



BBC Cymru Wales Briefing for the National Assembly for Wales Communities, Equality and Local Government Committee

Introduction

The BBC is the most trusted and valued broadcaster in Wales. Its mission is to help audiences discover and make sense of Wales, and to champion the brightest talent and boldest ideas for national and UK audiences. It aims to do this on a canvas big enough to make a difference, not just to its audiences, but to Wales itself.

The BBC in Wales is the only broadcaster committed to reflecting and reporting Wales in both languages – and across all platforms and devices – and it prioritises investment in programming and services that most clearly deliver value to the public. The BBC in Wales is driven by a commitment to build and sustain a trusted public space for the nation, and to help support Wales' wider creative economy.

The BBC provides value to audiences in Wales in two main ways: through national programmes and services which are made in Wales and for Wales specifically, and through network programmes and services which are broadcast across the whole UK.

The BBC performs consistently well in Wales, attracting higher audiences and appreciation than the UK average. This is true both for network content and for content produced specifically for audiences in Wales. The proportion of the population reached each week by the BBC's portfolio of television and radio services is higher in Wales than elsewhere in the UK. And in addition to reaching more people, those reached also watch and listen to BBC content more than the UK overall – nearly 45 minutes more per week, on average.

The BBC's English language television programmes specifically for audiences in Wales reach about a million viewers each week (36% of the population) and the average appreciation for these programmes is higher than the average across all BBC network output. BBC Wales Today is watched by more than half the population of Wales each week. BBC Radio Wales reaches almost half a million listeners each week (18% of adults) and BBC Radio Cymru around 140,000 (34% of fluent Welsh speakers).

Despite a reduction in the volume of national output for audiences in Wales over recent years, the performance and impact of this programming has improved steadily (including BBC Wales Today, Hinterland, The Wales Report and Scrum V). In addition, Wales has

established itself as a major provider of drama and factual programming to the BBC's UK networks (from Doctor Who, Atlantis, Sherlock and Hinterland to The Indian Doctor, BBC Cardiff Singer of the World and Crimewatch).

Since 1982, the BBC in Wales has also provided more than ten hours of output a week to S4C, funded by the licence fee. This output remains the cornerstone of the channel's peak-time schedule, and includes daily news, the popular drama Pobol y Cwm, live rugby and extensive annual coverage of the National Eisteddfod.

Despite its successes, BBC Wales faces a number of key challenges in the coming period.

- The reduction in local English language programming (compounded by the decline seen at ITV Wales) over recent years has narrowed the breadth of content delivered by the BBC for audiences in Wales.
- Services in the Welsh language face significant demographic challenges as levels of fluency impact on media consumption in television and radio.
- Changes in the way that audience consume and use media requires us to move online faster, and to provide a more personal, interactive experience for our digital audience.
- We need to work with the wider BBC to enhance and extend the portrayal of Wales on the corporation's network services. Significant strides have been made in recent years, but there is much still to do.

This briefing note provides an overview of our activity – and its impact with audiences.

Rhodri Talfan Davies - Director, BBC Cymru Wales

I. What we do

- BBC Cymru Wales is the national broadcaster for Wales producing output across TV, radio and digital platforms in both English and Welsh. As well as its headquarters in Cardiff, it operates from 5 regional centres across Wales – Swansea, Carmarthen, Aberystwyth, Bangor and Wrexham – and has a staff base (fixed term and permanent) of approximately 1,300.
- News, current affairs and political coverage is the bedrock of our service for Wales across all platforms – including our two national radio stations, BBC Online, BBC Democracy Live, BBC Wales Today, Newyddion on S4C, Sunday Supplement, am:pm, Sunday Politics Wales, Week In Week Out, Conference Coverage, The Wales Report, Eye on Wales, Manylu, Hawl i Holi and Pawb a'i Farn.

- Our dedicated English language TV programming for Wales (often referred to as 'opts') are available on BBC One Wales, BBC Two Wales and across the UK on BBC iPlayer.
- In addition, we fund and produce some 10 hours a week of programming for S4C. This includes the daily drama Pobol y Cwm, news programming, live rugby and coverage of the National Eisteddfod.
- We also offer two national radio stations - BBC Radio Wales and BBC Radio Cymru. Both services provide comprehensive news output and significant coverage of cultural and sporting activity across Wales.
- As well as producing programmes for audiences in Wales, BBC Wales is a major contributor to the BBC's pan-UK networks and home to the BBC's largest TV drama production centre in the UK at Cardiff Bay. Our current network drama slate includes Doctor Who, Casualty, Wizards versus Aliens, Sherlock and Atlantis. Doctor Who and Sherlock have achieved major global success and are key commercial properties for BBC Worldwide.
- Our network radio portfolio includes regular favourites such as The Choir and Composer of the Week for Radio 3 and many drama productions for Radio 4.
- The BBC National Orchestra and Chorus of Wales are based at BBC Hoddinott Hall, Cardiff Bay, and perform across Wales and the UK. They are Orchestra-in-Residence at St David's Hall, Cardiff, and regularly tour to Swansea and around mid and north Wales. They also perform annually at the BBC Proms at London's Royal Albert Hall.

2. BBC network production from Wales

The growth of network production in Wales was sparked by the BBC's Network Supply Review of television, and the transforming impact of Doctor Who's revival. It has established Wales as a major production centre and has strengthened the wider creative economy in the nation.

By 2017, the BBC has committed that 17% of network television investment will be spent in the devolved nations (equivalent to the population share of the three countries within the UK). Currently, production from Wales represents approximately 7% of network television expenditure (well above its share of population).

The BBC Wales drama production centre is housed in Roath Lock, Cardiff Bay. Opened in 2011, it underlined the BBC's commitment to the continued development of Wales as a world class network production centre. The 175,000 square foot complex has nine HD studios, providing a home for BBC dramas such as Casualty, Pobol y Cwm, Doctor Who and the children's production Wizards Vs Aliens.

Roath Lock has quickly established itself as a hub for innovation and collaboration, as a diverse range of production teams begin to work together and share their skills. As

output continues to grow, the BBC in Wales is working closely with organisations such as Creative Skillset to develop skills in key areas of programme-making.

3. BBC Cymru Wales and S4C

We have a unique relationship with S4C, and contribute more than 520 hours of programmes a year to the channel's schedule, worth £19.4m pa and funded by the Licence Fee. The value of this contribution has been fixed until the end of the current Licence Fee period in 2016/17.

Separately, S4C also receives £76.3m pa from the BBC Trust and £6.6m pa grant-in-aid from the DCMS. The BBC provides this licence fee funding to S4C under a unique Operating Agreement that protects S4C's independence while also protecting the Trust's role as custodian of the Licence fee.

The relationship between the BBC and S4C has developed significantly over the last couple of years and is now characterised by increased creative collaboration. The current drama *Hinterland/Y Gwyll* was produced in Welsh and English, and will be seen on S4C, BBC One Wales and BBC Four. In Q4 2014, S4C will also join the BBCiPlayer making its content available to a far wider audience across the UK.

4. Digital and Interactive Services

BBC Wales produces interactive content and learning resources across online, mobile and interactive TV platforms, including:

- Editorial content for the BBC News and BBC Sport websites
- Dedicated websites and red-button services for major shows like *Doctor Who*.
- Learning resources, such as BBC Bitesize
- Welsh language content focused on news, radio and culture.

Digital innovation and development is an increasing focus of the organisation as people migrate to highly-connected, mobile devices. In 2014, we will launch a new Welsh language digital service and app – *Cymru Fyw* – and we are currently piloting new ways of bringing all the BBC's Welsh content together on interactive devices.

5. Proposals to relocate the BBC's headquarters in Wales

The BBC announced in 2013 that it intends to vacate BBC Wales' headquarters in Llandaff by 2018 and to relocate to a more central Cardiff location. This decision has been driven by the increasing cost of running the site at Llandaff, the ageing technology and the poor layout of the fifty-year-old buildings.

Currently, we are working with three developers with a view to identifying a preferred option by Spring 2014. A final recommendation will be brought to the BBC Executive and BBC Trust for approval.

It is hoped that a new national media centre could have a catalytic effect on the wider creative sector in Wales. We are working with a number of partners to realise this ambition, including the Welsh Government and S4C.

6. Working in partnership with Wales

The BBC is a key cultural patron in Wales. It has established a number of creative collaborations with major national institutions that assist in sustaining the cultural life of the nation. Examples include:

- A new Public Value Partnership with the Arts Council of Wales, who provide funding for the BBC National Orchestra of Wales to support a broad range of outreach activities across Wales. The two bodies have recently launched a new scheme, Horizons, to develop new music talent across Wales in both languages.
- Working closely with S4C to increase the value we offer audience. This includes joint productions (including the major drama *Y Gwyll/Hinterland*) and a new collaboration that will see S4C join the BBC iPlayer service later this year.
- A partnership with National Theatre Wales – including the jointly-run Wales Writers' Award and a major drama collaboration to mark the Dylan Thomas centenary.
- Working with the Welsh National Opera, The Royal Welsh College of Music and Drama and Cardiff Council to deliver the biennial BBC Cardiff Singer of the World competition – the world's foremost singing competition for new operatic performers
- A long-standing relationship with Europe's largest cultural festival – the National Eisteddfod for Wales. The BBC, as the official broadcast partner, delivers comprehensive coverage of this unique event.
- A long-standing partnership with the Welsh Rugby Union. BBC Sport and BBC Wales work closely with the Union to ensure that audiences are able to enjoy comprehensive, free-to-air access to all major Welsh internationals (Six Nations and Autumn Internationals).

Building on these solid foundations, the BBC in Wales will seek in future to be even more open and ambitious in the way it partners with others for the benefit of audiences and national life in Wales. By leveraging its scale, funding, creativity, innovation and heritage, it can deliver considerable additional value to Wales' media and cultural sectors – and help develop Wales' public space.

7. BBC Cymru Wales Budget

- The content spend on English language television across BBC One and Two Wales in 2012/13 was £20.2m.

- The content spend on Welsh language television in 2012/13 was £19.4m.
- The budget for Radio Wales in 2012/13 was £10.5m.
- The budget for Radio Cymru in 2012/13 was £9.8m
- The value of BBC Cymru Wales output for BBC UK TV networks in 2012/13 was £50m.
- The value of BBC Cymru Wales output for the BBC Radio networks was £3.3m in 2012/13.
- In terms of the economic value of BBC Cymru Wales to the country, the Deloitte Economic Impact Survey, published in January 2013, revealed that for every £1 of Licence Fee, the BBC delivers over £2 of value back into the economy – equating to around £288m for the financial year 2011/12.

8. DQF savings (Delivering Quality First)

The DQF cost-saving process that was required following the last Licence Fee settlement required a 16% or £10.6m saving by BBC Wales up to 2016/17. As a result, we expect to close almost 100 posts (although these will partly be offset by increased network production).

In delivering DQF our editorial focus has been on:

- high-quality, agenda-setting journalism that reflects every part of Wales.
- building the distinctiveness of our factual and knowledge-building output across radio and television, with an increased commitment to challenging content.
- strengthening our coverage of contemporary culture and music.
- developing Wales' reputation as a world class centre of drama and factual production, and working with partners to improve the portrayal of Wales across network output.
- Expert coverage of major events and sports that bring the nation together.

By the end of 2014/15, 85% of BBC Wales DQF target will have been delivered. Under the Delivering Quality First proposals, the BBC expects the existing 17% target for network television production spend in Wales, Scotland and Northern Ireland to be met by 2017. Under these plans, Wales' strength as a key base for in-house drama and music production will be maintained and its contribution to network feature and daytime production will grow. The BBC also continues to work proactively with independent producers in Wales in order to strengthen their contribution to the BBC's UK networks.

9. Staff Profile at BBC Wales

BBC Wales is a major employer in Wales with a total employee headcount of around 1285 staff (1220 EFT). Current figures include 1060 (82.4%) on continuing contracts and 227 (17.6%) on fixed term contracts.

A significant number of these fixed term roles are in place to support the Drama department as they embark on another series of Doctor Who (amongst other key productions) in 2014.

10. Audience Performance

Performance of BBC Wales English language TV

2013 was a strong year for BBC Wales TV opts on BBC One and BBC Two with our English Language Programmes on BBC One Wales and BBC Two Wales continuing to reach nearly a million viewers in Wales each week, the highest level for almost a decade.

BBC Wales's opts also continue to contribute positively to BBC One and BBC Two audience share in Wales. On average, programmes deliver a share uplift of 1.9 percentage points, compared to the UK share performance of the network programme that is displaced from the schedule. This is the highest positive contribution for at least 15 years.

Key programmes in 2013 included Wales Today, the returning strands Week In Week Out, Police 24/7 and Coming Home, a series of programmes from Swansea, the consumer strand X-Ray, rugby in Scrum V and individual programmes based on prominent Welsh personalities from the fields of entertainment and sport such as Max Boyce and Jonathan Davies.

A major season of social action programming – Live Longer Wales – attracted more than 1.5m viewers on BBC One Wales last autumn, and explored diet, obesity and general wellbeing issues across Wales.

Radio Wales

The latest reported weekly reach is 474,000, up 24,000 from the same period in 2012. Across 2013 its average weekly reach was 483,000 - its highest annual average over the last ten years and reflecting a confident, relaunched schedule.

Share of listening is 7.8%, up by 0.4 points on last year. Each listener tunes in to the station for 8.9 hours each week.

Strategically, Radio Wales's aspiration to grow its reach beyond 500,000 has been hampered by its limited distribution footprint on FM at only 81% of Welsh population.

The position on access to Radio Wales (and Radio Cymru) on DAB has, however, shifted significantly over the last year. At the start of 2013, the proportion of the population able to access Radio Wales and Radio Cymru on DAB stood at 41% but increased to 65% by the end of the year. We expect the distribution footprint of Radio Wales and Radio Cymru DAB to increase to 86% of the population by 2016.

Radio Cymru

The station achieves a weekly reach of 140,000 and has seen a downward trend over the last decade. This decline has taken place within the context of a shifting and challenging Welsh language demographic. In response, Radio Cymru launched a 'Big Conversation' audience consultation in spring 2013 to better understand its audience needs. A new schedule was launched in March 2014.

Share is 2.9%, close to its recent average. Fluent Welsh speakers spend 20% of their radio listening time with Radio Cymru.

Digital and Interactive

There were 3.4 million browser visits each week to BBC Wales' English language interactive pages in 2013 – up from 2.6 million weekly browsers in 2012.

There were 38,000 weekly browsers to BBC Wales Welsh language interactive pages – up from 32,000 weekly browsers in 2012. A new Welsh language digital strategy, Cymru Fyw (Wales Live) is set to be launched in spring 2014. The new strategy which will see significant new investment in the Welsh language online service and is designed to bring together the best of Welsh language online in one accessible and prominent service.

11. Political coverage

Dedicated political coverage is provided across all our services, led by The Wales Report with Huw Edwards on BBC One Wales, which averages 80,000 viewers and with some episodes exceeding 100,000 (all much higher than previously achieved by Dragon's Eye). Our other regular BBC Wales TV politics strands Sunday Politics and am.pm also run for most of the year, as does the recently launched Y Sgwrs on S4C.

On radio, we provide an hour of political discussion Sunday Supplement in the morning peak on Radio Wales and O'r Bae each Friday lunchtime on Radio Cymru. In addition, Pawb a'i Farn (S4C) and Hwl i Holi (Radio Cymru) provide opportunities for lively political debates from locations across Wales. All this is, of course, in addition to political coverage being an integral part of each service's core news provision on BBC One Wales, S4C, Radio Wales and Radio Cymru.

In addition to the specialist journalism provided by BBC Wales Political Unit, policy-led journalism is supplemented by our now expanded team of specialist correspondents. Over the last two years, we have created new correspondent posts in Economics and

Arts and Culture – in addition to the existing Education, Health, Environment, Business briefs.

BBC Democracy Live/Democratiaeth Fyw provides live online and on-demand coverage of every plenary Committee as well as of a number of key Committees in both languages. Finally, the Assembly's proceedings are covered on BBC Parliament and Radio 4 (Yesterday in Parliament).