



Department for
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Bethan Jenkins AM
Chair of Culture, Welsh Language and Communications
Committee
National Assembly for Wales
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Dear Bethan,

Thank you for your correspondence of 17 July and 2 August. Thank you also for sending the Inquiry report into the future of S4C.

The Government is committed to the future of Welsh language broadcasting and of S4C. S4C was created by the Conservative Government in 1982, and this UK Government remains committed to supporting the valuable service S4C provides to Welsh speaking audiences. We want to see the channel thrive and flourish in the 21st century and embrace the opportunities of a digital age.

As such, I am very pleased that Euryng Ogwen Williams has agreed to chair an independent review of S4C on behalf of the Government. Mr Williams' in-depth understanding of the broadcasting sector, the Welsh language, and Welsh culture and society make him ideally suited to lead this review.

The review will look at S4C's remit, funding methods and governance and accountability structures. A copy of the full Terms of Reference are attached to this letter.

Your Committee's inquiry addresses many of the same issues and will provide a valuable source of evidence to Mr Williams as he carries out the independent review. Given the independent status of the review, it would not be appropriate for me to meet you to discuss your committee's findings whilst Mr Williams' review is ongoing. I have therefore asked Mr Williams to meet with you in September to



discuss your findings and recommendations, as part of his evidence gathering process.

A handwritten signature in blue ink that reads "Karen Bradley". The signature is written in a cursive style with a light blue background behind the text.

The Rt Hon Karen Bradley
Secretary of State for Digital, Culture, Media and Sport

ANNEX A

TERMS OF REFERENCE, S4C REVIEW

S4C was created by the Conservative Government in 1982, and this UK Government remains committed to supporting the valuable service S4C provides to Welsh speaking audiences. We want to see the channel thrive and flourish in the 21st century and embrace the opportunities of a digital age.

Background

S4C is a Welsh language broadcaster, mainly funded by the TV licence fee, but also supported by Grant in Aid from the UK Government. S4C also generates some additional income through commercial activities, providing around 2% of the channel's funding.

The government has committed to undertaking an independent review of S4C's remit, governance and funding.

1. Objectives

- a. To conduct a review to:
 - i. examine S4C's remit, including with respect to online services, and consider whether changes are required in light of changing viewing habits and technological developments;
 - ii. examine S4C's current governance structure and accountability models;
 - iii. examine S4C's partnership with the BBC and its current funding methods;
- b. To make recommendations to the Government within 3 months.

2. Key considerations

In assessing the objectives above (1a –b), the review will consider the following factors:

- a. S4C's role in promoting, and its impact on the Welsh language and its wider place in Welsh culture and society;
- b. S4C's contribution to the Welsh economy;
- c. S4C's relationship with the independent production sector and other broadcasters and cultural institutions, including whether its partnerships are working effectively and to maximum effect;
- d. Audience opinions, satisfaction and viewing figures of both Welsh speaking viewers, learners and the non-Welsh speaking population, both in Wales and across the UK;
- e. S4C's editorial independence, and appropriate transparency and accountability arrangements;
- f. The way in which S4C is governed and held accountable, including how the S4C Authority is operating and whether alternative models of governance should be considered;

- g. The way in which S4C is regulated and the role of Ofcom;
- h. Value for money, efficiency and the role of the National Audit Office;
- i. The way S4C is currently funded, including the licence fee, grant-in-aid and commercial sources, and its financial relationship with the BBC from 2022/23; and
- j. The extent of S4C's commercial freedoms.

3. Process

The review should seek evidence from a wide range of stakeholders, including the Welsh public, key industry and Welsh language stakeholders, other broadcasters, the UK and Welsh Governments, as well as other interested parties in Wales and across the UK.

4. Output

A report setting out an assessment of the current remit, governance and accountability structures and funding methods, as well as proposals for the most appropriate remit, regulatory, governance and funding models for the future of S4C, including key findings, conclusions and any other supporting information. The report must be submitted to the Secretary of State for Digital, Culture, Media and Sport within 3 months, prior to publication.

ANNEX B



Eurn Ogwen Williams, Biography

Eurn has extensive experience of the Welsh broadcasting sector (both Welsh and English language). He served as Deputy CEO of S4C from 1988 to 1991, and knows the broadcaster well.

Eurn is a Welsh speaker and was special adviser to the National Assembly of Wales Culture Committee's Review of the Welsh Language between 2001 and 2002. He has also worked for minority language broadcasters in Scotland (the Gaelic language BBC Alba channel) and Ireland.

Eurn has worked as a consultant and academic specialising in digital media development in the Welsh language. He was made an Honorary President of the National Eisteddfod of Wales in the Vale of Glamorgan in 2012, a big celebration of all things Welsh.

Between 2008 and 2016, Eurn advised a number of independent producers - Acen, Fflic Boomerang and recently Boom Cymru - on various aspects of their development as programme suppliers to both S4C and other UK broadcasters.