



Department
for Culture,
Media & Sport

Rt Hon Ian Murray MP
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Delyth Jewell MS
Chair, Culture, Communications, Welsh Language,
Sport, and International Relations Committee
Welsh Parliament
Cardiff Bay
Cardiff CF99 1SN

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Dear Delyth,

Thank you for your letter of 29 May 2025 to the Secretary of State for Culture, Media and Sport, regarding the appointment of Delyth Evans as the new Chair of S4C. I am responding as the Minister responsible for media policy. I appreciate you sharing your views on the current appointments process and recognise the vital importance of collaboration in S4C appointments, as well as the unique and crucial role that S4C plays in Wales.

The UK Government recognises that S4C is central to life in Wales, telling diverse national stories in the Welsh language, while driving social cohesion through creating shared moments, for example recently through its coverage of the Eisteddfod. S4C's activities also make an enormously valuable contribution to the creative economy in Wales and we want S4C to continue creating high quality local jobs and driving growth across Wales.

I am glad you consider that Ms Evans' vision for S4C's future reflects a deep understanding of the Welsh cultural and media landscape, as well as an enduring commitment to public service. This marks an exciting chapter for S4C as we develop plans to boost the job opportunities and growth potential of the creative industries in Wales and the rest of the UK.

The UK Government's position is that the UK-wide approach to broadcasting generates significant economies of scale that support Welsh broadcasting and Welsh production. In terms of regulation, this ensures efficiency for broadcasters, providing certainty and a single regime for market participants who are active across the whole of the UK.

While broadcasting remains reserved, the UK Government is committed to ensuring the interests of all nations and regions are reflected in the development of broadcasting policy. We'll continue to work with the Welsh Government on issues relating to broadcasting. We also welcome the ongoing contributions of Welsh authorities, including Creative Wales.



With regard to the role of the Welsh Government in the appointment of the Chair of S4C, as you will be aware, S4C public appointments are made in compliance with the Broadcasting Act 1990 and the Media Act 2024, and non-executive appointments to the board - including that of the Chair - are made by the Secretary of State. The DCMS Concordat with the Welsh Assembly Government (April 2011 Annex E Para 7) states that 'DCMS will consult with the Minister for Heritage on "Welsh appointments" to the Boards of the BBC and S4C.'

The views of the Welsh Government were considered throughout the appointment process for the Chair of S4C. As has been standard for previous S4C appointments, prior to the launch of the campaign, the Welsh Government was consulted on the role specification and asked to suggest potential candidates to approach for the role. The Welsh Government was also invited to appoint a representative to the Advisory Assessment Panel which was responsible for assessing which candidates were appointable to the role of Chair. The Welsh Government Deputy Minister for Arts, Sport and Tourism was then consulted for views at the final appointment decision stage. Our experience in the process that led to the appointment of Delyth Evans as S4C Chair was that these arrangements worked well and that there was effective collaboration and consultation within the parameters of this framework. I also note that your Committee is able to call the S4C Chair, during her tenure, to give evidence and take questions about S4C, which is both welcome and appropriate. We therefore have no plans to change current appointment processes.

Looking ahead, I can confirm that the UK Government will continue to examine broader minority language broadcasting provisions as part of the BBC Charter Review and we look forward to working with the Welsh Government, the Senedd, and stakeholders in Wales as we continue our joint efforts to bolster Welsh broadcasting and ensure S4C continues to thrive.

Yours sincerely,



Rt Hon Ian Murray MP
Minister for Creative Industries, Media and Arts

Cc: the Rt Hon Jo Stevens MP, Secretary of State for Wales