



Delyth Jewell MS (Chair)
Culture, Communications, Welsh Language, Sport, and International Relations Committee
Senedd
Cardiff Bay

BY EMAIL - seneddculture@senedd.wales

30 March 2026

Dear Chair,

Thank you for your letter to Priya Dogra following Channel 4 giving evidence to your Committee. Priya has asked that I respond in my role as Managing Director, Nations and Regions, at Channel 4.

Channel 4's progress in Wales in recent years is clear, and we are determined to build on this long-standing and deeply rooted commitment. We look forward to maintaining a close and constructive dialogue with the Committee as we work together to support sustainable growth and continued development of the sector in Wales.

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.*

Representation on and off screen is at the heart of what we do at Channel 4. Defining what 'good' representation means for audiences: what content resonates, why it resonates, how is authenticity defined and which emotional or cultural cues drive connection and pride. To develop our understanding further, in partnership with Media Cymru, we have commissioned research agency Versiti to examine what high-quality, authentic regional representation looks like on-screen, with a primary focus on Wales and Welsh communities. Using a combination of semiotics, expert interviews, an online qualitative community and a robust quantitative survey, the aim is to help define what a 'gold standard' of regional representation might look like.

The research is currently in field, and timing for publication is not yet confirmed. However, we will of course share the findings directly with the Committee once available. We hope this work will help inform commissioning decisions, supporting further progress in how regional stories and perspectives are portrayed on Channel 4 and across the industry.

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.*

While we do not currently have plans to establish a standalone Welsh Channel 4 hub, Channel 4 has a regular and meaningful presence in Wales, underpinned by a clear strategy designed to

support the development of the Welsh creative sector and strengthen our role within it. We will continue to review and refine this work and will keep the Committee updated as we do.

Our focus is on supporting the Welsh industry across production, commissioning, indie development and skills. This includes delivery from the Cymru Broadcast Centre in Cardiff. The purpose-built, fully accessible, state-of-the-art facility operated by our production partners Whisper was most recently used for our Winter Paralympics and Formula 1 production. Building on the success of our Paris 2024 Paralympic Games output, it continues to provide opportunities for people in Wales, particularly disabled talent, to progress their careers in television. Channel 4 News also operates a dedicated bureau at the Senedd, ensuring Welsh stories, perspectives, and policy issues are reflected accurately in the UK-wide conversation.

Beyond production and journalism, our presence in Wales includes deepening our relationships with Welsh indies through a refreshed commissioning strategy, led by the Director of Commissioning, Nations and Regions and supported by dedicated Lead Commissioning Editors for Wales covering each genre. We also back indies through various targeted schemes such as the Emerging Indie Fund, Business Boost and the Indie Growth Fund.

We invest heavily in talent to help ensure Wales has the workforce needed for long-term sector growth. Through 4Skills, we provide training and career development opportunities from entry level to senior progression, while supporting independent producers to grow across the country. In 2025, Accelerate created 26 mid-senior roles on 13 Welsh productions, with additional roles delivered through Factual Fast Track and our Production Training Scheme. 4Schools continued to run workshops in secondary schools across Wales, and we worked closely with partners including Screen Alliance Wales, Media Cymru, Creative Wales and the NFTS to expand learning and development opportunities for indies, freelancers and schools.

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

Channel 4 operates across the UK but we understand each Nation demands a slightly different approach. That is why we have a Wales specific commissioning strategy, with defined priorities, designed to support continued growth in spend. As highlighted during the Committee session, our Welsh spend in 2024 was over £15.5 million, up from £4 million a decade earlier. With 2024 being the second-highest spend year in the past decade, and strong expectations for 2025 when the figures are published, three of our largest ever spend years in Wales will have taken place within the last four years. We want to continue to build on this progress.

A central focus of our strategy is strengthening the Welsh production pipeline. In 2025 we delivered a robust slate across Specialist Factual, Lifestyle, Documentaries and Factual Entertainment, including *Worlds Apart*, *Worst House on the Street*, *Can't Sell Must Sell*, and *Secrets of the Glucose Goddess*. In *Scripted*, *The Change* returned for a second series, with early 2026 output including Jack Thorne's *Falling*, *999: What Happened Next*, and recently aired Welsh-language opera *Tanau'r Lloer (Fires of the Moon)* - alongside our Paralympics coverage. These titles reflect the breadth of productions now coming through the pipeline. Our 2025 and 2026 priorities - Drama, More4, Digital, Factual Entertainment and Entertainment & Reality - are being communicated through proactive engagement with Welsh indies.

Alongside this work, we maintain strong formal targets. We have voluntarily committed to increasing our Nations spend and hours from 9% to 12% by 2028 - two years ahead of Ofcom's

requirement. These targets are a baseline, not a ceiling, and our current trajectory in Wales reflects the impact of the strategy already in place.

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

We are incredibly proud of the work of our Channel 4 News team on the ground in Wales, where we've invested in a dedicated bureau since 2012. The team plays a critical role in our multi-platform public service journalism from across the UK. Based in the Senedd, the team is led by correspondent Andy Davies, supported by senior producer Marcus Edwards, camera operator Dai Baker and Channel 4's wider field of correspondents. This long-standing investment ensures that devolved policy issues in Wales are reported with depth, accuracy and context.

The bureau has delivered award-winning coverage across key areas of devolved policy, including the NHS in Wales, the economy, the environment and the arts, with recognition from Press Gazette, BAFTA Cymru and RTS Cymru. This on-the-ground presence enables rich frontline reporting that represents communities across Wales, champions diverse perspectives and platforms voices that are often unheard.

The Welsh bureau has gained a reputation for its reporting on communities most affected by major social and economic pressures - from cost-of-living impacts on the Penrhys estate, to the experiences of immigrant communities including Syrians in Aberystwyth, the Sudanese community in Cardiff, and Ukrainians settling in Chepstow. Its work on programmes such as Dads Behind Bars, which examined pioneering family intervention work at Parc Prison in Bridgend, continues to inform policy discussions within the criminal justice sector. The team has also analysed the long-term impacts of Storms Dennis and Ciara by returning to areas in South Wales that were blighted by floods to highlight the efforts of local communities to rebuild.

Plans for the upcoming elections

The upcoming elections in May across Wales, Scotland and England will provide a platform to tackle a broad range of devolved policy issues with rigour, depth and analysis. Early editorial plans include:

- Coverage from across Wales from correspondent Andy Davies and Political Ed Gary Gibbon, examining the changing political landscape and the policy choices facing the next government, including seeking answers from key figures out on the election trail while also ensuring the views of voters are heard.
- Krishnan Guru-Murthy will host a live debate of the leaders from Wales' six biggest parties in Cardiff on 21st April, bringing questions of accountability for the future governance of Welsh institutions onto a UK-wide news programme.
- Jackie Long will be based in the Senedd as the results emerge on 8th May to discuss their impact and ramifications with senior politicians and analysts.

National news output's approach to devolved issues

Regarding the comments made in the session on the national news output's approach to devolved policy issues, we continue to recognise the importance of ensuring that political reporting fully reflects the realities of governance across all parts of the UK, not solely Westminster. Network staff across the national newsrooms in London and Leeds, working alongside teams based in Wales and Scotland and across the regions of England, play a vital role in informing this approach, bringing local expertise, context and scrutiny to discussion and

execution of our national coverage, ensuring devolved perspectives are incorporated, reflected and portrayed in our reporting.

This is essential to serving all audiences, driving editorial curiosity around how policies diverge and operate across the nations and regions, and will be particularly pertinent in the context of forthcoming elections.

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.*

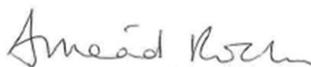
Channel 4 News has engaged continuously with Professor Cushion through the course of successive research projects, including working with him on recommendations to address coverage of devolution policy issues on social media outputs, and we are aware of his latest findings. The research has provided a timely opportunity to remind editorial staff of the importance of clearly signposting the geographic scope and devolved context of stories - across both digital and broadcast coverage.

Channel 4 News also produces bespoke content to bring prominence to Welsh stories across broadcast and digital platforms, including standalone coverage across YouTube, vertical channels, and emerging platforms. Recent examples include analysis following the Caerphilly by-election and an end-of-year long-read on Welsh politics.

Channel 4 News will continue to build on this strong foundation, ensuring Welsh audiences are served with original, rigorous and balanced journalism that reflects the full breadth of devolved policy issues.

Thank you again for the opportunity to appear in front of the Committee and to provide our response to your recommendations. We look forward to working with the Committee following the upcoming elections.

Yours sincerely,



Sinead Rocks
MD Nations and Regions
Channel 4