

Geoff Cooper, Chair

Priya Dogra, Chief Executive

Channel 4

By email only

13 February 2026

Public Service Broadcasting in Wales

Dear Mr Cooper and Ms Dogra,

I wish to thank Channel 4 for giving evidence to our Committee on 22 January 2026. This is the first time that Channel 4 have done so and we were pleased that Jo Street, Kevin Blacoe and Pete Andrews were able to join us.

Representing Wales

You explained to us the importance of Welsh representation and that you “celebrate Wales, Welsh culture and storytelling through the mix of programmes that we commission and broadcast”. The Committee noted some of the examples of commission spend in Wales and of portrayals of Welsh life.

The Committee was pleased to note that spending on “Welsh content” has risen from £4 million in 2014 to over £15 million in 2024, though it was not clear whether you were referring to content made in Wales, or about Wales.

We discussed whether you had a specific figure for the percentage of Welsh representation of your output.

We were also interested in the work that you are taking forward with Media Cymru to better understand the qualitative aspects of representation. The Committee would be grateful to be kept informed of this work.

Recommendation 1: Channel 4 should provide the Committee with the results of its work with Media Cymru to understand representation of Wales on Channel 4, and details of any work planned to increase this.

Activity in Wales

We note that, in the new licence requirements, Channel 4 must now annually produce 12 per cent, by both hours and spend, of its UK content outside of England. We note Ofcom's [report](#) that network production in Wales for Channel 4 increased in 2024: network hours increased to 10.6 per cent and spend rose to 3.4 per cent.

You explained to us that Channel 4 has made strides in recent years in moving outside of London, establishing bases in Leeds, Manchester, Glasgow and Bristol.

The Committee has noted the positive impact of your *4 All the UK* strategy and the increase in investment in skills and content production in Wales. You told a positive story about the impact of your work in the Tramshed to deliver the Paris Paralympics from Cardiff and the impact this has had supporting local skills and employment.

Recommendation 2: Whilst noting the positive impact of the steps that you have taken to develop a presence in Cardiff, the Committee would urge Channel 4 to build on this work by establishing a Welsh hub.

Recommendation 3: Channel 4 should develop a specific strategy, with clear targets, to increase its network spend in Wales.

Network news

In our 2024 report, [State of Play](#), we recommended:

Network news providers, including the BBC and ITN, should keep driving improvements in their reporting of devolved policy issues.

We discussed the extent to which network news accurately reflects the devolved nature of the UK with Professor Stephen Cushion of Cardiff University's School of Journalism, Media and Culture. He told us:

"Over recent years, standards have slipped a little bit, and it's perhaps a time to reset and to rethink again, particularly as we approach an election campaign in Wales and Scotland coming up, to reset and to actually think through again how network news are presenting politics across the UK".

We discussed Channel 4's approach to news reporting. Accepting that you do not provide a Wales specific news service, we discussed whether you have any plans to expand the outlook of the news programme with a view to increasing reporting of domestic news from a Welsh perspective.

Too often, network news providers still broadcast as though doing so to audiences in England alone: that is, they explain that a certain UK Government policy applies only in England, but do not show the curiosity to explore what's happening in other UK nations. Reflecting the devolved nature of the UK

isn't simply a case of adding "in England" to a news bulletin, but re-thinking how political news is presented to reflect the reality of how the UK is governed. This is an issue of accuracy, not just for audiences in Wales, but across the UK.

Whilst the Committee acknowledges the excellent work of your journalists, including some who are based in Wales, there is an opportunity, particularly in a year of devolved elections, to increase reporting of devolved matters. You said that you would write to the committee with more details about this.

Recommendation 4: Network news providers, including Channel 4, should keep driving improvements in their reporting of devolved policy issues.

Professor Cushion's research has also highlighted how, on social media, headlines provided without context often "make devolution invisible."

Recommendation 5: Channel 4 should take note of Professor Cushion's research into how news social media content reflects devolution across the UK and drive improvements in this area.

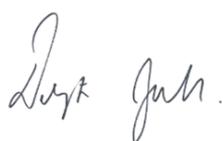
Prominence

We discussed the implementation of the Media Act 2024 and the effects that it has in terms of the prominence of different channels.

You explained to the Committee the importance of prominence to ensure that the public service content that you make is adequately visible and accessible to audiences in Wales and across the UK as platforms develop rapidly. The Committee agrees that this is of vital importance.

Thank you for your comments on both this and on the BBC Charter Review Green Paper. We will consider these comments in our responses to the Ofcom and UK Government on these matters.

Yours sincerely,



Delyth Jewell MS

Chair

Culture, Communications, Welsh Language, Sport and International Relations Committee

Croesewir gohebiaeth yn Gymraeg neu Saesneg.

We welcome correspondence in Welsh or English.