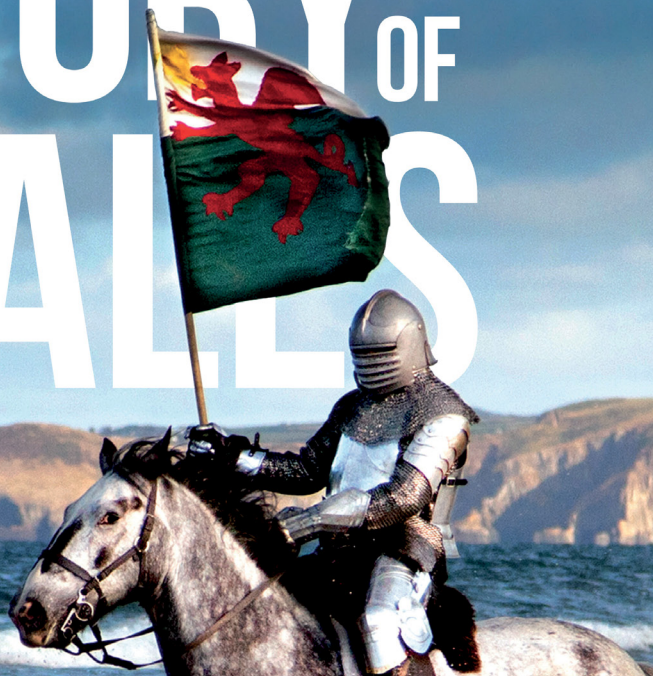


**BBC**

THE

# STORY OF WALLES



**WALES**

**MANAGEMENT REVIEW**

2011/12



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**Cover image**

Recreation of Henry Tudor landing in Mill Bay, Pembrokeshire, from the landmark BBC Cymru Wales series *The Story of Wales*

# DIRECTOR'S INTRODUCTION



**“Our promise to viewers and listeners is that BBC Cymru Wales will be a fearless, ambitious broadcaster – committed to working with others to make a real difference not just to audiences, but to Wales itself.”**

This was a landmark year for broadcasting in Wales in so many ways – a new partnership between S4C and the BBC, the opening of the UK's largest drama production centre at Roath Lock in Cardiff, the financial challenges of a new licence fee settlement, and the first television history of Wales in more than a quarter of a century.

At a time of such challenge and public debate, our programme-makers – whether in-house or across the independent sector – have worked assiduously to ensure that our audiences have remained front and centre.

Their success – both here in Wales and right across the BBC's television and radio networks – has been remarkable and it is rightly captured in this review. It is reflected in the highest television audiences in Wales for eight years, the highest levels of audience approval anywhere in the UK, the phenomenal impact of *The Story of Wales*, and the rejuvenation of both *Pobol y Cwm* and *Casualty* at the new studios at Roath Lock.

But there is no hint of complacency and we are determined to make an even bigger impact over future years. Our promise to viewers and listeners is that BBC Wales will be a fearless, ambitious broadcaster – committed to working with others to make a real difference not just to audiences, but to Wales itself.

A handwritten signature in black ink, which appears to read 'Rhodri Talfan Davies'. The signature is fluid and cursive, with a long horizontal stroke at the end.

**Rhodri Talfan Davies**  
Director, BBC Cymru Wales

# TWO MINUTE SUMMARY

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## 92

Audience appreciation index for *The Story of Wales*, the second highest for any BBC One series (after *Frozen Planet*)

## 11 hours

Average time spent listening to BBC Radio Wales and BBC Radio Cymru each week

## 2,380,000

Number of unique browsers accessing BBC Cymru Wales' websites each week

## 10,770,000

BBC One UK audience for *Doctor Who* on Christmas Day 2011

### Approval of the BBC in Wales (mean score out of 10)

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Source: ART/Kantar

#### General impression of the BBC

|       |      |
|-------|------|
| 09/10 | 6.86 |
| 10/11 | 7.01 |
| 11/12 | 7.14 |

#### Value for money of the licence fee

|       |      |
|-------|------|
| 09/10 | 5.08 |
| 10/11 | 5.44 |
| 11/12 | 5.63 |

### Television weekly reach

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Source: BARB (based on 15-minute consecutive reach)

#### BBC Cymru Wales English language programmes\*

|       |         |
|-------|---------|
| 09/10 | 885,000 |
| 10/11 | 945,000 |
| 11/12 | 940,000 |

#### BBC Cymru Wales on S4C

|       |         |
|-------|---------|
| 09/10 | 167,000 |
| 10/11 | 190,000 |
| 11/12 | 183,000 |

\* The figures above for 2009/10 and 2010/11 differ slightly from those reported in previous Wales annual reviews due to a change in the calculation methodology for programme reach in Wales across a week.

## Top ten series and top five individual programmes 2011/12

Source: BARB

### BBC Cymru Wales English language series

|                           |         |
|---------------------------|---------|
| The Story of Wales        | 317,000 |
| Vets 24/7                 | 288,000 |
| BBC Wales Today (6.30pm)  | 287,000 |
| Tenby 24/7                | 278,000 |
| Helicopter Rescue         | 265,000 |
| Rhys to the Rescue        | 245,000 |
| Weatherman Walking        | 232,000 |
| X-Ray                     | 213,000 |
| Coming Home               | 205,000 |
| BBC Wales Today (10.25pm) | 200,000 |

### BBC Cymru Wales English language programmes

|                                      |         |
|--------------------------------------|---------|
| Sport Wales: Tribute to Gary Speed   | 353,000 |
| Shane                                | 264,000 |
| Max Boyce: The Road to Treorchy      | 248,000 |
| Max Boyce: Live at Treorchy... Again | 200,000 |
| Children in Need in Wales            | 180,000 |

### BBC Cymru Wales series on S4C

|                                       |        |
|---------------------------------------|--------|
| Pobol y Cwm (Fri)                     | 95,000 |
| Pobol y Cwm (WEd)                     | 90,000 |
| Pobol y Cwm (Thu)                     | 89,000 |
| Pobol y Cwm (Tue)                     | 87,000 |
| Pobol y Cwm (Mon)                     | 85,000 |
| Y Clwb Rygbi                          | 58,000 |
| Eisteddfod Genedlaethol: Mwy o'r Maes | 42,000 |
| Y Clwb Rygbi Rhyngwladol              | 32,000 |
| Pawb a'i Fam                          | 29,000 |
| Eisteddfod Genedlaethol: Seremonïau   | 29,000 |

### BBC Cymru Wales programmes on S4C

|   |        |
|---|--------|
| Pobol y Cwm Nadolig                         | 90,000 |
| Eisteddfod Genedlaethol: Y Gymanfa Ganu     | 70,000 |
| Eisteddfod Genedlaethol: Cyngerdd Agoriadol | 58,000 |
| Only Men Aloud – Adre'n Ôl                  | 50,000 |
| Eisteddfod Genedlaethol: Cyngerdd Cloi      | 41,000 |

## Radio weekly reach (adults)

Source: RAJAR/RSMB/Ipsos MORI

### BBC Radio Wales

|       |         |
|-------|---------|
| 09/10 | 411,000 |
| 10/11 | 468,000 |
| 11/12 | 471,000 |

### BBC Radio Cymru

|       |         |
|-------|---------|
| 09/10 | 147,000 |
| 10/11 | 150,000 |
| 11/12 | 138,000 |

## Website weekly unique users

Source: BBC

### BBC Cymru Wales English language sites

2,380,000

### BBC Cymru Wales Welsh language sites

21,000

Further facts and figures available at [bbc.co.uk/wales/info](http://bbc.co.uk/wales/info)

# SERVICE PERFORMANCE



## English language programming – BBC One Wales/BBC Two Wales

English language programmes on BBC One and BBC Two Wales have once again reached almost a million viewers each week, with ten series attracting 200,000 viewers or more. A particular highlight was *The Story of Wales* – a six-part history of Wales spanning more than 30,000 years and presented by Huw Edwards. The series attracted an average audience of over 300,000 and record audience appreciation figures. Produced by Green Bay Media, the series also benefitted from strong partnerships with the Open University, the National Museum Wales and Cadw.

National Theatre Wales' *The Passion in Port Talbot* starring Michael Sheen also resonated with audiences. A remarkable 10,000 people crammed onto Port Talbot's seafront to witness the crucifixion whilst BBC Wales brought the climax of the three-day play to a Wales-wide audience through an hour-long documentary.

This year also saw *Week In, Week Out* making a mark with a hard-hitting investigation into the degree-awarding systems run by the University of Wales. The programme sparked a major governance crisis in the university sector with far-reaching implications.



1. Huw Edwards filming *The Story of Wales*
2. *Tenby 24/7*
3. Tŷ Hafan featured in *Beautiful Lives*



A number of popular series explored Wales' landscape and peoples.

*Tenby 24/7* revealed a week in the life of this west Wales holiday resort, the ever popular *Coming Home* traced the family histories of Neil Kinnock and Alison Steadman, while *Beautiful Lives* captured the lives of patients at Tŷ Hafan children's hospice.

There have been several highlights in our sporting coverage including the success of the Welsh rugby team in the World Cup and their Grand Slam win. Both were captured in our *Scrum V* Specials, which have become an integral part of our coverage for Welsh rugby supporters. *Sport Wales* followed Swansea City's promotion drive to the Premier League and their subsequent success in the top flight, and we broadcast a special tribute following the death of Gary Speed.



## SERVICE PERFORMANCE – CONTINUED

**BBC** | cymru  
wales

### **BBC Cymru Wales on the networks**

It was the year that Roath Lock opened its doors for the first time, and *Casualty* arrived in Wales – cementing Wales' position as a world-class production centre for BBC drama.

BBC One's popular Saturday night drama quickly found its feet at Roath Lock, alongside productions already firmly established in Cardiff. *Upstairs Downstairs* launched a second series while *Doctor Who* continued to win critical acclaim and strong audiences – with the Christmas Special attracting nearly 11 million viewers. *The Sarah Jane Adventures* proved as popular as ever in its final series on CBBC – a fitting tribute to Elisabeth Sladen.

The second series of *Sherlock* (produced by Hartswood Films) thrilled audiences and critics alike, attracting audiences of over 10 million and international acclaim. And a drama-documentary made by Prospect Cymru about the early life of Shirley Bassey formed the centrepiece of BBC Two's *Mixed Race* season.

The radio drama team began a vivid adaptation of *The Diary of Samuel Pepys* by Hattie Naylor and produced a mix of contemporary and classic drama, including

special episodes of *Torchwood* (originally launched for television), which attracted interest from audiences across the UK and beyond.

BBC Wales' Factual team produced single documentaries on a range of subjects including *Britain's Royal Weddings*, *The Secrets of Scott's Hut* (where presenter Ben Fogle retraced Captain Scott's steps to base camp in the Antarctic), and *A Home for Maisie* which traced the story of a remarkable couple looking after an eight-year-old with two failed adoptions behind her.

The arrival of *Crimewatch* in its new base in BBC Wales in January 2011 led to the Daytime spin-off, *Crimewatch Roadshow*, and to a major *Crimewatch* special following the conviction of the man who murdered 13-year-old Milly Dowler.

The network radio features team produced a searching exploration for BBC Radio 4 by *Today* presenter John Humphrys into education standards in Wales. The programme highlighted how devolution has led to major differences in both policy and outcomes between Wales and England.

The *BBC Cardiff Singer of the World* competition was again broadcast on BBC Radio 3 and BBC Four, with the final shown on BBC Two. Our music team also produced a series of concerts performed during the Hay Literary Festival, introducing great artists and repertoire to an enthusiastic audience.





## BBC Cymru Wales on S4C

BBC Wales programming for S4C continues to play a major part at the heart of the channel's schedule. On average, 183,000 viewers tuned in to BBC Wales' programmes on S4C each week in 2011/12. In December 2011, the production of *Pobol y Cwm* moved to Roath Lock studios – and is now broadcast in HD. During the year *Pobol y Cwm* dealt sensitively with several difficult topics including male rape, alcoholism and teenage pregnancy. The challenging storylines have also been rewarded with consistently strong audiences.

The *Newyddion* team provided extended coverage of several big stories throughout the year including the Gleision mining tragedy, Gary Speed's untimely death, the 10th anniversary of the 9/11 disaster in New York, the Royal Wedding in April and in-depth analysis of the ongoing economic crisis.

Comprehensive coverage of the National Assembly election was provided as well as authoritative analysis of parliamentary and European affairs. The political magazine programme *CF99*, current affairs strand *Taro Naw* and our audience debate programme *Pawb a'i Farn* completed our wide-ranging news and current affairs content.

Rugby remained at the heart of our coverage in a memorable year when Wales celebrated a Grand Slam victory and an outstanding performance in the World Cup. *Y Clwb Rygbi Rhyngwladol* captured the dynamism and excitement of the current Welsh team and – following his final test for Wales against Australia in December – Shane Williams joined the BBC's expert presentation team.

*Rhyfel y Falklands: Nôl i Faes y Frwydr*, a moving documentary produced by BBC Wales' Factual team, marked 30 years since the Falklands conflict.

1. Ben Fogle presented *The Secrets of Scott's Hut*
2. *Casualty* in its new home at Roath Lock studios
3. The Cwmeri high street at Roath Lock studios



## SERVICE PERFORMANCE – CONTINUED



### BBC Radio Wales

BBC Radio Wales delivered a diverse range of programming which reflected the lives of people across Wales.

With National Assembly elections, the station's key news strands *Good Morning Wales* and *Good Evening Wales*, as well as Jason Mohammad's *BBC Radio Wales Phone-In*, toured the country to explore the issues occupying listeners' minds ahead of the Assembly poll. The station also spent a week investigating academic standards in Welsh education in its *Learning Lessons* season.

The station sent a team to New Zealand in order to follow Wales' progress to the semi-finals of the Rugby World Cup and to Wembley where Swansea City became Wales' first Premier League football team.

BBC Radio Wales also enhanced its commitment to Welsh music by coupling Bethan Elfyn and Adam Walton's programmes together on a Saturday night, and by introducing a new show, *Beverley Humphreys' World of Music*, focused on other forms of music-making in Wales. The station also spent a day with the BBC National Orchestra of Wales ahead of a specially-commissioned concert to mark the start of the 2012 Six Nations.

Drama on BBC Radio Wales comprises of a mixture of new commissions and new chances to hear drama made by BBC Cymru Wales for BBC Radio 4. At Christmas, the station commissioned *O Little Town of Aberystwyth*, a Christmas whodunit written by cult author Malcolm Pryce.

Around 200 hours of features were broadcast on the station in 2011/12. Highlights included the double award-winning *The Mousetrap and Me*, which told the story of the Newport man whose tragic story of foster care inspired Agatha Christie to write the classic West End play.

Roy Noble broadcasting during BBC Radio Wales Music Day



## BBC Radio Cymru

News and current affairs output continues to drive the station's agenda. Programmes such as *Post Cyntaf*, *Tar'r Post*, *Post Prynhawn*, *Dau o'r Bae* and *Manylu* provided comprehensive analysis and insight into Welsh, UK and global stories – including the Royal Wedding, the National Assembly election in May, and the Gleision mining tragedy in September.

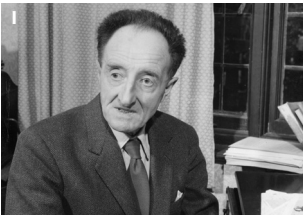
In February, the impactful *Tynged yr Iaith* (Fate of the Language) week marked 50 years since Saunders Lewis' radio lecture in 1962. The broadcast of five short contemporary lectures by prominent Welsh public figures fired plenty of debate about the future of the language.

*Dafydd a Caryll* have maintained their popularity and their morning show is now the audience's most popular programme. Dai Jones with *Ar Eich Cais* and *John ac Alun* continue to maintain high audience share for their shows on Sunday night.

Gwilym Owen broadcast his weekly programme for the last time in summer 2011, a career captured in a special programme at the National Eisteddfod presented by Guto Harri. Gerallt Lloyd Owen also retired from *Talwrn y Beirdd*, handing the 'Meuryn's' chair to Ceri Wyn Jones, whilst in October, Dylan Iorwerth returned to the station with his own weekly discussion series *Dan yr Wyneb*.

The year's sports highlights included live commentary from the Rugby World Cup and coverage of the Six Nations and Grand Slam win. Another development during the year was the regular broadcasting of Swansea City's home Premiership matches – either across Wales or to a more limited area covering Swansea and Carmarthen.

*Cymry ar Brawf* – *Y Tarw Scotch* and *9/11 Ysgwyd y Byd* were amongst the station's documentary highlights this year. Both were nominated for the Celtic Media Awards – as was the station itself.



1. *Tynged yr Iaith* – Saunders Lewis  
2. *Post Cyntaf* – Garry Owen and Nia Thomas



# SERVICE PERFORMANCE – CONTINUED



ONLINE MOBILE RED BUTTON



## Interactive

In 2011/12, BBC Wales interactive sites were accessed by 2.4 million browsers each week. This impact was driven by major stories including Gary Speed's death, the Gleision mining accident, the court case following the Antigua honeymoon murders and the debate around closure of the M4 Brynclas tunnels following a major lorry fire.

Coverage of the Rugby World Cup was comprehensive, as new columnist Shane Williams charted Wales' march to the 2012 Grand Slam, and answered questions sent in by the audience. Our coverage of Wales women's rugby was enhanced by record try-scorer Non Evans. Football coverage remained central and Swansea City's return to the top flight boosted content and audiences. Meanwhile the build-up to the Olympics and Paralympics was key to the online offering and included blogs from Olympic cyclist Geraint Thomas. The redesigned BBC Sport website was launched in February 2012 with refreshed designs for most of the pages produced in Wales.

Learning content was launched specifically for the primary and secondary curriculum in Wales, ranging from *Science 7–11* and *Maths 5–7* in Welsh, through to *Bitesize* and *Youth Citizenship* in both languages.

*The Story of Wales* website proved popular with audiences and the multi-platform offering included new social media content, special features accessed via the red button and two extra programmes created for schools.

Network productions continued to break records with over 3.5 million downloads of the *Doctor Who Adventure Game* and the *Doctor Who Script to Screen* project was popular with schools across the UK. *Sherlock* integrated innovative use of social media and mobile phone content whilst *The Sarah Jane Adventures* website was one of CBBC's star performers during the year.

Looking ahead, a Wales edition of [bbc.co.uk](http://bbc.co.uk) will be launched shortly and new digital innovations are underway to deliver BBC Wales services across all four screens (computers, internet connected TVs, smartphones and tablet devices).

### **BBC National Orchestra of Wales**

The Orchestra continued to give a range of concerts both in Wales and beyond. The BBC National Chorus of Wales also had a busy year with ten projects – ranging from Havergal Brian's gargantuan *Gothic Symphony* at the 2011 Proms to taking part in our Music Nation celebration concert in St David's Hall in March 2012.

Collaboration has been a major theme in the Orchestra's work this year. Music Nation – the BBC-led precursor to the 2012 Cultural Olympiad – enabled massed youth choirs to perform alongside the Orchestra and Chorus in *Songs of the Earth*, a specially commissioned work from Karl Jenkins, as well as giving 50 students from the Royal Welsh College of Music and Drama the opportunity to play with the Orchestra. On St David's Day 2012, primary school pupils from across Wales worked with the Orchestra, culminating in a special concert. The Orchestra also continued its important

work with children and students from special schools and units under the guidance of *animateur* Andy Pidcock. In order to provide a concrete legacy for this important project, we produced a special DVD and CD to support non-specialist music teaching – in both special and primary schools. With Arts Council of Wales support, this material was distributed free to every such school in Wales.

As a partner organisation to Cardiff-based arts company Arcomis, the Orchestra helped stage the International Flute Festival in its home, BBC Hoddinott Hall, in April 2011. And together with the Welsh Music Guild, Composers of Wales and Tŷ Cerdd, we staged another two-day workshop for Welsh composers.

Within the BBC, collaborations have ranged from a portfolio of soundtracks – including *Doctor Who*, *Great Barrier Reef*, *Human Planet* and *The Story of Wales* – and a special series of afternoon concerts for BBC Four's series *Symphony* in November 2011, to a unique BBC Radio Wales Orchestra Day on 27 January 2012, when the station broadcast its daytime shows from Hoddinott Hall with frequent and lively contributions from the Orchestra!

BBC National Orchestra of Wales  
special schools concert





# LOOKING AHEAD

BBC Cymru Wales has been firing a nation's imagination for almost 50 years. Our sense of mission is as strong as ever. BBC Wales is the only broadcaster committed to reflecting and reporting Wales in both languages – and across all platforms. This public service role is particularly important given the decline of alternative media sources in Wales.

A key challenge for BBC Wales over the next five years will be to ensure that it continues to fulfil this vital role, whilst delivering a considerable reduction to its budgets. The 2010 licence fee settlement will lead to a reduction of 16% in BBC Wales' expenditure on content and services for Wales over the next five years.

Whilst meeting the Delivering Quality First targets will undoubtedly be difficult – leading to the loss of some TV and radio programmes – our aim has been to safeguard the output that matters most to audiences and to ensure we continue to be the most trusted and valued broadcaster in Wales.

BBC Wales' approach to reducing its expenditure is underpinned by four aspirations.



1. First Minister Carwyn Jones AM officially opening Roath Lock studios with (from left to right) Rhodri Talfan Davies, Director BBC Cymru Wales, and Mark Thompson, BBC Director-General
2. The National Assembly Senedd building
3. *Casualty* set during the Roath Lock open weekend
4. Betsan Powys and Vaughan Roderick



## **a. Supporting quality and distinctiveness**

Across all services, BBC Wales will focus on what we do best. That means safeguarding and strengthening the quality and distinctiveness of our programming and services at a time of constrained funding. We'll do this by making tough choices and seeking deeper savings from overhead costs and support departments.

High-quality journalism will remain the backbone of the BBC's service for audiences in Wales. Through increased efficiency and a reduction in output at times of the day when fewer viewers and listeners are available, our aim is to consolidate the BBC's role as Wales' most trusted news provider by ensuring its journalism is a standard-bearer for accuracy, impartiality and originality.

BBC Wales will protect investment in journalism across both languages and all platforms, and additional correspondent posts will be created to strengthen specialist coverage of economics and culture.

Reporting and analysing the work of the devolved institutions will remain a strong commitment, with more political output integrated into flagship news services.

We'll also aim to ensure that our general television programming for Wales makes an even greater impact by showcasing more output in peak on BBC One Wales. To support this aim, investment in landmark documentaries and drama will be maintained. The BBC in Wales will also work with BBC network teams and S4C to identify appropriate opportunities for co-productions that maximise the impact of more limited investment funds.

The BBC's two national radio services in Wales will continue to showcase new Welsh music, invest in drama and comedy, and commission weekly arts programmes. However, there will be a 25% reduction in documentary and feature programming on both services.



## LOOKING AHEAD – CONTINUED

### b. Reflecting and representing Wales on the BBC's UK networks

As part of its Delivering Quality First plans, the BBC is determined that increased investment in network production in Wales over recent years should lead to an improvement in the portrayal and representation of Wales on its UK networks. Some of the largest gaps in the delivery of the BBC's public purposes in Wales relate to the portrayal of Wales to the rest of the UK, and the portrayal of Wales' culture and communities to the rest of the UK.

There is considerable room for improvement, but Wales' profile on the UK networks has grown considerably over recent years through the success of productions such as *Torchwood*, *The Indian Doctor*, *The One Show*, *Rhod Gilbert's Work Experience* and *Gavin and Stacey* and through the BBC National Orchestra of Wales' significant contribution to BBC Radio 3. In addition, the accuracy of network news coverage of Wales has improved

significantly. Over the next period, the BBC expects a growing proportion of 'opt-out' programmes produced for audiences in Wales to be shown on the UK-wide channels too.

The recently completed Roath Lock drama production facility will allow us to continue to develop Wales' reputation as a world-class centre of drama. We'll also continue to work proactively with independent producers in Wales in order to strengthen their contribution to the BBC's UK networks.

Following 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 earlier than the target date of 2016, and to be exceeded by 2017. Under these proposals, Wales' strength as a key base for in-house drama production will be maintained and its contribution to network documentary and feature production will grow.

<sup>1</sup> BBC Trust purpose remit tracking study 2010/11.



1. BBC National Orchestra of Wales
2. Rhod Gilbert's *Work Experience*



### **c. Guaranteeing access to national services and programming**

Our aim is to ensure Wales has a free and open public space in the digital world, where audiences can easily access and share high-quality BBC programmes and services. This poses a dual challenge of resolving current distribution issues facing traditional television and radio services, while ensuring that interactive services made in and for Wales enjoy appropriate coverage and prominence across a fragmenting digital landscape spanning computers, internet-connected TVs, smartphones and tablet devices.

On television, we'll launch an HD version of BBC One Wales by the end of 2012 and maintain the BBC Two Wales SD (standard definition) service until at least 2015. On radio, the BBC will undertake a definitive cost/benefit analysis exploring further options for addressing the low coverage levels for BBC Radio Wales on FM and both services on DAB.

In the interactive space, the BBC is currently developing 'nations' editions' of [bbc.co.uk](http://bbc.co.uk) which will help audiences find content about Wales more easily across computers, mobiles and tablet devices. The editions will provide a more effective way of publishing relevant content within a UK-wide interactive portfolio of services.



The new Roath Lock studios

## LOOKING AHEAD – CONTINUED

### d. Partnership and collaboration

The BBC is already an integral part of national life in Wales, working in partnership with a wide range of national institutions and organisations, including Arts Council Wales, S4C, the Welsh Rugby Union, the National Eisteddfod of Wales, the Open University and the National Museum Wales. Building on these solid foundations, BBC Wales will seek 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 the scale, funding, creativity, innovation and heritage of the BBC, future partnerships will seek to unleash the full creative potential of Wales.

We'll increasingly focus partnership activity on collaborations that can:

- deliver measurable audience and/or economic impact
- offer clear scope for ongoing creative collaboration
- help nurture new talent and expertise, and help build production or cultural capacity in Wales

In addition, we will work to strengthen our long-standing partnership with S4C by exploring the scope for collaboration across non-editorial areas, with the aim of releasing considerable additional investment for content in both languages.

1



1. *Pobol y Cwm* is produced for S4C
2. *The Story of Wales* was delivered in partnership

2



# KEY PRIORITIES FOR NEXT YEAR

- We will strengthen the impact and distinctiveness of BBC services for Wales, and improve the specialism and impact of our journalism
- We will implement the editorial and operational changes resulting from the Delivering Quality First savings plan
- We will launch BBC One Wales HD and assess new options to strengthen coverage of the two national stations
- We will strengthen our partnership with a range of national bodies in order to explore new ways of delivering public value together
- We will work with S4C to ensure the new partnership arrangements deliver real benefits to audiences in Wales
- We will strengthen our contribution to network drama, documentary and feature production on television and radio

# CONTACTS

If you have a question, comment or complaint about BBC Cymru Wales programmes or services, or any other aspect of the BBC's work, please contact our Audience Services unit.

All feedback is carefully registered and regularly distributed to editorial teams and management.

**Telephone:** 03703 500 700

Lines open weekdays 9.30am–7.30pm (except bank holidays). Calls to the 0370 UK-wide rate are charged at no more than 01/02 geographic numbers. Calls may be recorded for training.

**Website:**

**[www.bbc.co.uk/wales/info](http://www.bbc.co.uk/wales/info)**

**Write to:**

Audience Services  
BBC Cymru Wales  
Bangor  
LL57 2BY

Complaints: for more information about the BBC's complaints process and to submit a complaint online please visit

**[www.bbc.co.uk/complaints](http://www.bbc.co.uk/complaints)**



# WALES MANAGEMENT



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