekends and after school (4-8pm)

Q5 No comment

Q6 No comment

Q7 No comment

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Name Eilir Owen

Q1 Yes. The provision of English language programmes on digital channels is varied, extensive and available throughout the day. I have felt for quite some time that a similar service is needed on S4C.

The programmes on offer for nursery aged children is, on the whole, good and I would be pleased to see this service extended. But, if primary children and teenagers are to be drawn to Welsh language programmes, the quality of their provision needs to be improved, and better presenters found.

The marketing of programmes must also be improved. When I was teaching in a Welsh-medium school where a large number of pupils came from non Welsh speaking homes, I realised that very few of them watched S4C. They would only watch when pupils from the school were actually taking part in S4C programmes. They were not aware enough of the programmes available to them and S4C must target and visit all Welsh medium schools, to ensure that children feel part of the service and therefore develop the habit of watching the new channel.

Q2 Yes

Q3 No

Q4 No comment

Q5 No comment

Q6 No comment

Q7 The programmes on offer for nursery aged children is, on the whole, good and I would be pleased to see this service extended. But, if primary children and teenagers are to be drawn to Welsh language programmes, the quality of their provision needs to be improved, and better presenters found.

The marketing of programmes must also be improved. When I was teaching in a Welsh-medium school where a large number of pupils came from non Welsh speaking homes, I realised that very few of them watched S4C. They would only watch when pupils from the school were actually taking part in S4C programmes. They were not aware enough of the programmes available to them and S4C must target and visit all Welsh medium schools, to ensure that children feel part of the service and therefore develop the habit of watching the new channel.

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Name Dafydd Owen

Q1 Yes. My children are now of the age (7 and 9) where they are able to use digital television and choose what to watch. The current provision is not comprehensive in terms of choice or duration. They consequently watch English/ American programmes. The effect of this viewing can be heard clearly on the language they use on a day to day basis and as they play. They are therefore much less likely to use Welsh idioms that they might pick up from television or books.

Q2 No. I don't think that the Welsh market is valuable enough to attract third party broadcasters to provide that sort of service.

- Q3 The agricultural unions, where many wives and mothers either work on the farm or are themselves full time farmers. Rural Wales is the backbone of the language.
- Q4 The hours seem fair, and I would agree with the analysis of the needs of pre-school children, older children and teenagers.
- Q5 Correct language in different registers for different contexts. It is important that the Welsh language is seen as part of every day life. Children of this age also learn how to put across ideas and concepts, and seek out words and idioms to express their thoughts. Currently, they are much more likely to discover the words they need on English language television. A more extensive Welsh language provision, in terms of duration and choice, would give children the opportunity to use Welsh words and phrases, especially if their friends watch the same programmes.
- Q6 My choice would be Option 1. The lack of provision after school is a disadvantage, because our children tend to watch television for a while during the afternoon. However, I accept that broadcasting from the Assembly is also a valuable element of the S4C service.
- Q7 The main reason for my support for the proposal for more programmes is the effect that English language programmes have on our children. I don't believe they watch too much television, but what they do watch, especially programmes on 'tiny pop' (channel 620) and similar, has a profound effect on their language skills in Welsh. There is no choice of Welsh language programmes at the times when they tend to watch television, and that is very much needed to improve the standard of their Welsh.

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Name Manon Haf Owen

- Q1 Yes. My children have been delighted with programmes on Planed Plant and Planed Plant Bach for years, as they are now 8 and 5 years old. Unfortunately, though, they have been unable to watch Planed Plant Bach since attending Nursery, as it is broadcast during school hours only. I find this ridiculous. Of the children who enjoy the programmes and characters featured in the strand, only a small percentage are actually at home at the times they are broadcast. This has been a huge loss on birthdays, for example, because there is no point in sending birthday greetings as they will not be at home to see them anyway.

My younger daughter still enjoys watching Planed Plant Bach during school holidays, and the videos and DVDs of the programmes. (And my older daughter also watches on the quiet, too, to be honest!). We were in Pentre Bach recently and the two felt on top of the world there. It's an excellent place, and it's a pity that we have to buy DVDs to see the programmes. We had to record the wedding of Jac y Jwc and Jini as we had received an invite from S4C by post. It was broadcast at a very inconvenient time, lunchtime on the last Friday of school term, when people were busy clearing schools!!

My older daughter now watches the programmes for older children when she is free to do so. Because she has swimming, piano and football lessons, as well as attending all the other clubs of which she is a member, she is not often home at the times the programmes are broadcast. It is a great shame that she doesn't get to know about the Welsh language programmes available because they provide a base of modern Welsh culture, an influence that would continue as they grow. It is imperative that children see the language as a lively, natural and fun part of life.

I would be delighted to hear Mared and Gwenno discussing your programmes together and with their friends, rather than the multitude of programmes on the many children's channels on satellite television. In our house, the girls watch some television before going to bed and there is nothing on S4C for them at that time. So they get to know English and American characters very well, but not the Welsh ones. The more I think about this, the more I don't understand why S4C didn't launch a children's channel years ago!

I really hope that this campaign will be successful. I believe it is crucial that S4C moves forward with

this, and quickly, because it is important to attract young viewers who will ensure a future for the channel and indeed for Welsh as a modern living language.

I hope my comments are of value!!!

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

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Name Elin Owen

- Q1 Yes. In my opinion, current provision for children on S4C is insufficient. I am the mother of a nursery-aged child. He enjoys watching Planed Plant Bach but as its slot is only one hour long (two during school holidays), he watches Cbeebies(BBC) at other times of day. This channel has programmes of a high standard but as I am bringing up my child as a first language Welsh speaker I worry that he watches too many English language programmes. I will warmly welcome a Welsh language children's channel.
- Q2 Not sure
- Q3 No
- Q4 Nursery aged children - It would be nice to see a block of programmes around 6-7pm "The bed time hour". Otherwise, 0600 - 1500 is sufficient.
- Q5 Programmes of a high standard, be they original or adaptations of English/ International programmes. The channel currently produces high quality original children's programmes e.g. Caffi Twts, Sam Tan, Triongl, Pentre Bach. But as programmes and characters such as Bob y Bildar, Tomos y Tanc, Pingu and their like are such a popular brand throughout the UK, I welcome new Welsh language adaptations of popular programmes (e.g. Postman Pat, Lazytown) which enable children to enjoy these programmes in Welsh.
- Q6 Ideally, our choice would be Option 3, but realistically a compromise will have to be made because of the current availability of resources.

Personally, I have not watched S4C2 so I feel it inappropriate to express an opinion on the content of this service. A continuation of the Assembly service depends on current viewing figures. A shared and interrupted service would be a start and an improvement on current children's provision.

- Q7 No

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Name Andy Parker

- Q1 Yes. Teenage needs are specific and different from other children's. Specific subject based programmes could target areas in the schools curriculum not currently addressed in the Welsh language.
- Q2 No. I'm not sure that such a service would be commercially viable but would more likely fall under

the public service remit.

Q3 No.

Q4 As the intention is for S4C and Welsh programmes in general to become a primary choice for young people the broadcasting hours and content should reflect their intended audience's peak viewing.

Q5 They should be informative and entertaining and not like the current main channel which seems to be stuck in a 1950's time warp with farming programmes and harp recitals. They should also avoid banging on about the Welsh language, that turns children off quicker than almost anything, but should rather project the language as something "cool".

Q6 Option 2 - the full children's service is obviously the best one. The Assembly whilst thinking itself very important is often an irrelevance.

Q7 No comment

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Name Nia Mererid Parry

Q1 Yes

Q2 Yes

Q3 No

Q4 No comment

Q5 No comment

Q6 No comment

Q7 No comment

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Name E Press

Q1 Yes

Q2 Don't know

Q3 No

Q4 Is fine

Q5 Good programmes

Q6 No

Q7 No comment

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Name Phillip Pumford

Q1 Yes. This is an excellent idea to promote the Welsh language to young people. I have always been surprised that S4C did not provide a more comprehensive service for youngsters.

Q2 Yes. Although I have said yes. It should remain within the preserve of S4C as it could prove to be

costly.

- Q3 Yes. Possibly as more people that can get involved the better as long as this does not take money away from the main aims.
- Q4 06:00 am to 08:45 for 5 to 8 y/o; 9:30 to 15:00 for preschool; 15:00 to 16:00 for 5 to 8 y/o; 16:00 to 19:00 for 9 to 15 y/o
- Q5 To promote the language and culture of Wales.
- Q6 No comment
- Q7 No comment

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Name Eirian Rees

- Q1 Yes. A Welsh language channel for our children is very much needed - especially the younger ones who currently have to watch CBeebies or Nick Junior because there is no Welsh programming available to them, apart from the few programmes shown at lunch time.
- I want my child to hear the language more often than from me and the nursery teacher.
- Q2 Yes
- Q3 Mentrau Iaith (Language Initiatives), Rhag
- Q4 I believe that Welsh language programmes for nursery children should be broadcast from 7am until 4pm. At 4, primary/ secondary children should be catered for and secondary aged children from 7pm. Youth or young adult programmes should be shown from 9pm.
- Q5 Short, colourful, educational programmes that hold the attention of children.
- Q6 Option2, without a doubt
- Q7 My child is 3 years old at the moment. Can you try to get this channel on air by Christmas 2007? A Welsh language channel for children is needed now. Thank you.

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Name Fenn Reynolds

- Q1 No. I believe that not all programmes should be broadcasted in Welsh because not all of the Welsh public speak Welsh. I think that there should be parts of the day's programmes in Welsh and part in English .
- Q2 Well, yes and no. I think there should be a channel for kids but I think it should be broadcasted through out the UK and should be in both English and Welsh.
- Q3 No
- Q4 I think S4/S should be broadcasted through out in UK.
- Q5 Both English and Welsh broadcasting
- Q6 No
- Q7 No

Name Gethin Rhys

Q1 Yes

Q2 No

Q3 No

Q4 My two daughters (11 and 13 years old) stopped watching S4C's children's programmes long ago, complaining they were too childish and of a low standard compared to similar programmes on English language channels. I don't fully agree with their judgement on standards but any attempt at persuading them to view is fruitless. They are still enthusiast viewers of Pobol y Cwm.

I am not in full agreement with the strategy proposed for the three age groups:

1. I agree that programmes for nursery age children should be on S4C itself
2. I agree that children aged 5-10 would wish to watch a channel dedicated to children and which appears on electronic guides under children's channels.
3. I believe that children 11+ primarily choose from channels for adults (e.g. "Friends" on E4, MTV, "Strictly Come Dancing" on BBC "Dancing on Ice" on ITV1, etc) and that they are loath to admit that they view "children's channels". There is, therefore, a case to be made for keeping these programmes on S4C itself, but clearly branded (as with Radio Cymru). In the light of the demographic changes alluded to in the document, it may be inevitable that some older viewers may be annoyed because of an increase in programmes for the 11 - 16 year olds at peak viewing times and thus usurping some current programmes.

Q5

1. A children's channel primarily for 5-10/11 year olds
2. Vigorous and effective marketing
3. Interactivity through the red button and website, especially games associated with programmes (as on the CBBC website) and appealing competitions
4. Cartoons!

Q6 See my comments on a children's channel for 5-10/11 year olds above. I agree that this should be a constant and consistent service between 1515-1830 as well as first thing in the morning and at weekends. This obviously clashes with the present S42 provision.

BUT as a regular viewer of S4C2, I do not wish to lose this service. Indeed, in a democratic country some public service broadcaster must carry live coverage of Assembly proceedings. I believe that this matter has to be discussed with the BBC, and a future ensured for the Assembly service, BEFORE putting in place a children's service.

One possible compromise would be using S4C2 for programmes for 5-10/11 year olds primarily, and recording Assembly business when timings clash, broadcasting them at night when the children's service is off air. This would be similar to current practice on BBC Parliament and with Assembly Committee meetings on S4C already. Indeed, this may also be more convenient for adults who wish to watch Senedd proceedings. Live web-based coverage of Senedd proceedings would be even better. If this were done, I would be happy to see programmes for 5-11 year olds given priority on S4C2 (presumably under a new name).

I do not believe that having children's programmes on one channel on Tuesdays, Wednesdays and Thursday and on another channel for the rest of the time is a sustainable option. Indeed, having another channel would be contrary to the reasoning behind the wish to have a separate children's channel in the first place. Neither is it sustainable to consider not broadcasting at the main times on Tuesdays, Wednesdays and Thursdays. Option 1 is not acceptable from any point of view.

I would therefore want to see a different option presented. This new option would be similar to option 2, but targeting the new channel to 5-11 year olds primarily, and using S4C digital for nursery

aged children and older children, keeping some of the current S4 while that audience is in school.

- Q7 The new channel must appear in the appropriate sections of electronic guides - e.g. Virgin Media currently lists S4 under "Entertainment" rather than "Documentary/ Factual". It seems that Virgin is not prepared to list any channel more than once, so the new channel must appear under the "Children's" heading if it is to succeed. This will make just as much sense for adults who want to watch the Senedd as does the current "Entertainment" heading!

The BBC has managed to use two broadcasting channels for four services (CBBC/BB3 a CBeebies/BB4). This has given each service two places in the guides. A similar arrangement could be considered - S4CChildren and S4CSenedd, using the same broadcast space, but marketing them as two completely different channels.

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Name Dana Richards

- Q1 Yes
- Q2 Yes
- Q3 No
- Q4 With 2 of my children at nursery school age it would be nice to see more of Planed Plant Bach. I feel that there is enough of the BBC Cbeebies and they do like to watch it as well as S4C, but I feel an hour a day is not enough. Mornings before school and around lunch hour and maybe a couple of hours before school at 3.30 finishes. it would be ideal if there was a channel just for children on from 6 till 7 every day, so that the option is there when they want to watch it.
- Q5 More of the same with planed plant
- Q6 NO comment
- Q7 Nothing other than it is a good idea and children need it.

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Name Ceri Richardson

- Q1 Yes. I think it would be beneficial to have Welsh language programmes targeted at the teenage market to help keep an interest in their language.
- Q2 Yes
- Q3 Not sure.
- Q4 I think the suggested hours of broadcast are wide enough to encompass all the mentioned age ranges from younger children to older children to teens.
- Q5 To deal with real life issues and contain information of interest to their age group. Not to be patronising or over the top, but something they can relate to.
- Q6 No comment
- Q7 As a parent of a child attending a Welsh medium school I find the children's programmes on planed plant and previously on Planed Plant Bach have helped my daughter tremendously. Little does she realise although she is watching television she is also learning the language at the same time. As the years have gone by I have watched her language skills improve and so has her understanding of the programmes. The wide variety of programmes is wonderful, but to have a wider selection for a longer period would be very beneficial. I look forward to the new service.

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Name Medwyn Roberts

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

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Name Huw Roberts

- Q1 Yes. S4C's provision for young adults is not currently sufficient.
- Q2 Yes. S4C has a duty to provide for everybody in Wales. S4C has enough money. Pay, and the commercial companies will come!
- Q3 No
- Q4 Apart from the obvious - timing to coincide with the lives of young people.
- Q5 Ensure a high linguistic standard. Although BBC Radio Cymru has good provision for young people, the standard of the language used is often disappointing. It is possible to be modern and use good quality Welsh.
- Q6 No comment
- Q7 Content of substance is necessary. Having Glyn and Imogen discussing clothes is not enough. Young people are genuinely interested in the world around them. Programmes on the environment, politics, history etc are needed. Religion should be discussed - religion is alive, even if God is dead; Iraq proves that. Emulating Anglo-American rubbish is not good enough. Contemporary Welsh material, reflecting our unique culture and challenging young people should be on offer.

Thank you for giving consideration to a children's channel: it will be valuable.

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Name Susan Rogers

- Q1 Yes. We must keep our language and our children are the way forward. It is important that our children watch Welsh language television because they learn the language better and helps them to communicate in the language.
- Q2 No
- Q3 No
- Q4 During school terms, it would be an idea to start broadcasting in the morning until around 9.30, lunch time 11.30 until 1.30, and after school 3.00 until 7.00. During school holidays it would be an idea to broadcast all morning and 3.00 until 7.00. My opinion is based on my experience of being at

home full time and of working during school terms.

- Q5 Some of the current output is very good, but it may be an idea to broadcast a few extra programmes for children under 8 years of age. Having said that it is important to provide programmes for 8 - 16 year olds to keep their interest and also for them to use the language and hear it more often on television, not only in school.
- Q6 No
- Q7 Having live coverage of the Urdd Eisteddfod was wonderful last week. I was watching with my daughter who also enjoyed the coverage. A new television channel for children would be an excellent idea so that children can watch more things through the medium of Welsh.