



Cyfieithiad I'r Saesneg gan Gomisiwn y Senedd
English Translation by Senedd Commission

26 January 2023

Dear Committee

Thank you for the opportunity to give evidence to the committee on 10 January 2023. I am writing to provide the additional details that you requested.

Training support and talent development are priorities for S4C within our 2022-27 strategy, as has been the case over the years. We have implemented and supported a number of different schemes to ensure this. With S4C commissioning the largest number of hours of TV content from Wales each year, we are very proud that prominent talents who are recognised here in Wales, in the rest of the UK, and internationally have launched their careers and nurtured their skills on S4C productions. Over the second half of 2022, more than 90 trainees and apprentices had training opportunities associated with S4C content.

Since 2019, S4C has worked closely with TAC (Teledwyr Annibynnol Cymru / Welsh Independent Producers, namely the body that represents production companies in Wales) to ensure a training plan for the sector. This is a core partnership [that offers training opportunities](#) to develop the workforce in priority areas, which are agreed jointly between the sector and S4C on an annual basis, and tailored as required. More than 80 courses have now been held to support the sector and the companies that create content for S4C. The [skills questionnaire that feeds into these priorities is available here](#).

Since the establishment of Creative Wales, we have worked closely with the body, and we welcome the actions taken by it to bring the sector, providers and companies together to discuss and feed into skills development priorities in the sector. We must engage in partnership working of this kind if we wish to support training and skills for the sector in Wales. We are co-funding a number of training schemes with Creative Wales, including the Factual Fast Track Wales scheme (which is also funded by BBC Cymru Wales and Channel 4); the rad Cymru Wales pilot scheme, which is about to end; and projects to support access, such as Culture Connect Wales (with BBC Cymru, ITV Cymru, Creative Wales.)

As well as working with TAC and Creative Wales, S4C also works with organisations and bodies across Wales, with the aim of supporting access, providing opportunities to work through the medium of Welsh, and ensuring that the screen sector reflects contemporary Wales. We are proud to be working with the [Media Wales](#) consortium, and we are part of the skills and

training work that is being developed by it. Some of the other organisations and schemes that S4C also works with are as follows:

- [It's My Shout](#) – a training scheme that creates short films for S4C, offering a variety of opportunities in the creative industries to share and develop skills and confidence, and to give new talent a chance. One of the last films made through It's My Shout for S4C earned a nomination at the Celtic Media Festival in 2022.
- [Screen Alliance Wales](#) – a scheme that offers training and experience to people of all ages and aims to stimulate interest in the sector among children aged nine and older. This supports S4C's vision to attract young people from all walks of life to work in the sector.
- The Factual Fast Track Wales scheme – a scheme that develops producers and seeks to respond to the need to develop the next generation of non-fiction creative leaders in Wales. (BBC Cymru Wales, Channel 4 and Creative Wales.)
- [Culture Connect Wales](#) – a scheme that provides opportunities for talent from different backgrounds that are under-represented in the film and television sector in Wales. (BBC Cymru Wales, Channel 4, Creative Wales, ITV Cymru.)
- [Bursaries and scholarships](#) – we support a number of bursaries aimed at nurturing the broadcasting talent of the future. These include the S4C Sport Bursary, which supports a student from a Black, Asian or ethnic minority background to study the Sport Broadcast master's degree course at Cardiff Metropolitan University. The bursary is co-financed by Rondo and Media Atom, and delivered in partnership with Say Something in Welsh and the National Centre for Learning Welsh, which provides support on the development of Welsh language skills.

We are about to announce the winners of two awards with the Royal Welsh College of Music and Drama – a scholarship for a student on the Acting bachelor's degree course, and a bursary for a younger student in the Young Actors Studio. Again, ensuring representation is part of this support, which is specifically aimed at students who are from a Black, Asian, or ethnic minority background, or who are disabled or from a non-privileged socio-economic background. And the [S4C News Scholarship](#) nurtures and develops new voices who are interested in pursuing a career in journalism through the medium of Welsh, and offers a three-month period of work in S4C's digital news department.

- [Hansh Dim Spin](#) – since 2018, we have been working in partnership with ITV Cymru to train two journalists each year to create public affairs and news content for young people on platforms such as TikTok and Instagram.
- [Sgïl Cymru](#) – this scheme offers bespoke apprenticeships and courses for the sector, and works to ensure that apprentices have opportunities on S4C programmes such as *Dal y Mellt*, which has recently been sold to

Netflix. Increasing the number of apprenticeships and providing opportunities for people to enter the sector is a priority for S4C.

- [National Film and TV School Cymru Wales](#) – as was announced in November 2022, we are jointly developing a specific course to develop scripting talent and create Welsh films, to sit alongside the film scheme that is run as part of the MoU with Creative Wales, with the support of Ffilm Cymru Wales.
- [Pair](#) – S4C was a partner in this recent scheme run by Theatr Genedlaethol Cymru, which provided opportunities to twelve artistic freelancers to receive training and participate in workshops, in order to learn about research skills, along with approaches to devising and creating.

We are working with Careers Wales to offer sessions to school pupils across Wales on the opportunities that the sector offers, including the ability to work through the medium of Welsh. And we are also working with Screen Skills, supporting training provided by CULT Cymru, and arranging specific training sessions for our own sector too.

As we mentioned in the written evidence that we submitted to the Committee, there are skills gaps in almost every area of expertise in the sector in Wales. This was partly caused by the increase seen in recent years in the number of productions being filmed here due to the success and reputation of the sector. More investment is needed in skills and talent development to ensure that we have a sustainable and innovative production sector that can compete internationally while also meeting domestic demand. Nurturing talent in the long term – a priority for S4C – ideally requires longer-term financial planning than what is currently available. Plans to fill talent and skills gaps in high-demand areas – such as digital content creation and storytelling – should start young, rather than just being delivered through post-16 training.

There are massive opportunities to develop talent in areas such as science and data development, which are increasingly important to S4C and the Welsh media. These are relatively new skills areas for S4C, and they are also areas in which there are skills shortages across many industries and sectors – a situation that makes recruitment difficult. As we mentioned in our written evidence, we feel that there is potential to work across Wales and beyond on this issue. There are also clear opportunities in terms of delivering the Cymraeg 2050 objectives regarding the creation of a bilingual workforce, and action should be taken on these. S4C already offers opportunities to nurture confidence and learn Welsh as part of some of its training projects, and we would support more of this.

Stimulating interest in the sector, supporting access and developing the skills of those already in work has been a part of our strategy over recent times; thus far, however, there has been no single system for measuring the progress of trainees and following their careers across Wales. We would welcome such a system.

Supporting access and continuing to offer opportunities to ensure that we reflect Wales will be a core part of our thinking, and we will work in partnership to ensure that a strategy for the sector is led by the needs of the sector.

Sincerely

A handwritten signature in grey ink, appearing to read "Siân Doyle".

Siân Doyle
Chief Executive