

S4/C Calon Cenedl
Heart of the Nation

Adroddiad Blynyddol a Datganiad Ariannol
Annual Report & Statement of Accounts
2011



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Cyflwynir Adroddiad Blynyddol a
Datganiad Ariannol S4C i'r Senedd yn sgil
paragraffau 13(1) a 13(2) i atodlen 6 Deddf
Darlledu 1990

The Annual Report and Statement of
Accounts for S4C are presented to
Parliament pursuant to paragraphs 13(1)
and 13(2) to schedule 6 of the Broadcasting
Act 1990

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Cyflwyniad Huw Jones, Cadeirydd Awdurdod S4C

Fy mhrif amcanion, pan ges i fy mhenodi'n Gadeirydd Awdurdod S4C ym Mehefin 2011, oedd cael sicrwydd am ddyfodol S4C fel corff annibynnol a chreu sefydlogrwydd a modd i symud ymlaen drwy benodi Prif Weithredwr parhaol. Cyflawnwyd y ddaun amcan. Rwy'n hyderus y gall y sawl sy'n pryderu am ddyfodol teledu yn yr iaith Gymraeg edrych ymlaen gyda chryn dipyn mwy o hyder na blwyddyn yn ôl, er bod yr her o ddygymod â chyllid llawer is, yn parhau'n un sylweddol.

Cadarnhad Penodiad

Cyn i 'mhenodiad i gael ei gadarnhau, roedd yn rhaid i mi ymddangos gerbron sesiwn ar y cyd o'r Pwyllgorau Seneddol Dethol ar Faterion Cymreig ac ar Ddiwylliant, y Cyfryngau a Chwaraeon. Dyma sefyllfa i godi braw ar rywun, ond roedd hefyd yn gyfle gwerthfawr i fynd i'r afael yn y fforwm cyhoeddus, seneddol yma â materion ynglŷn â dyfodol S4C – y tro cyntaf i'r fath drefn gael ei dilyn mewn perthynas â'r swydd yma.

Cytundeb newydd gyda'r BBC

Yn ystod y flwyddyn, cynhaliwyd trafodaethau estynedig a chynhwysfawr rhwng S4C a'r BBC mewn perthynas â'r trefniadau cyllido ac atebolrwydd fydd yn cael eu mabwysiadu o 2013 ymlaen. Roedd hyn yn anochel gan fod y trefniadau newydd a amlinellwyd gan yr Ysgrifennydd Gwladol yn Hydref 2010 yn golygu newidiadau sylfaenol i'r ddaun gorff. Rwy'n credu i'r pryderon ynglŷn â'r hyn oedd yn cael ei weld fel bygythiad i annibyniaeth S4C gael eu lliniaru'n sylweddol pan gyhoeddwyd y cytundeb rhwng Awdurdod S4C ac Ymddiriedolaeth y BBC ym mis Hydref 2011, cytundeb a oedd hefyd yn rhoi sicrwydd ariannol i ni hyd at Fawrth 2017, er ar raddfa fydd yn parhau i ostwng. Rwy'n credu hefyd y bydd y Cytundeb Gweithredol rhwng Ymddiriedolaeth y BBC ac Awdurdod S4C yn darparu sicrwydd pellach bod dyfodol S4C, a'i allu i weithredu yn annibynnol, wedi cael eu sicrhau, tra'n darparu dulliau priodol o fod yn atebol i Ymddiriedolaeth y BBC am y defnydd a wneir o arian y drwydded deledu. Fe fydd ymgynghoriad cyhoeddus ynglŷn â hwn yn digwydd yn fuan.

Arian y Llywodraeth

Un mater o bwysigrwydd mawr yr ydym wedi ei godi gyda'r Llywodraeth yw'r ffaith ein bod wedi gorfod, wrth ddod i gytundeb gyda'r BBC, gymryd yn ganiataol y bydd y cyllid y byddwn yn parhau i'w dderbyn gan y DCMS yn 2013-14 a 2014-15 – tua £7miliwn y flwyddyn – yn parhau i gael ei dalu i ni, fan lleiaf ar y lefel yma, drwodd i 2017. Byddai methiant i sicrhau parhad y cyllid hwnnw yn gadael S4C mewn cyflwr gwirioneddol ddyrys, gan y bydd y lefel newydd o ariannu, erbyn 2015 eisoes ryw 36% yn is mewn termau real na'r hyn a fyddai wedi bod o dan y fformiwla flaenorol.

Rydym yn deall mai gweithio o fewn fframwaith adolygiad gwariant cyhoeddus pedair blynedd 2011-2015 y mae'r ymrwymadau a roddir gan y Llywodraeth ar hyn o bryd, ac roedd yn galonddid i ni dderbyn sicrwydd gan y Llywodraeth y bydd anghenion S4C yn cael eu hwynebu yn yr adolygiad nesaf. Mae'n galonogol hefyd fod Deddf Cyrff Cyhoeddus 2011 yn gosod cyfrifoldeb ar yr Ysgrifennydd Gwladol i sicrhau y bydd Awdurdod S4C yn cael ei dalu swm bob blwyddyn y mae'r

Ysgrifennydd Gwladol yn credu sy'n ddigonol ar gyfer y gost o ddarparu gwasanaethau teledu cyhoeddus S4C. Er bod gennym hyder yng ngwerth ein partneriaeth newydd gyda'r BBC, ac yn yr amcanion gwasanaeth cyhoeddus rydym yn eu rhannu gydag Ymddiriedolaeth y BBC, y mae'n bwysig glynw at yr egwyddor fod yna gyfrifoldeb seneddol i sicrhau darpariaeth yr unig wasanaeth teledu Cymraeg sydd gennym.

Perfformiad y gwasanaeth a gweithredu toriadau

Cafwyd perfformiad cymharol dda gan y gwasanaeth rhaglenni yn 2011, gyda chynnydd bychan yn y prif fesur gwyllo, sef cyrhaeddiad. Er hynny, ni ellir bod yn hunanfodlon gan i gyllideb rhaglenni 2011 gael ei gwarchod, i raddau helaeth, trwy grynhoi arbedion o flynyddoedd blaenorol er mwyn osgoi effaith sydyn niweidiol ar wylwyr a chyflenwyr rhaglenni. Yn sgil y gostyngiad yn ein cyllid cyhoeddus o £101.6 miliwn yn 2010 i £83 miliwn yn 2012, doedd dim modd osgoi bellach yr angen i'r gyllideb a gymeradwywyd gan yr Awdurdod ar gyfer 2012 wneud toriad sylweddol yn y cyllid oedd ar gael ar gyfer comisiynu rhaglenni newydd – i lawr o £83 miliwn yn 2011 i £67 miliwn yn 2012. Roedd angen felly i'r staff adolygu blaenoriaethau rhaglenni ar gyfer y dyfodol tra ar yr un pryd yn ceisio wynebu'r her o ddarparu gwasanaeth gydag apêl mor eang â phosibl. Cymeradwyodd yr Awdurdod strategaeth ar gyfer cyflawni hyn ym mis Mehefin, yn dilyn trafodaethau blaenorol a sylwadau gan y Pwyllgor Cynnwys.

Er mwyn gwneud arbedion yng nghostau canolog rhedeg S4C, rhoddwyd rhaglen sylweddol o ddiswyddiadau gwirfoddol mewn lle – ac fe welir y budd ariannol o hyn yn y blynyddoedd sydd i ddod. Fe wnes i gyhoeddi ym mis Medi y byddem yn sicrhau y byddai'r gostyngiad yng nghostau gweinyddu a chefnogi S4C, o'u cymharu â 2010, ar yr un lefel â'r gostyngiad yn y gyllideb rhaglenni ar draws yr un cyfnod. Mae hon yn egwyddor bwysig, nid lleiaf fel bod y cynhyrchwyr annibynnol rydym yn dibynnu arnynt yn gallu gweld fod y broses o chwilio am arbedion yr un mor drylwyr o fewn S4C ag y mae'n rhaid iddo fod mewn perthynas â chynhyrchu cynnwys.

Er mwyn cyflawni'r arbedion mewnol hyn, roedd yr Awdurdod wedi rhoi adolygiad trwyadl o holl weithgareddau'r corff ar waith yn 2010, gan gynnwys adolygiad adnewyddu ac effeithiolrwydd gan Richie Turner. Er i'r adroddiad yma fod yn achos darllen anghyfforddus, mae ei ganfyddiadau wedi helpu i lywio'r newidiadau sydd eisioes wedi cael eu gweithredu neu sy'n rhan o gynlluniau'r Prif Weithredwr newydd ar gyfer ailstrwythuro ac ailsefydlu'r berthynas gyda'r sector gynhyrchu.

Penodi Prif Weithredwr

Yn dilyn proses recriwtio drwyadl, roeddem yn falch iawn o fedru cyhoeddi penodiad Ian Jones yn Brif Weithredwr newydd parhaol. Cafwyd tystiolaeth eang o allu a phrofiad Ian, o fewn y Deyrnas Unedig ac yn rhyngwladol, ac fe fydd y rhain yn werthfawr iawn i ni ar adeg heriol dros ben. Mae ei ymwneud â'r sianel o'i dyddiau cynnar yn tystio i'w arddeliad dros ddarledu yn yr iaith Gymraeg a dros S4C fel corff. Mae eisioes wedi cyflawni llawer mewn ychydig wythnosau ac rwy'n edrych ymlaen at weithio gydag ef yn ystod y blynyddoedd i ddod.

Chairman's introduction Huw Jones

My principal aims at the time of my appointment as Chairman of the S4C Authority in June 2011 were to secure certainty regarding S4C's future as an independent body and to provide stability and the ability to move forward through the appointment of a permanent Chief Executive. These objectives have been achieved. Those who care about the future of Welsh language television can face the future with considerably greater confidence than a year ago, though the challenges posed by a greatly reduced funding settlement remain substantial.

Confirmation of Appointment

Before having my appointment confirmed, I was required to appear before a joint session of the Welsh Affairs and Culture, Media and Sport Parliamentary Select Committees. Though intimidating in prospect, this was a valuable opportunity to address issues about S4C's future in this public, parliamentary forum – the first time such a procedure had been followed in relation to this position.

A New Agreement with the BBC

During the year, discussions between S4C and the BBC regarding the funding and accountability arrangements to be adopted from 2013 onwards, have been extensive and comprehensive – necessarily so, since the new arrangements outlined by the Secretary of State in October 2010 involved major changes for both organisations. Concerns regarding the perceived threat to S4C's independence were greatly allayed, I believe, by the agreement approved by the S4C Authority and the BBC Trust in October 2011, which also provided security of funding, through to March 2017, albeit at a declining rate. I believe that the Operating Agreement between the BBC Trust and the S4C Authority on which public consultation will shortly take place, will provide further reassurance that S4C's future and its ability to act independently have been secured, while ensuring appropriate accountability to the BBC Trust for use of the licence fee.

Government Funding

One matter of great importance to us which we have raised with the Government is the fact that, in reaching agreement with the BBC, we have had to make the assumption that the funding which we are set to continue to receive from the DCMS in 2013-14 and 2014-15 – c. £7m per annum – will continue, at least at that rate, through to 2017. Failure to secure continuation of that funding would leave S4C in a truly parlous state, given that the new level of funding, by 2015, will already be some 36% lower in real terms than that which would have applied under the previous formula.

We understand that current funding undertakings are confined to the 2011-15 Comprehensive Spending Review period and are encouraged by the assurances we have received from Government that S4C's needs will be addressed in the next review and by the responsibility placed on the Secretary of State by the Public Bodies Act 2011 to ensure that the S4C Authority is paid an amount which he considers sufficient to cover the cost to the Authority of providing S4C's public services. Confident as we are of the value of our new

partnership with the BBC, and of those public service objectives we share with the BBC Trust, it is important to retain the principle of parliamentary responsibility for the provision of the only Welsh language TV service that we have.

Performance of the Service and Implementing Cuts

The programme service delivered a comparatively good performance in 2011, with a small increase in the main performance measurement, namely reach. Nevertheless, there is no room for complacency since the 2011 programme budget was, to a large extent, protected by combining and rolling over savings identified in previous years' budgets in order to avoid an immediate sharp impact on both viewers and programme suppliers. The drop in total public funding from £101m in 2010 to £83m in 2012 meant that there were no further means of avoiding the need for the budget approved by the Authority for 2012 to include a major cut in the funds available for new programme commissions – down from £83m in 2011 to £67m in 2012. Staff therefore needed to review programme priorities for the future while simultaneously facing the challenge of delivering a service with as broad an appeal as possible. A strategy to this effect was approved by the Authority in June, following prior discussion and comment by the Content Committee.

In order to deliver savings in S4C's central running costs, a substantial programme of voluntary redundancies was put in place – one whose financial benefits will be seen in future years. I announced in October that we would ensure that the reduction in S4C's support and administrative costs, as compared with 2010, would be of the same order as that applied to the programme budget across the period. This is an important principle, not least so as to ensure that the independent producers on whom we depend can see clearly that the search for savings is equally intense within S4C as it has to be in respect of content production.

In order to achieve these internal savings, the Authority had instigated a root and branch review in 2010, including an innovation and efficiency review by Richie Turner. The findings of the latter, while providing uncomfortable reading, have helped inform changes which have already been implemented, or are part of the new Chief Executive's plans for internal restructuring and re-engagement with the production sector.

Appointment of Chief Executive

Following an exhaustive recruitment process, we were delighted to be able to announce the appointment of Ian Jones as our new Chief Executive. Ian's credentials, both within the UK and internationally, have been widely attested and he brings a formidable array of skills and experience to bear at a very challenging time – as well as a passion for Welsh language broadcasting and for S4C as an institution, as evidenced by his involvement with the channel from its earliest days. He has already covered a great deal of ground during his first weeks in office and I look forward to working with him during the coming years.

Atebolwydd

Rydym yn awyddus i sicrhau ein bod yn rhoi cyfle parhaol i'n cynulleidfa i gwestiynu, herio a chyfrannu at bolisiau rhaglenni a byddwn yn parhau i freinio ein dulliau o ymchwilio a thrafod.

Mae'n rhaid i ni sicrhau fod y dulliau fydd gennym o roi cyfrif i Ymddiriedolaeth y BBC am yr arian rydym yn ei dderbyn o'r ffi drwydded yn effeithiol ac yn addas i'w pwrpas. Byddwn yn parhau i fod yn atebol i'r Senedd trwy ei Gweinidogion yn y DCMS a Swyddfa Cymru, trwy'r Adroddiad Blynyddol hwn a thrwy ymddangosiadau o flaen pwyllgorau seneddol o bryd i'w gilydd.

Er nad ydym yn uniongyrchol atebol i Gynulliad Cenedlaethol Cymru, rydym am i S4C gael ei gweld fel corff Cymreig pwysig sy'n medru gwneud cyfraniad sylweddol, cyson â'i swyddogaeth fel darlledwr cyhoeddus, i nifer o feysydd sy'n ymwneud ag iaith, diwylliant, sgiliau a'r economi yng Nghymru sydd oll yn faterion datganoledig. Byddwn felly yn parhau i drafod dulliau priodol o ymwneud â'r Cynulliad.

Mae angen i ni sicrhau fod peirianwaith yr Awdurdod ei hun i ddal swyddogion i gyfrif mewn cyflwr da a gyda hyn mewn golwg rydym wedi gweithredu'r rhan fwyaf o'r argymhellion wnaeth Syr Jon Shortridge yn 2010.

Diolch

Hoffwn ddiolch i'm cyd-aelodau o'r Awdurdod am eu cyfraniadau a'u cefnogaeth ers i mi ymuno â nhw. Wrth ysgrifennu, mae nifer o newidiadau yn aelodaeth yr Awdurdod ar y gweill. Daeth cyfnod Syr Roger Jones i ben ym mis Tachwedd a bydd cyfnodau Cenwyn Edwards, Bill Davies a Winston Roddick hefyd yn dod i ben ym mis Gorffennaf ac Awst eleni. Maent oll wedi chwarae rhan bwysig yng ngwaith yr Awdurdod, nid lleiaf fel cadeiryddion gwahanol bwyllgorau ac rwy'n diolch iddynt oll am eu hymrwymiad. Ar yr un pryd, hoffwn ddiolch hefyd i'r Prif Weithredwr dros dro, Arwel Ellis Owen, a gariodd faich y cyfrifoldeb gweithredol ar hyd 2011 – tasg anodd mewn cyfnod o ansicrwydd estynedig tra'n disgwyl penodiad Cadeirydd newydd a Phrif Weithredwr parhaol. Gwnaeth hynny gydag ymroddiad a brwdfrydedd. Diolch hefyd i holl staff S4C, gan gynnwys rhai sydd erbyn hyn wedi gadael, am eu gwaith cydwybodol mewn cyfnod sydd wedi bod ac sy'n parhau i fod yn un anodd, yn ogystal ag i'n cyflenwyr annibynnol a'n partneriaid yn BBC Cymru.

Hyder yn y dyfodol

Rwy'n ysgrifennu'r geiriau hyn ar ôl cael fy nhrochi yn egni a thalent ieuenctid Cymru yn Eisteddfod yr Urdd – gŵyl y mae'n bleser mawr i S4C fedru ei darlledu mewn modd mor gynhwysfawr bob blwyddyn. Unwaith eto, mae'r digwyddiad gwych yma yn fodd i'n hatgoffa bod cenedl fach yn medru cynhyrchu talent a llwyfannu gwaith o safon ryfeddol, sy'n cyffwrdd cynulleidfa i'r byw. Dyna fydd ein nod ninnau drwy gydol y flwyddyn sy'n dod. Rwy'n hyderus y gallwn lwyddo.



Accountability

We are keen to ensure that our audiences are given continued opportunities to question, challenge and contribute to programme policy, and will continue to refine our methods of research and engagement.

We need to ensure that the methods of accountability to the BBC Trust for the licence fee funding that we receive are effective and fit for purpose. We will continue to be accountable to Parliament, through its Ministers at DCMS and the Wales Office, through this Annual Report and through appearances before committees as required from time to time, for our execution of our statutory remit and the spending of government funding.

Though not directly accountable to the National Assembly for Wales, we want S4C to be recognised as a significant Welsh institution able to make an important contribution, consistent with its remit as a broadcaster, to the achievement of a range of desirable outcomes, in matters relating to language, culture, skills and the economy, which are devolved matters. We will therefore continue to pursue appropriate methods of engagement with the Assembly.

We need to continue to ensure that the Authority's own mechanisms for holding the Executive to account are in good order and this we have continued to do, implementing most of Sir Jon Shortridge's governance recommendations of 2010.

Thanks

I wish to thank my fellow members of the Authority for their contributions and support since I joined them. As I write, a number of changes in Authority membership are in the offing. Sir Roger Jones' term came to an end in November, and those of Cenwyn Edwards, Bill Davies and Winston Roddick will finish in July and August. All have played important roles in the Authority's work, not least as chairs of different committees, and I thank them all for their commitment. At the same time, I would like to thank the interim Chief Executive, Arwel Ellis Owen, who carried the burden of executive responsibility throughout 2011 – no easy task, during a period of extended uncertainty while awaiting the appointment of a new Chair and a permanent Chief Executive. He did so with dedication and enthusiasm. My thanks also go to all S4C staff, including those who by now have left, for their conscientious work during a period which has been and continues to be a difficult one, as well as to our independent programme providers and our partners in BBC Wales.

Confidence in the future

I write these words fresh from immersion in the energy and talent of the young people of Wales at the Urdd Eisteddfod – a festival which it gives great pleasure to S4C to be able to broadcast so comprehensively every year. Once again, this wonderful event has been a means of reminding us that a small country can produce talent and can stage work of remarkable quality, making a vital connection with audiences. Let that be our own objective throughout the year to come. I'm confident we can succeed.

Cyflwyniad y Prif Weithredwr Ian Jones

Fe gefais y fraint o fod yn rhan o'r tîm bach a sefydlodd S4C 'nôl yn 1982. Roeddwn i yno i weld Owen Edwards yn cerdded lawr y grisiau yng Nghlos Soffa ar y noson gyntaf, yn gwahodd y gynulleidfa i aelwyd S4C am y tro cyntaf. Mae'n anrhydedd i fod yn ôl yn S4C ddeng mlynedd ar hugain yn ddiweddarach, ac i arwain y sianel fel prif weithredwr.

Mae S4C yn wynebu nifer o heriau yn y blynyddoedd sydd i ddod, ac yn ogystal â'r heriau hyn, rwy'n gweld nifer o gyfleoedd er mwyn i ni ddatblygu'r sianel a'r gwasanaethau yr ydym yn eu darparu i'n cynulleidfa. Mae cynulleidfaoedd heddiw yn dewis a dethol yn fwy, ac yn greiddiol i strategaeth S4C ydi sicrhau ein bod yn darparu'r amrediad o gynnwys ehangaf posibl i'r cynulleidfa ehangaf posibl, lle bynnag y bônt - unrhyw bryd, unrhyw le. Mae'n rhaid i'n strategaeth ddeall beth yw disgwyliadau ein cynulleidfa, ar ba lwyfannau digidol y maent yn disgwyl derbyn ein cynnwys, a sut maent yn disgwyl rhyngweithio gydag S4C.

Roedd 2011 yn gyfnod o newid mawr yn S4C. Hon oedd blwyddyn gyntaf y setliad ariannol diwygiedig, ac roedd yn rhaid i S4C wynebu toriad yn ei hincwm cyhoeddus o £101m yn 2010 i £90m yn 2011. Digwyddodd y newid hwn heb fawr o amser i baratoi. Roedd yn rhaid i'r Awdurdod a swyddogion baratoi cyllideb ar gyfer 2011, a'r blynyddoedd sydd i ddod, fyddai'n delio gyda'r setliad ariannol diwygiedig. Roedd datblygu cyllideb S4C ac ail-strwythuro gweithgareddau mewnol S4C yn dasgau a gafodd gryn sylw yn ystod y flwyddyn, ac mae fy Nhîm Rheoli a minnau yn parhau i ddatblygu'r gwaith hwn fel blaenoriaeth. Mae'n rhaid gwneud hyn er mwyn sicrhau strwythur nid ar gyfer heddiw, ond strwythur a fydd yn galluogi S4C i ddarparu gwasanaethau o safon uchel yn y dyfodol.

Mae'r Cadeirydd wedi gosod targed i S4C i sicrhau bod y gostyngiad yng nghostau cynnal a gweinyddu S4C, o'u cymharu â chostau 2010, yn gyson gyda lefel y toriadau a fydd yn cael eu gwneud i'r gyllideb rhaglenni. Mae hwn yn darged teg a rhesymol - mae'n bwysig fel rhan o'r berthynas allweddol gyda'n partneriaid yn y sector gynhyrchu fod S4C yn addasu i ddygymod gyda realiti'r lefelau ariannu newydd, a ddim yn pasio'r holl doriadau ymlaen i'r cwmnïau cynhyrchu, heb yn gyntaf edrych ar weithgareddau S4C ei hun. Mae angen i ni edrych o'r newydd a chwystiynu popeth yr ydym yn ei wneud, a sicrhau fod gennym sefydliad y gallwn ymfalchïo ynddo a fydd yn addas ar gyfer y dyfodol.

Mae S4C ar hyn o bryd yng nghanol proses o ail-strwythuro. Bydd y broses hon yn gweld rhagor o swyddi yn cael eu dirwyn i ben yn S4C. Bydd hyn yn ychwanegol i'r tri deg un o swyddi a ddaeth i ben yn 2011 fel rhan o gynllun diswyddo gwirfoddol, sef cam cyntaf y broses ail-strwythuro. Mae ail-strwythuro a phrosesau diswyddo wastad yn brosesau anodd i bawb sy'n gysylltiedig â nhw. Mae'n bwysig i fod yn dryloyw, agored a gonest drwy gydol y prosesau hyn. Erbyn diwedd y broses, bydd S4C wedi ffarwelio gyda nifer fawr o staff sydd wedi bod gydag S4C am gyfnod hir, ac sydd wedi rhoi blynyddoedd o wasanaeth ymroddedig i S4C. Rwyf eisiau nodi fan hyn bwysigrwydd eu cyfraniadau, a nodi hefyd fy ngwerthfawrogiad

i yn bersonol iddynt am eu gwasanaeth a'u proffesiynoldeb yn y broses anodd hon.

Nid S4C yn unig sydd yng ynghanol ail-strwythuro. Mae'r gostyngiad yng nghyllideb cynnwys S4C yn golygu bod nifer fawr o gwmnïau cynhyrchu hefyd wedi gorfod ail-strwythuro eu busnesau, sydd mewn nifer o achosion hefyd wedi arwain at ddiswyddiadau. Mae'r rhain hefyd yn brosesau anodd i bawb, ac rwyf eisiau talu'r un deyrnged i bawb sy'n gweithio yn y cwmnïau cynhyrchu ag sy'n gweithio'n uniongyrchol i S4C - maent wedi cyfrannu blynyddoedd o wasanaeth clodwiw er mwyn cynhyrchu cynnwys o safon uchel i S4C, ac fe hoffwn ddiolch iddynt am eu cyfraniadau.

Wrth edrych i'r dyfodol, rwy'n gobeithio y bydd ein strwythur newydd yn galluogi S4C i ymateb i heriau'r blynyddoedd sydd i ddod, a hynny gyda hyder, a gydag anghenion y cynulleidfa wrth galon holl weithgareddau S4C. Yn ogystal â gwrando ar farn ein cynulleidfa, mae gennym gyfrifoldeb yn ogystal i sicrhau bod S4C yn derbyn cyllid digonol er mwyn ei galluogi i ddarparu gwasanaeth o ansawdd uchel i'r cynulleidfa.

Er y bydd incwm S4C wedi gostwng 24%, neu 36% mewn termau real, faint o gwmnïau masnachol, yn yr hinsawdd economaidd bresennol, sy'n gallu dweud eu bod yn gwybod beth fydd eu hincwm dros y pedair neu bum mlynedd nesaf? Bydd hyn yn ein galluogi ni gynllunio ar gyfer y blynyddoedd nesaf.

Wedi dweud hyn, ar gyfer 2013-14 a 2014-15, bydd DCMS yn parhau i ddarparu oddeutu £7m y flwyddyn i S4C. Does gennym ddim sicrwydd o'r incwm hyn ar ôl cyfnod yr Adolygiad Gwariant Cyhoeddus presennol. Mae hwn yn fater y byddwn eisiau parhau i'w drafod gyda'r Llywodraeth. Bydd parhad y lefel hwn o fuddsoddiad yn S4C yn holl bwysig mewn blynyddoedd i ddod er mwyn galluogi S4C a'i phartneriaid yn y sector gynhyrchu i ddarparu gwasanaethau Cymraeg o ansawdd uchel.

Mae'n hawdd canolbwyntio ar y materion ariannol, ac rwy'n atgoffa fy hun mai pwrpas S4C ydi darparu gwasanaeth o safon uchel i'w chynulleidfa. Mae angen i ni i gyd atgoffa'n hunain am hyn, a sicrhau fod anghenion y cynulleidfa yn greiddiol i bopeth y mae S4C a'r cwmnïau cynhyrchu yn ei wneud. Mae angen i ni ddeall beth y bydd gwylwyr a defnyddwyr yn ei ddisgwyl o'n gwasanaethau yn y dyfodol, mae angen i ni wrando ar adborth ein cynulleidfa, ac mae angen i ni sicrhau ein bod ni'n cyfathrebu'n glir a chyson gyda nhw. Mae angen i ni ddod i adnabod ein cynulleidfa bresennol, a rheini yng Nghymru ac yng ngweddill y DU sydd ddim ar hyn o bryd yn gwyllo S4C yn rheolaidd. Yn ogystal â rhoi'r cynulleidfa yng nghanol popeth y mae S4C yn ei wneud, mae angen sicrhau bod comisiynwyr S4C yn cael y rhyddid i gymryd risgiau, ac i fod yn feiddgar ac uchelgeisiol yn eu penderfyniadau ar gyfer cynnwys y gwasanaeth.

Chief Executive's introduction Ian Jones

I had the honour of being part of the small team that put S4C on air back in 1982. I was there to see Owen Edwards walk down the stairs on the first night in S4C's building in Clos Sophia, inviting the audience to S4C for the first time. It's a privilege to be back at S4C thirty years later, to lead S4C as its chief executive.

S4C is facing a number of challenges in the years that lie ahead, and together with these challenges, I see numerous opportunities for us to develop the channel and the services we offer our audience. The audiences of today are transient, and integral to S4C's strategy is to be able to provide the widest possible variety of content to the widest possible audience, wherever they may be - any time, any place, anywhere. Our strategy has to understand what our audience wants, on what digital platforms they expect our content, and how they expect to engage with S4C.

2011 was a period of great change at S4C. This was the first year of the revised funding formula, and S4C had to face a reduction in its grant in aid from £101m in 2010 to £90m in 2011. This change happened with little time to prepare. The Authority and officials had to prepare a budget for 2011 and the coming years that would deal with the revised financial settlement. The work of developing S4C's budget, and of restructuring S4C's internal operations commenced during the year, and this is work that my Management Team and I are developing further as a priority. We must do this to ensure that we develop a structure not for today but a structure that will enable S4C to deliver high quality services in the future.

The Chairman has set S4C a target to ensure that the reduction in S4C's support and administrative costs, as compared with 2010, will be the same as those applied to the programme budget. This is a fair and reasonable target - it's important as part of our key relationship with our partners in the independent production sector that S4C adapts to the reality of the new funding levels, and does not just pass on cuts to the production companies, without looking internally at its own activities. We need to look again and question everything we do, and ensure that we have an organisation that we can be proud of and that is in good shape for the future.

S4C is currently in the middle of a restructuring process. This process will see a further number of posts closed at S4C. This is on top of thirty one posts that were closed in 2011 as part of a voluntary redundancy scheme, which was the first phase of the restructuring. Restructuring and redundancy schemes are always difficult processes for all involved. It is important to be transparent, open and honest throughout such processes. By the end of the process, S4C will have said goodbye to a large number of staff that have been at S4C for a long time, and who have given years of dedicated service to S4C. I want to state here that their contributions have been extremely important, and extend my personal gratitude to them for their service and their professionalism in this difficult process.

It is not only S4C that is undergoing restructuring. The reduction in S4C's content budget also means that a large number of production companies have had to restructure their businesses, which in a number of instances has also led to redundancies. These too are difficult processes for all involved, and I want to pay the same tribute to those working in the independent production companies as those working directly for S4C - they have contributed years of exemplary service to producing high quality content for S4C, and I'd like to thank them for their contributions.

Looking to the future, I hope that our new structure will enable S4C to meet the challenges of the coming years confidently, and with the needs of the audience at the heart of all of S4C's activities. Along with listening to our audience, we also have a responsibility to ensure that S4C receives sufficient funding to enable it to deliver the high quality service our audience expects.

Although S4C's income will have reduced by 24%, or 36% in real terms, not many commercial companies, in the current economic climate, can say that they have visibility of their income for four or five years. This will allow us to plan ahead for the next few years.

That said, for 2013-14 and 2014-15, DCMS will continue to contribute approximately £7m per annum to S4C. We have no certainty of this funding after the period of the current Comprehensive Spending Review. This is a matter that we will want to continue to discuss with Government. The continuation of this level of investment in S4C will be of paramount importance in future years to enable S4C and its partners in the production sector to provide a high quality Welsh language service.

It's easy to concentrate on the financial issues, however I remind myself that S4C is here to provide a high quality service for its audience. We all need to remember this, and ensure that the needs of the audience are core to everything that S4C and the production companies do. We need to understand what viewers and users will expect from our services in the future, we need to listen to feedback from our audience, and we need to ensure that we communicate clearly and regularly with them. We need to get to know our current audience and those that don't currently watch S4C regularly in Wales, and our substantial audience throughout the rest of the UK. As well as placing the audience at the centre of everything S4C does, we need to ensure that S4C's commissioners are given the latitude to take risks, and to be bold and ambitious in their approach to commissioning content for the service.

As part of our commitment to developing our relationship with our audience and users, developing our marketing, communications and research activities will be central to S4C's work in future.

Fel rhan o'n hymrwymiad i ddatblygu'n perthynas gyda'n cynulleidfa a'n defnyddwyr, bydd marchnata, cyfathrebu ac ymchwil yn greiddiol i waith S4C yn y dyfodol.

Bydd gweithio mewn partneriaeth hefyd yn bwysig i S4C yn y dyfodol. Rwy'n awyddus i S4C sefydlu partneriaethau gyda nifer o gyrff bach a mawr, cenedlaethol a lleol, ledled Cymru. Roedd partneriaeth S4C gyda'r BBC yn destun llawer o sylw yn ystod 2011. Gobeithio bod y cytundeb rhwng yr Awdurdod ac Ymddiriedolaeth y BBC yn taro'r cydbwysedd cywir rhwng diogelu dyfodol ac annibyniaeth yr unig wasanaeth teledu Cymraeg yn y byd, tra ar yr un pryd yn sicrhau atebolrwydd priodol i'r Ymddiriedolaeth am ddefnydd ffi'r drwydded.

Er pa mor bwysig yw ariannu ac atebolrwydd, nid y rhain yw cyfanrwydd y bartneriaeth newydd gyda'r BBC. Mae yna awydd gwirioneddol yn S4C i gydweithredu gyda'r BBC yng Nghymru ac yn ganolog, i ymchwilio i gyfleoedd i gydweithio – yn nhermau datblygu syniadau creadigol cyffrous ar gyfer cynulleidfaoedd yng Nghymru, ac yn nhermau ystyried a fyddai cydweithio er mwyn darparu swyddogaethau gweinyddol i S4C a BBC Cymru yn gallu gwireddu arbedion effeithlonrwydd er mwyn eu buddsoddi mewn cynnwys newydd ar gyfer ein cynulleidfaoedd. Rwy'n falch i ddweud bod swyddogion S4C a BBC Cymru eisoes yn cydweithio ar brosiectau creadigol a phrosiectau effeithlonrwydd.

Hoffwn gymryd y cyfle hwn i ddiolch i'm rhagflaenydd, Arwel Ellis Owen, am arwain S4C yn ystod 2011. Mae arwain yn gallu bod yn anodd, ac mae rhoi arweiniad mewn cyfnod dros-dro yn anos fyth, yn enwedig mewn cyfnod o newid ac ansefydlogrwydd. Ers ymuno gydag S4C mae ymroddiad a brwdfrydedd y staff yn S4C ac yn y sector gynhyrchu, a'r dalent sydd gennym o flaen a thu ôl i'r camera wedi bod yn amlwg i mi.

Yr ymroddiad hwn fydd yn ein cynorthwyo i lunio S4C newydd. Roedd 2011 yn flwyddyn o newid, ac mae'r newid yn parhau. Wrth symud i'r dyfodol, rwy'n credu y bydd yn gynyddol bwysig i S4C i weithio mewn partneriaeth, i gyfathrebu, i fod â hyder ac uchelgais, i fod yn feiddgar, ac i sicrhau ein bod ni'n symleiddio popeth yr ydym yn ei wneud. Rwy'n edrych ymlaen at yr her o greu S4C ar gyfer y dyfodol sy'n gallu darparu gwasanaethau o ansawdd uchel i'n cynulleidfa, ac sy'n gallu ymateb i'w gofynion.



Working in partnership will also be important for S4C in future. I'm keen for S4C to establish partnerships with numerous organisations throughout Wales – large and small, national and local. S4C's partnership with the BBC was the focus of a large amount of attention during 2011. The agreement reached by the Authority and the BBC Trust hopefully strikes the right balance between protecting the future and independence of the only Welsh language television service in the world, whilst also ensuring appropriate accountability to the Trust for use of the licence fee.

Funding and accountability, although extremely important, are not the only elements of the new partnership with the BBC. There is a genuine desire at S4C to cooperate with the BBC in Wales and centrally, to explore opportunities for cooperation – both in terms of developing exciting creative ideas for audiences in Wales, and also in terms of exploring whether cooperating on the provision of back office functions at S4C and BBC Wales could generate efficiency savings that could be invested in new content for our audiences. I'm pleased to say that management at both S4C and BBC Wales are already actively collaborating on creative projects and potential efficiencies.

I'd like to take this opportunity to thank my predecessor, Arwel Ellis Owen, for leading S4C during 2011. Providing leadership can be difficult; providing leadership on an interim basis even more so, especially during a period of change and uncertainty. Since arriving at S4C, I have been struck by the dedication and enthusiasm of the staff at S4C and in the production sector and the talent we have in front of and behind the camera.

It is this dedication that will help shape S4C. 2011 was a year of change, and that change continues. In moving to the future, I believe that it will be increasingly important for S4C to work in collaboration, to communicate, to have confidence and ambition, to be bold, and to ensure that we simplify everything we do. I'm looking forward to the challenge of creating an S4C for the future that's able to deliver a high quality service to our audience, and that can respond to their requirements.



Tudur Owen



Fferm Ffactor



Priodas Figaro



Cyngerdd Gala'r Eisteddfod



Clwb Rygbi Shane



Ras yn erbyn Amser



Eisteddfod yr Urdd



Sioe Cyw yn yr Eisteddfod Genedlaethol



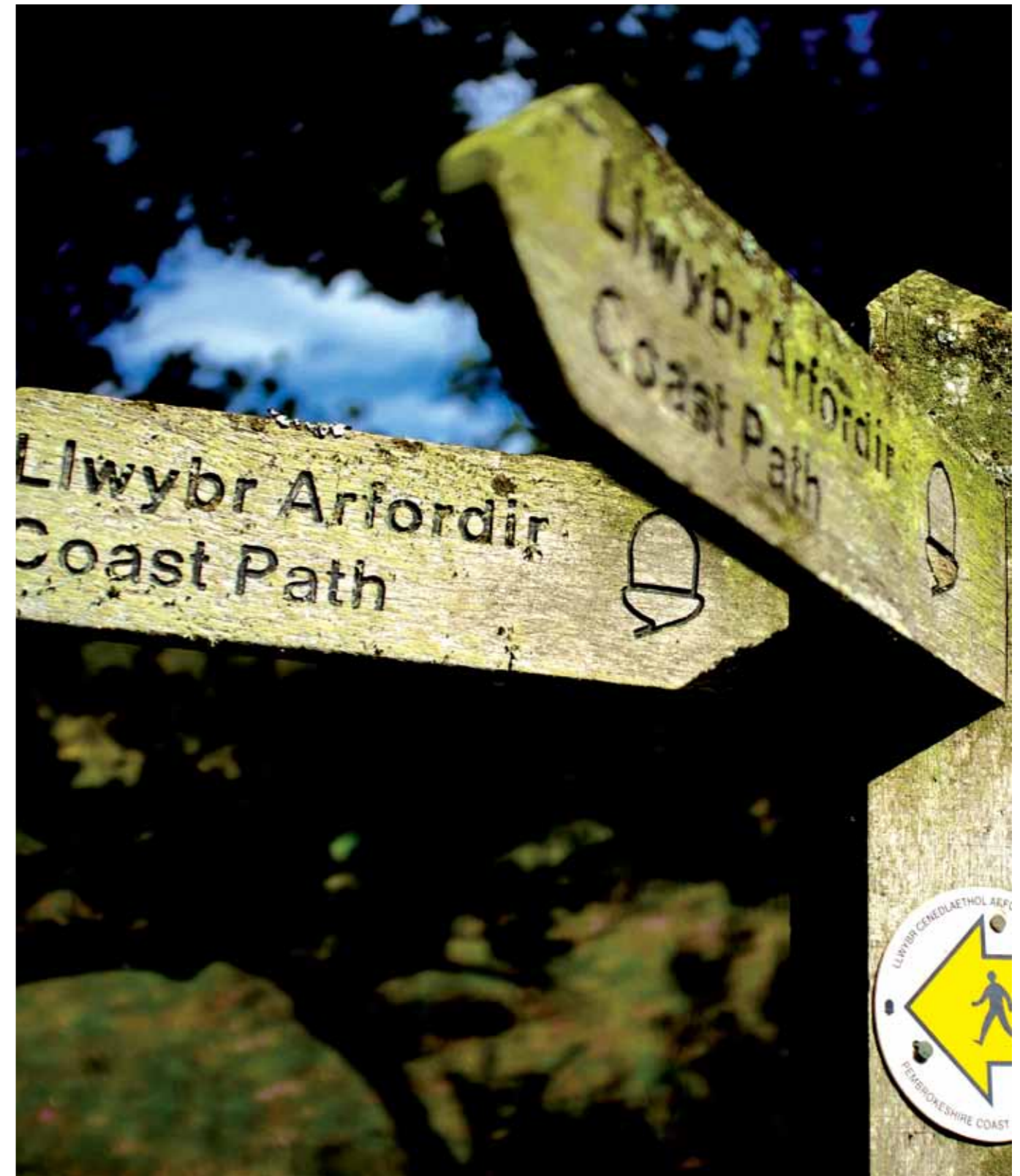
Alys



Burton: Y Gyfrinach



Gwleidyddiaeth/
Politics



Llwybr yr Arfordir

Sut mae mesur llwyddiant S4C yn 2011?

Un o brif swyddogaethau Awdurdod S4C yw asesu perfformiad gwasanaethau S4C. Mae hyn yn cynnwys ystyried a yw gwasanaethau S4C – hynny yw, rhaglenni a chynnwys Cymraeg sy'n cael eu darparu trwy gyfrwng gwasanaeth teledu ac ar lwyfannau digidol, yn darparu gwasanaeth o safon uchel, ac a yw'r gwasanaeth hwnnw yn cael ei werthfawrogi gan y gynulleidfa. Yn ogystal â gwerthuso ansawdd, effaith (impact) a gwerthfawrogiad gwasanaethau S4C, mae'r Awdurdod yn rhoi pwys mawr ar sicrhau bod S4C yn darparu'r gwerth am arian gorau posibl.

Mae Awdurdod S4C wedi mabwysiadu fframwaith cynhwysfawr o fesuriadau perfformiad er mwyn gallu gwerthuso perfformiad gwasanaethau S4C, ac er mwyn gallu adrodd yn gyhoeddus i randdeiliaid ar berfformiad y sianel. Wrth i'r trefniant ariannu ac atebolrwydd newydd gydag Ymddiriedolaeth y BBC ddod i rym ym mis Ebrill 2013, bydd gofyn i Awdurdod S4C adrodd ar berfformiad gwasanaethau cyhoeddus S4C yn seiliedig ar fframwaith sydd i'w gytuno rhwng Awdurdod S4C ac Ymddiriedolaeth y BBC, fframwaith a fydd yn seiliedig ar benawdau safonol Ymddiriedolaeth y BBC, sef Cyrhaeddiad, Ansawdd, Effaith a Gwerth. Bwriad yr Awdurdod yw y bydd y fframwaith isod yn gyson â hyn.

Mae'r targedau isod yn darparu canllaw i'r Awdurdod er mwyn gallu gwerthuso perfformiad gwasanaethau S4C mewn modd gwrthrychol sy'n cymryd i ystyriaeth ddata annibynnol, ymateb y gynulleidfa, a barn Pwyllgor Cynnwys yr Awdurdod. Mae'r mesuriadau yn gyfuniad o dargedau sydd wedi bodoli ers sawl blwyddyn, a thargedau newydd. Mae nifer ohonynt, megis cyrhaeddiad a defnydd o gynnwys S4C ar gyfryngau digidol yn dargedau meintiol, tra mae eraill, o'u hanfod, megis ceisio asesu gwerthfawrogiad, ansawdd ac effaith gwasanaethau S4C yn aml yn dargedau ansoddol.

Crynodeb o'r mesuryddion perfformiad

Defnydd a Chyrhaeddiad

1. Sicrhau cynnydd yng nghyrhaeddiad y sianel, ymysg holl wylwyr a siaradwyr Cymraeg. (Mae'r targed hwn yn cyfeirio at Gymru, ond byddwn yn adrodd yn ogystal ar ffigurau ar gyfer y DU)
2. Cynnydd o 10% i wyllo ar-lein i gynnwys S4C ar Clic ac iPlayer.
3. 80 rhaglen i gael cyrhaeddiad o dros 100,000 o wylwyr.

Ansawdd

4. Gwerthfawrogiad o raglenni S4C ymysg siaradwyr Cymraeg i fod cystal â rhaglenni'r prif ddarlledwyr cyhoeddus eraill yng Nghymru.
5. S4C i gael ei ystyried fel "Y Sianel i Gymru", gyda chryfderau uwchlaw sianeli eraill wrth adlewyrchu Cymru a'r Cymry.
6. Gwerthfawrogiad a defnydd da o'r gwasanaethau ar gyfer plant.

Effaith

7. S4C i gael effaith gadarnhaol ar ddatblygiad yr iaith Gymraeg ac ymwybyddiaeth pobl o ddiwylliant Cymru.

8. Cael canfyddiad ymysg Dysgwyr o'r Gymraeg fod S4C yn darparu ar eu cyfer yn llwyddiannus gyda rhaglenni a gwasanaethau addas.

Gwerth

9. Sicrhau bod gwasanaethau S4C yn darparu gwerth am arian i'r gynulleidfa.

How to measure the success of S4C in 2011?

One of the S4C Authority's main responsibilities is to assess the performance of S4C's services. This includes considering whether S4C's services – that is Welsh language programmes and content provided through the medium of television and on digital platforms, provide a high quality service, and to assess whether that service is appreciated by the audience. As well as evaluating the quality, impact and appreciation of S4C's services, the Authority puts great emphasis on ensuring that S4C provides the best possible value for money.

The S4C Authority has adopted a comprehensive framework of performance measures to allow it to evaluate the performance of S4C's services and to be able to report publicly to stakeholders on the channel's performance. As the new arrangements for funding and accountability to the BBC Trust come into force in April 2013, the S4C Authority will need to report on the performance of S4C's services on the basis of a framework to be agreed between the S4C Authority and the BBC Trust, a framework that will be based on the standard metrics used by the BBC Trust, namely Reach, Quality, Impact and Value. It is the Authority's intention that the following framework will be consistent with this.

The targets outlined below provide criteria to enable the Authority to evaluate the performance of S4C's services in an objective way that takes into consideration independent data, audience reaction and the opinion of the Authority's Content Committee. The measures are a combination of targets that have existed for many years together with new targets. A number of these, such as reach and the use of S4C's content on digital media are quantitative targets, whilst often others, such as attempting to assess appreciation, quality and the impact of S4C's services, are qualitative targets.

Summary of performance measures

Usage and Reach

1. Ensure an increase in the reach of the channel amongst all viewers and Welsh speakers. (This target refers to Wales, but we will also report on UK figures)
2. Increase of 10% to online viewing for S4C content on Clic and iPlayer.
3. 80 programmes to achieve a reach of over 100,000 viewers.

Quality

4. Appreciation of S4C's programmes amongst Welsh speakers to be as good as that of programmes by the other main public service broadcasters in Wales.
5. S4C to be considered as "The Channel for Wales" with strengths over and above other channels when reflecting Wales and the Welsh people.
6. Appreciation and good use of the services for children.

Impact

7. S4C to have a positive impact on the development of the Welsh language and people's awareness of the culture of Wales.
8. Achieve a perception amongst those learning Welsh that S4C successfully provides appropriate programmes and services for them.

Value

9. Ensure that S4C's services provide value for money to the audience.

Cynnwys S4C yn 2011

Yn ystod y flwyddyn, mae Pwyllgor Cynnwys yr Awdurdod wedi ystyried adroddiadau ar gynnwys a pherfformiad rhaglenni yn y meysydd canlynol: Drama, Chwaraeon, Adloniant, Plant a Digwyddiadau. Mae'r Pwyllgor, sy'n cyfarfod bob deufis, hefyd yn rhoi sylwadau ar raglenni a chyfresi unigol eraill sy'n ymddangos yn ystod y flwyddyn. Mae adroddiadau'r Pwyllgor Cynnwys yn cael eu hystyried ymhellach yng nghyfarfodydd misol yr Awdurdod. Mae'r gorolwg canlynol yn seiliedig ar y trafodaethau hyn.

Llwyddwyd i gynnal lefel y cyllid a oedd ar gael i gomisiynu rhaglenni gwreiddiol yn 2011 yn agos iawn i'r hyn oedd yn y flwyddyn flaenorol. Gwnaed hyn yn bennaf trwy adnabod arbedion a wnaed o fewn y gyllideb rhaglenni mewn blynyddoedd blaenorol a'u rhyddhau i gyd ar unwaith. Wrth fwrw golwg dros arlwy rhaglenni 2011, felly, rhaid cadw mewn golwg y ffaith fod lefel y cyllid sydd wedi ariannu'r arlwy yn ystod y flwyddyn hon wedi bod gryn dipyn yn uwch na'r hyn a fydd ar gael yn y dyfodol

O'i gymharu â'r flwyddyn flaenorol, cynyddodd y nifer o bobl oedd yn gwyllo'n wythnosol yng Nghymru o 467,000 i 474,000. Ar gyfartaledd hefyd, roedd gwerthfawrogiad o wahanol fathau o raglenni, yn ôl y mesuryddion arferol, yn cymharu'n dda gyda sianeli eraill. Bu cynnydd sylweddol yn niferoedd y rhai oedd yn gwyllo rhaglenni drwy'r gwasanaeth "dal-i-fyny" Clic.

Drama

Ar sail ffigyrau gwyllo, ymateb gwylwyr ac ym marn yr Awdurdod, gwelir drama fel un o elfennau cryfaf y gwasanaeth. Darlledwyd nifer o gyfresi drama newydd yn 2011. Roedd cymdeithas fodern a thriniaethau amrywiol o destunau cyfoes yn amlwg mewn nifer o'r cyfresi, gydag amrywiaeth o gynnwys a ffurf.

Roedd y gyfres newydd **Alys** (Apollo/Boomerang), gan yr awdur cydnabyddedig Siwan Jones, yn dangos caledi bywyd cyfoes yn ogystal â'r drygioni creulon sydd o dan wyneb cymdeithas barchus. Dyma gyfres heriol, oedd yn gwthio'r ffiniau, gyda pherfformiadau cryf a chyfarwyddo crefftus. Wrth i'r gyfres fynd yn ei blaen, daeth yn amlwg ei bod yn llwyddo i ddenu gwylwyr newydd, iau.

Ychwanegiad gwerthfawr a phoblogaidd arall i'r portffolio drama oedd y gyfres **Gwaith Cartref** (Fiction Factory) oedd yn bortread o fywyd athrawon tu fewn a thu allan i furiau ysgol yn Ne Cymru. Yma eto, cafwyd actio rhagorol gan gast niferus, a chyfarwyddo egni'ol, teilwng o'r sgrïptio mentrus, llawn dychymyg. Eto, denwyd gwylwyr iau. Roedd lefel y gwyllo ar-lein hefyd yn uchel iawn gan awgrymu, efallai, fod nifer o bobl yn aros yn driw i gyfresi drama deniadol ar sianelau eraill am 9 o'r gloch nos Sul, ond yn benderfynol o ddal i fyny gyda **Gwaith Cartref** ar Clic.

Cafwyd ffigurau gwyllo uchel i'r gyfres **Porthpenwaig** (Rondo Media) oedd wedi'i lleoli yn hyfrydwch Pen Llŷn. Roedd strwythur ac arddull y gyfres yn fwy traddodiadol eu naws na'r ddwy gyfres y soniwyd amdanynt eisoes ond darparwyd y cyfan gan y cwmni cynhyrchu am gost yr awr gystadleuol, a gydag ond ychydig o amser paratoi yn dilyn rhoi'r comisiwn.

Cyfres ar leoliad tramor ag iddi hiwmor du oedd **Sombreros** (Cwmni Da). Tair rhan oedd i hon ac er na ddenodd ymateb arbennig o gryf, fe gafodd gynulleidfa barchus.

Roedd 2011 yn flwyddyn fawr i gyfres **Pobol y Cwm** (BBC Cymru) wrth i'r cynhyrchiad symud i ganolfan ddrama newydd BBC Cymru ym Mae Caerdydd. Dyma'r flwyddyn gyntaf hefyd i'r gyfres gael ei ffilmio mewn manylder uwch. Bu'n uchelfan cyson a phoblogaidd o fewn yr oriau brig a chafwyd nifer fawr o straeon cryf a gafaelgar gyda thriniaeth sensitif ac aeddfed i nifer o bynciau anodd o fewn cymdeithas gyfoes. Roedd gwerthfawrogiad y gynulleidfa yn uchel, gyda sgoriau gwerthfawrogiad uwchben cyfartaledd y math yma o raglen.

Cyflwynwyd nifer o storïau gafaelgar a thestunau cyfoes yn y gyfres **Rownd a Rownd** (Rondo Media) gyda diweddglu cyffrous yn dod ag ail gyfres y flwyddyn i ben. Daw'r rhan fwyaf o'r gynulleidfa o'r Gogledd ac, fel y byddai rhywun yn gobeithio, mae proffil y gwylwyr yn iau na rhaglenni S4C ar gyfartaledd.

Cymysg oedd yr ymateb i'r gyfres ar gyfer pobl ifanc **Zanzibar** (Rondo Media). Fe wnaeth ddenu gwylwyr iau, ac fe gafwyd tipyn o wyllo ar-lein. Eto i gyd, efallai fod yma ymgais rhy ymwybodol i bortreadu bywydau gwylt myfyrwyr ifanc a'u holl broblemau, er i'r actio, unwaith yn rhagor, gynnig addewid ar gyfer talent y dyfodol.

Un ffilm newydd a gafwyd yn ystod y flwyddyn, sef cymeriadau Ruth Jones yn dychwelyd **Ar y Tracs - Y Trê'n i'r Gêm** (Tidy). Cafwyd cymysgedd da o hwyl, antur a thristwch. Byddai'n dda gweld mwy nag un ffilm newydd yn flynyddol. Er hynny, gyda chyllid yn lleihau, go brin y gellir dadlau y dylid gwneud hynny pe bai hynny'n golygu torri nôl ar gyfresi llwyddiannus, fel y rhai a enwir uchod, sydd yn darparu profiad gwyllo Cymreig a Chymraeg o safon uchel trwy gydol y flwyddyn.

Cafwyd gwaith camera a chyfarwyddo cywrain yn y ddrama **Burton: Y Gyfrinach?** (Greenbay). Roedd perfformiau Richard Harrington a Dafydd Hywel yn deimladwy a sensitif i'r testun. Derbyniodd y rhaglen Wobr Arbennig y Rheithgor yn yr Wyl Gyfryngau Celtaidd.

Chwaraeon

Mae gwylwyr yn adnabod S4C fel un o brif ddarparwyr cynnwys chwaraeon Cymru ac, mae'n ymddangos, yn mwynhau'r arlwy hefyd, gan i'r genre chwaraeon gael sgôr gwerthfawrogiad o 82, uwchlaw'r sgôr o 80 ar gyfer y genre yma ar draws holl sianeli yng Nghymru.

Mae'r ddarpariaeth yn ymateb yn llwyddiannus i gyfrifoldebau cyhoeddus a masnachol S4C. Mae rhai rhaglenni'n denu cynulleidfaoedd uchel dros ben ac eraill yn denu gwerthfawrogiad uchel iawn gan rai sy'n dilyn y gamp ac yn falch o'i gweld yn cael sylw.

Dyma yn amlwg hefyd brif arf y sianel i gyrraedd gwylwyr di-Gymraeg, yn ogystal â siaradwyr Cymraeg nad ydynt yn wylwyr rheolaidd, ac i ddenu incwm masnachol. Er hynny, rhaid nodi'n glir mai'r hyn sy'n denu'r gwylwyr yn bennaf yw'r chwarae

S4C Content in 2011

During the year, the Authority's Content Committee has considered reports on the content and performance of programmes in the following genres: Drama, Sport, Entertainment, Children and Events. The Committee, which meets every two months, also comments on programmes and individual series that appear during the year. The Content Committee's reports are further considered in the Authority's monthly meetings. The following overview is based on these discussions.

The funding available for commissioning original programmes in 2011 was maintained at a level very close to the previous year's funding. This was achieved mainly through identifying and simultaneously releasing savings made in previous years' programme budgets. When considering programme provision in 2011, therefore, consideration has to be given to the fact that the level of funding available for financing the year's schedule has been considerably higher than the amount that will be available in future.

In comparison with the previous year, the number of weekly viewers in Wales increased from 467,000 to 474,000. On average, the appreciation of different kinds of programmes, according to the standard metrics, also compared well with other channels. There was a considerable increase in the number of people watching programmes through the catch-up service, Clic.

Drama

On the basis of viewing figures, viewers' response and the Authority's opinion, drama is seen as one of the strongest elements of the service. A number of new drama series were broadcast in 2011. Modern society and the treatment of various topical subjects were prominent in a number of them, with a variety of content and formats.

The new series of **Alys** (Apollo/Boomerang), written by the acclaimed author, Siwan Jones, showed the hard elements of contemporary life as well as the cruel mischief beneath the face of respectable society. This was a challenging series that pushed boundaries, with strong performances and skilled directing. As the series progressed, it became evident that it was succeeding in attracting new and younger viewers.

Another popular and valuable addition to the drama portfolio was **Gwaith Cartref** (Fiction Factory), a series portraying the lives of teachers in and outside a school based in South Wales. Here again, we saw excellent acting by a large cast as well as energetic directing to match the bold and imaginative scripting. This series also attracted younger viewers. The number of people watching online was also very high suggesting, possibly, that a number of viewers remain loyal to engaging drama on other channels at 9 o'clock on Sunday evenings, but are determined to catch up with **Gwaith Cartref** on the Clic service.

Porthpenwaig (Rondo Media), based in the picturesque Llŷn Peninsula, attracted high viewing figures. The structure and style of the series had a more traditional tone than the other two series already mentioned, but the production company provided the whole series for a competitive cost per hour and with little preparation time following the decision to commission the series.

Sombreros (Cwmni Da) was based on location abroad with elements of black humour. This was a three part series and although it did not generate a particularly strong response, it attracted a respectable number of viewers.

2011 was an important year for **Pobol y Cwm** (BBC Wales), as the production moved to BBC Wales' new drama centre in Cardiff Bay. This was also the first year for the series to be filmed in high definition. The series was a constant and popular highlight during the peak hours with many strong and gripping story lines and sensitive and mature treatment of difficult topics within modern society. Viewers' appreciation was strong, with appreciation scores higher than the average for this type of programme.

A number of gripping stories and topical subjects were presented in **Rownd a Rownd** (Rondo Media) with an exciting end to the second series of the year. Most of the audience live in North Wales and, as one would hope, the profile of viewers is younger than average for programmes on S4C.

There was mixed reaction to the series for young people, **Zanzibar** (Rondo Media). It did attract younger viewers and there was some online viewing. That said, there was, possibly, too much of a conscious effort to portray the wild lives of young students and all their problems, although the acting did show promise for future talent.

One new film was broadcast during the year with Ruth Jones' characters returning to **Ar y Tracs - Y Trê'n i'r Gêm** (Tidy). The film included a mix of fun, adventure and sadness. It would be good to see more than one new film every year. However, with reducing funding, it is difficult to argue that this should be at the expense of successful series, such as the ones mentioned above, which provide a high quality viewing experience in Welsh and about Wales throughout the year.

Burton: Y Gyfrinach (Greenbay) displayed skillful directing and camera work, coupled with sensitive and poignant performances by Richard Harrington and Dafydd Hywel. The programme won the Jury Prize at the Celtic Media Festival.

Sport

Viewers recognise S4C as one of the main providers of Welsh sports content and, it appears, enjoy what's on offer, as the sport genre received an appreciation score of 82, above the score of 80 for this genre across all other channels in Wales.

The provision responds successfully to S4C's public and commercial responsibilities. Some programmes attract a very high number of viewers and others attract very high appreciation by followers of the sport who are pleased to see it being given attention.

This is also obviously the channel's primary tool for reaching non-Welsh speakers as well as Welsh speakers who are not regular viewers, and for attracting commercial revenue. That said, it must be noted that it is mainly live sport that attracts viewers, rather than the discussion before and after the programmes. The appeal of highlights programmes is highly dependant on the quality of play on view.

byw, yn hytrach na’r trafod cyn ac ar ôl rhaglenni. Mae apêl rhaglenni uchafbwyntiau yn dibynnu llawer ar ansawdd y chwarae a ddangosir.

Llwyddwyd i sicrhau hawliau darlledu pob un ond un o gystadlaethau Cwpan Rygbi’r Byd oddi ar 1987. Yn 2011, roedd S4C yno ar hyd y ffordd gan adlewyrchu holl gyffro ac emosiwn y gystadleuaeth oedd ar flaen meddyliau’r genedl. Darlledwyd naw gêm yn fyw, gan gynnwys prif gemau Cymru yn erbyn Iwerddon a Ffrainc, a’r gêm derfynol rhwng Seland Newydd a Ffrainc. Cafwyd adroddiadau o’r garfan ar y wefan drwy gydol y bencampwriaeth. Bu i’r bencampwriaeth ar S4C ddenu yn agos at 600,000 o wylwyr yng Nghymru a chafwyd peth dystiolaeth fod Cymreictod sylwebaeth S4C yn cael ei ffafrio gan nifer sylweddol o wylwyr (o ystyried fod nifer o’r gemau i’w gweld ar sianel arall hefyd).

Roedd rygbi’n chwarae rhan amlwg yn yr amserlen ar draws y flwyddyn, gyda darllediadau byw o gystadlaethau Pencampwriaeth Pro 12, Cwpan Amlin, Pencampwriaeth y 6 Gwlad a chystadlaethau eraill megis Uwch-gynghrair y Principality a Phencampwriaeth Ieuencid y Byd. Yma roedd S4C yn rhoi sylw i gystadlaethau na fyddai fel arall yn cael llawer o ofod ar y sgrin. Cynigiwyd opsiwn o drac sain Saesneg ar rai gemau, pan oedd hawliau’n caniatáu. Darlledwyd uchafbwyntiau llawn o’r Cwpan Heineken a Chyfres 7-bob-ochr y Byd.

Mae rygbi ac adloniant yn cwrdd â’i gilydd yn y gyfres **Jonathan** (Avanti), sy’n cael ei darlledu yn ystod tymor gemau’r 6 Gwlad a gemau rhyngwladol eraill. Llwyddodd y gyfres ddiweddaraf i ail-ddarganfod y sbarc a gafwyd yn y cyfresi cynnar ac i brofi bod modd bod yn ysgafn tra’n cynnig cynnwys diddorol ac unigryw – diolch i gynhyrchu gofalus ond egniol.

Ochr gymdeithasol y gêm a gafwyd yn **Clwb Rygbi Shane** (Boomerang + CCC)wrth i’r arwr cenedlaethol, Shane Williams, gymryd gofal am dîm ieuencid Yr Aman am dymor. Roedd hon hefyd yn gyfres bwysig yn ieithyddol gan fod Bwrdd yr Iaith Gymraeg eisoes wedi adnabod Dyffryn Aman fel ardal lle mae angen ail-sefydlu statws yr iaith ymysg yr ifanc. Mae’n ymddangos i’r gyfres gael effaith gadarnhaol ar arferion siarad aelodau’r clwb ac mae felly’n enghraifft dda o draweffaith cynnwys S4C o fewn cymuned.

Camp boblogaidd arall yng Nghymru yw raliô. Uchafbwynt y calendr raliô yng Nghymru yw Rally Cymru GB ac adlewyrchwyd holl gyffro’r cystadlu mewn rhaglenni a wylwyd gan gyfanswm o bron i 200,000 o bobl. Er bod i’r gyfres **Raliô+** (POP1) yn gyffredinol ei dilynwyr selog (sgôr gwerthfawrogiad o 83), yn arbennig mewn rhai rhannau o’r wlad, a’i bod drwy hynny’n cyrraedd nifer o siaradwyr Cymraeg nad ydynt yn wylwyr rheolaidd fel arall, rhaid nodi fod lefel y diddordeb yn y rhaglenni o Rally Cymru GB gryn dipyn yn uwch na’r dilyniant i’r rhaglenni arferol.

“Horsepower” llythrennol a welwyd unwaith eto yn y gyfres trotian-**Rasus** (Apollo) (sgôr gwerthfawrogiad o 88). Yn anffodus, oherwydd y tywydd bu’n rhaid gohirio prif wyl y gamp, sef Rasus Tregaron.

Cystadlu ar ddwy droed a gafwyd wrth ddarlledu uchafbwyntiau o **Marathon Eryri**, **Ras yr Wyddfa** (Cwmni Da) a **Hanner Marathon Caerdydd** (Dream

Team Television), gyda’r arlwy gogleddol yn denu mwy o wylwyr nag un y brifddinas. Marathon o’r eithaf oedd yn wynebu Lowri Morgan wrth iddi hi gystadlu yn Marathon Ultra 6633 yng Nghylch yr Arctig. Roedd camp Lowri yn gwbl aruthrol gan iddi gwblhau’r ras a’i hennill – yr unig un o’r cystadleuwyr a fedrodd gwblhau’r cwrs. Cafodd ei stori ei phortreadu yn gelfydd yn y gyfres **Ras yn erbyn Amser**, (POP1) a wylwyd gan 160,000 o bobl gegrwth.

Yn anffodus, amharwyd ar nifer o’r gemau criced yn yr haf gan y tywydd ond roedd perfformiad y rhaglenni’n adlewyrchu’r diddordeb yn y gamp yng Nghymru.

Ym mis Mai, darlledwyd dwy gêm fyw o gystadleuaeth pêl-droed rhyngwladol Cwpan Carling yn Iwerddon, wrth i Gymru wynebu’r Alban a Gogledd Iwerddon. S4C oedd yr unig ddarlledwyr i ddangos y gemau yma’n ddi-dâl – adlewyrchiad pellach o rôl bwysig y sianel i’r gynulleidfa wrth i fwyfwy o hawliau chwaraeon fynd i deledu tanysgrifiad. Mae’r ddarpariaeth o bêl-droed byw o Uwch-gynghrair a Chwpan Cymru bellach wedi’i sefydlu’i hun ar bnawn Sadwrn drwy’r tymor. Dyma’r unig le y gall cefnogwyr wylïo pêl-droed byw yn rheolaidd ar bnawn Sadwrn drwy’r DU, ac mae’r gwasanaeth hwn, ochr yn ochr â’r gallu i gynnig gwasanaeth newyddion a chanlyniadau cynhwysfawr, yn cael ei werthfawrogi gan ddilynwyr pêl-droed yng Nghymru, yn Gymry Cymraeg a di-Gymraeg.

Er nad yw’r niferoedd sy’n gwylïo’r gemau o Uwch Gynghrair Cymru yn arbennig o uchel, gemau pêl-droed oedd y rhaglenni a ddenodd y nifer fwyaf o wylwyr i S4C yn ystod 2011, sef y darllediadau o rai o gemau byw Cwpan yr FA gydag Abertawe, Caerdydd neu Wreccsam yn chwarae’n fyw. Denodd gêm Caerdydd yn erbyn Stoke 607,000 o wylwyr.

Digwyddiadau

Un fantais fawr sydd gan S4C o fod â’i sianel deledu gyfan ei hun yw’r gallu i roi sylw estynedig i ddigwyddiadau o ddiddordeb Cymreig. I raddau helaeth, mae’r sianel yn trawsnewid ei hun i fod yn llwyfan i’r digwyddiadau hyn pan maent yn digwydd. Does dim syndod felly fod partneriaeth gref wedi datblygu gyda’r cyrff sy’n gyfrifol am eu trefnu, sy’n gwerthfawrogi’r amlygrwydd a ddaw yn sgîl y darlledu estynedig a’r effaith gadarnhaol y gall hyn ei gael ar eu proffil. Gellir dadlau fod gwylwyr eraill, nad oes ganddynt ddiddordeb yn y digwyddiadau hyn, yn colli allan yn ystod y cyfnodau hyn o ran amrywiaeth y gwasanaeth. Serch hynny, mae’n anodd dadlau nad yw’r math yma o ddarlledu yn ddefnydd doeth o’r cyllid rhaglenni, ac o’r gofod darlledu sydd ar gael, a’i fod yn gwneud cyfraniad pwysig i ddiwylliant a bywyd cyhoeddus Cymru, trwy gyfrwng partneriaethau cynhyrchiol sydd o fudd i bawb.

Fe drodd 1.3m o bobl i mewn i raglenni Digwyddiadau S4C ar deledu, a bu cynnydd o 20% yn y gwylïo ar-lein – gyda dros 100,000 o sesiynau gwylïo i raglenni o’r digwyddiadau.

Roedd y cysylltiad gydag Eisteddfod yr Urdd (Avanti) yn un egniïol. Crëwyd argraff arbennig ymlaen llaw gyda diweddariad Rapsgaliwn o gân Mr Urdd a Chyngerdd Agoriadol byw gydag artistiaid niferus a safonol.

Broadcast rights have been successfully secured for all but one of the Rugby World Cup competitions since 1987. In 2011, S4C was present throughout, reflecting the excitement and emotion of the competition that was preoccupying the nation. Nine live games were broadcast, including Wales’ main games against Ireland and France and the final between New Zealand and France. Reports from the squad appeared on the website throughout the championship. The competition attracted almost 600,000 viewers in Wales and there was some evidence that the Welsh perspective of S4C’s commentary was favoured by a substantial number of viewers (taking into account that a number of the games were also broadcast on other channels).

Rugby played a major part in the schedule throughout the year with live broadcasts from the Pro 12 Championship, the Amlin Cup, the 6 Nations Championship and other competitions such as the Principality Premier League and the Junior World Championship. Here, S4C gave prominence to competitions that would not otherwise be given much airtime. When rights were available, an English language audio track was also offered during some games. Full highlights of the Heineken Cup and the World 7-a-side were also broadcast.

Rugby and entertainment go hand in hand in the **Jonathan** series (Avanti), broadcast during the 6 Nations season and during other international rugby periods. The latest series re-discovered the spark seen in the first few series, proving that programmes can be light hearted and, at the same time, provide unique and interesting content – as a result of careful yet energetic production.

It was the social side of the game which featured in **Clwb Rygbi Shane** (Boomerang + CCC) as the national hero nurtured the Aman youth team for a season. This was also an important series linguistically as the Welsh Language Board had identified the Aman Valley as an area where the status of the language needs to be re-established amongst the younger generation. It appears that the series had a positive impact on the use of the language amongst club members and thus provides a good example of the impact of S4C’s content within a community.

Rallying is another popular sport in Wales. The Wales Rally GB is a highlight in the Welsh calendar and the excitement of the competition was seen on programmes watched by almost 200,000 people. Although, generally, the series **Raliô+** (POP1) has its loyal followers (appreciation score of 83) – especially in some parts of the country and therefore reaches a number of Welsh speakers who are not otherwise regular viewers – it must be noted that the level of interest in the programmes from the Wales Rally GB is considerably higher than the following for the more usual programmes.

It was literal horsepower which was once again on display in the trotting series, **Rasus** (Apollo) (appreciation score of 88). The sport’s main festival, Rasus Tregaron, was unfortunately postponed due to the weather.

The attention was on racing on two legs during the highlights of **Marathon Eryri** (Snowdonia Marathon) (Cwmni Da), **Ras yr Wyddfa** (Snowdon Race) and **Hanner Marathon Caerdydd** (Cardiff Half Marathon) (Dream Team Television), with the events from the north attracting more viewers than the marathon in

the capital. It was an extreme version which faced Lowri Morgan as she competed in the Marathon Ultra 6633 in the Arctic Circle. Lowri’s achievement was truly amazing as she completed and won the race – the only competitor who managed to complete the course. Her story was skillfully portrayed in the series **Ras yn erbyn Amser** (POP1), viewed by 160,000 people.

Unfortunately, a number of the summer’s cricket matches were affected by the weather but the performance of the programmes reflected the interest in the sport in Wales.

In May, two live matches were broadcast from the international Carling Cup football competition in Ireland as Wales faced Scotland and Northern Ireland. S4C was the only broadcaster to show these programmes free to view – a further indication of the channel’s important role for our audience as more and more sports rights are awarded to subscription television. The provision of live football from the Welsh Premier League and the Welsh Cup has been well established on Saturday afternoons throughout the season. This is the only place supporters can watch live football regularly on Saturday afternoon throughout the UK and this service, hand in hand with the capability to offer a news and comprehensive results service, is appreciated by football fans in Wales – Welsh speakers and non-Welsh speakers alike.

Although the number of people watching Welsh Premier League matches is not particularly high, it was football which attracted the highest number of viewers to individual programmes during 2011 – namely the broadcasts of some of the FA Cup matches involving Swansea City, Cardiff City or Wrexham. The Cardiff v Stoke game attracted 607,000 viewers.

Events

One of the main advantages for S4C of having its own television channel is the ability to provide extended coverage of events that are of Welsh interest. To a large extent, the channel changes and becomes a stage for these events when they take place. It’s no surprise, therefore, that a strong partnership has developed with the organisations responsible for arranging these events, who appreciate the prominence they get as a result of extended broadcasting and the positive effect this can have on their profile. It can be argued that other viewers, who are not interested in these events, lose out, as there is less variety on the service during these periods. However, it is difficult to argue that this type of broadcasting is not a sensible way of investing programme budgets as well as the available broadcasting spectrum, and that it makes an important contribution to culture and public life in Wales through productive partnerships that are of benefit to all.

1.3m people tuned into S4C’s events coverage and there was a 20% increase in online viewing with over 100,000 viewing sessions to events-based content.

There was an energetic collaboration with the Urdd Eisteddfod (Avanti) this year. Even beforehand, Rapsgaliwn’s update of the ‘Mr Urdd’ song and the opening concert with its large number of high quality artists had made an impressive impact.

Yn ystod yr wythnos, canolbwyntiwyd ar ddarlledu byw yn ystod y dydd, gyda’r rhaglen nos yn seiliedig ar gyflwyno byw o’r stiwdio ac uchafbwyntiau wedi’u recordio yn ystod y dydd. Gan i S4C2 gael ei ddileu yn sgîl y toriadau ariannol cynigiwyd gwasanaeth Sedd yn y Pafiliwn ar y Wefan, gydag un ffrwd yn darlledu sain yn fyw o’r pafiliwn a’r ffrwd arall yn cynnig sylwebaeth yn Saesneg dros gyflwyniad y llwyfan. Cafwyd gwerthfawrogiad o’r gwasanaeth hwn, yn arbennig gan rieni di-Gymraeg. Ar y Wefan hefyd cafwyd gwasanaethau atodol oedd yn cynnwys holl glipiau cystadlu’r llwyfan a’r gwasanaeth tecstio canlyniadau. Ar y maes, fe fynychodd bron 5,000 o bobl sioeau **Cyw a Stwnsh**.

Mae’r bartneriaeth ddarlledu gyda’r **Sioe Frenhinol** (Boomerang + CCC) yn ymestyn i gynnwys llawn o’r **Sioe Fawr, y Ffair Aeaf** (Boomerang + CCC) a’r **Sioe Tyddyn a Gardd** (Boomerang + CCC). Yn dilyn ehangu ar oriau darlledu’r dydd yn 2010, estynnwyd yr oriau unwaith eto gyda rhaglen ychwanegol ar y nos Sul cyn y Sioe Fawr a’r rhaglen cyn y Ffair Aeaf oedd yn cynnig blas o’r prysurdeb a’r hwyl. Yn ystod yr wythnos, yn ogystal â’r darlledu byw o 10 y bore ymlaen, ehangwyd rhaglenni’r nos i 75 munud. Ar y we cynigwyd amrywiaeth o ddarpariaeth oedd yn cynnwys ffrwd fyw o’r prif gylch a sylwebaeth Gymraeg a Saesneg. Yn ystod wythnos y sioe, cafwyd y nifer uchaf o sesiynau gwyllo byw ar-lein drwy gydol y flwyddyn – dros 33,000 o sesiynau byw. Roedd bron 350,000 o bobl wedi tiwnio i mewn i’r rhaglenni ar deledu. Cafwyd gwerthfawrogiad uchel i’r **Ffair Aeaf** (Boomerang + CCC); roedd ffigyrau cyfartaledd miloedd y **Sioe Tyddyn a Gardd** (Boomerang + CCC), 52,000, yn arbennig o dda ac roedd bron i 20% o’r gynulleidfa yn ddi-Gymraeg.

Roedd darpariaeth BBC Cymru o **Eisteddfod Genedlaethol Wrecsam a’r Fro** (BBC Cymru) yn gynhwysfawr iawn, gan ddechrau darlledu ar nos Wener y Cyngerdd Agoriadol. Yn ogystal â’r darlledu byw, y Cyngerdd Cloi a’r Gymanfa Ganu, cafwyd darllediadau byw o Oedfa’r Bore, o’r cystadlu ieuencid nos Fercher a’r prif gystadlaethau ar nos Wener a hefyd raglenni nosweithiol o uchafbwyntiau’r **Babell Lên**.

Er nad ar yr un lefel o sylw estynedig, cafodd nifer o ddigwyddiadau amrywiol eraill eu hadlewyrchu ar y sgrîn gan gynnwys **Eisteddfod y Ffermwyr Ifanc** (Rondo Media a Telesgôp), **Sesiwn Fawr Dolgellau** (Rondo Media a Telesgôp), **Sioeau Môn a Sir Benfro** (Rondo Media a Telesgôp), **Ysgoloriaeth Bryn Terfel** (Avanti), a’r **Briodas Frenhinol** (BBC Cymru).

Cerddoriaeth

Mae cyfartaledd uchel o arlwy cerddoriaeth S4C bellach yn ddarllediadau o ddigwyddiadau. Dichon fod hyn yn ddefnydd priodol o adnoddau sy’n prnhau ac yn defnyddio gallu S4C i fod yn ‘bartner darlledu’ i gyrff sy’n gwerthfawrogi’r fath berthynas. Ymhlith yr enghreifftiau mwyaf nodedig o’r math yma o bartneriaeth y mae **Eisteddfod Ryngwladol Llangollen** (Rondo Media), lle mae’r cydweithio rhwng S4C, y cwmni cynhyrchu a’r Eisteddfod ei hun yn galluogi i bobl wyllo cynnwys yr Eisteddfod ledled y byd. Enghraifft arall nodedig yw’r darllediad blynyddol o opera gan Gwmni Opera Cenedlaethol Cymru. Mae bod yn bartner darlledu i’r cwmni opera yn rhoi’r cyfle i arlwy’r cwmni cenedlaethol gael ei werthfawrogi ar deledu a’r we trwy Brydain. Eleni cafwyd gwerthfawrogiad uchel iawn i’r darllediad o **Briodas Figaro**. Rhaid nodi hefyd **Yr Wyl Gerdd Dant, Pesda Roc** (Rondo

Media a Telesgop), **Cyngerdd Olaf y Tebot Piws** (POP1), **Cyngerdd Cwm Gwendraeth** (Rondo Media), **Cyngerdd Aberglasney** (Rondo Media a Telesgop) a **Gŵyl Gobaith** (Avanti), fel enghreifftiau dilys a safonol o’r math hwn o ddarllediad.

Cefn Gwlad yr Astra Gwyn

Cafwyd gwerthfawrogiad uchel hefyd i’r gystadleuaeth **Côr Cymru** (Rondo Media) a **Chyngerdd Russell Watson** (Rondo Media) o Eisteddfod Llangollen.

Ffurfio Gwlad yr Astra Gwyn

Roedd cyfresi **Rhydian** (Avanti) ac **Only Men Aloud** (Avanti) yn rhai gwreiddiol i’r sianel, gyda safonau cynhyrchu uchelgeisiol. Mynegodd yr Awdurdod rywfaint o bryder, fodd bynnag, am y defnydd o ganeuon Saesneg niferus, yn enwedig pan oedd un o’r rhain yn cloi’r rhaglen.

Yn Tudur Owen

Wrth i **Gofod** (Boomerang + CCC) ddod i ben a’r gyfres **Bandit** (Boomerang + CCC) newid i fod yn raglen achlysurol o’r Eisteddfod, codwyd cwestiynau ynglŷn â sut mae adlewyrchu a hybu cerddoriaeth gyfoes Gymraeg ar y sgrîn yn y dyfodol. Ar wahân i sicrhau fod lle iddo o fewn rhaglenni ieuencid cyffredinol, un awgrym yw ceisio sbarduno trefnwyr gwyliau, megis **Wakestock** (Avanti), i gynnwys mwy o fandiau Cymraeg, os yw’r trefniant darlledu i barhau.

Adloniant

Efallai mai un o’r rhesymau am deneuwch cymharol yr hyn sy’n ymddangos o dan y pennawd cerddoriaeth yw’r ffaith fod cerddoriaeth o wahanol fathau i’w chael yn aml o fewn rhaglenni mwy amrywiol, naill ai’n ddigwyddiadau fel uchod neu’n rhai sy’n cynnig amrywiaeth o adloniant. Mae’r **Noson Lawen** (Cwmni Da) yn parhau i gyflawni’r swyddogaeth o ymweld ag ardaloedd gwahanol tra’n gwahodd talentau newydd lleol i ymddangos ar y sgrin. Ceisiwyd ymestyn apêl y rhaglen drwy amrywio’r fformat.

Yn Tudur Owen

Yn **Tudur Owen** (Cwmni Da), mae gan y sianel gomeidiwr hyderus sy’n adnabod ei gynulleidfa ac sydd â’r ddawn i hwyllo’n agos at y gwynt heb suddo. Yng ngoleuni awch y gynulleidfa am ysgafnder a chwerthin, a’r neges gyson a dderbynnir nad oes digon o hyn ar y sianel, rhaid gwarchod a datblygu’r dalent yma a rhai cyffelyb lle gellir dod o hyd iddynt.

Anelwyd Ddoe am Ddeg

Anelwyd **Ddoe am Ddeg** (Rondo Media) at gynulleidfa ifanc a chafwyd ymateb cadarnhaol ar y cyfan, yn arbennig i’r elfen **Gwlad yr Astra Gwyn** (Rondo Media).

Cyfres gomedi ddyfeisgar newydd arall oedd Dim Byd

Cyfres gomedi ddyfeisgar newydd arall oedd **Dim Byd** (Cwmni Da) – fformat hollol newydd a math o hiwmor cyfoes, miniog oedd yn medru apelio at wylwyr o wahanol oed hefyd. **Roedd Wil a Cêt** (Cwmni Da), y parau priodasol ‘arall’ yn llawn haeddu eu henwebiadau ar gyfer gwobrau gan yr RTS a’r Wyl Gyfryngau Celtaidd.

Llwyddodd y gyfres **Fferm Ffactor** (Cwmni Da) i adeiladu ar lwyddiant y gyfres flaenorol. Daeth oddeutu 3,000 o gefnogwyr i’r cylch gwartheg yn y Sioe Frenhinol i weld pwy fyddai’n cystadlu yn y gyfres newydd. Dyma fformat clyfar sy’n defnyddio prif elfennau’r sioe dalent gyda gogwydd cefn gwlad unigryw a Chymreig. Bu nifer fawr o bobl yn pleidleisio dros eu ffefryn.

Syniad gwreiddiol a gwerthfawr arall – eto’n enghraifft o brosiect sy’n cryfhau perthynas S4C

Syniad gwreiddiol a gwerthfawr arall – eto’n enghraifft o brosiect sy’n cryfhau perthynas S4C

During the week itself, the emphasis was on live broadcasting during the day with the evening programme based on live studio presentation and recorded highlights. Since, as a result of the funding cuts, there is no longer an S4C2 service, Sedd yn y Pafiliwn was provided on the Website, with one stream broadcasting the audio live from the pavilion and the other offering English commentary over the on stage presentation. This service was appreciated especially by non-Welsh speaking parents. The website included other supplementary services including clips of all the competitions and the results texting service. Almost 5,000 people came to see the **Cyw** and **Stwnsh** Shows on the Eisteddfod field.

Cefn Gwlad yr Astra Gwyn

The broadcasting partnership with the Royal Welsh Show extends to full coverage from the **Sioe Fawr, y Ffair Aeaf** and **Sioe Tyddyn a Gardd** (Boomerang + CCC). Following the increase in broadcasting hours during the day in 2010, the hours were further extended to include an extra programme on Sunday night before the Show and a programme before the Winter Fair, offering a taste of the activity and the fun. During weekdays, as well as broadcasting live from 10am onwards, evening programmes were extended to 75 minutes. A variety of services were provided on the web including a live stream from the main ring with Welsh and English commentary. The week of the Royal Welsh Show, saw the highest number of live web viewing sessions for the whole year – over 33,000 live sessions. Almost 350,000 people tuned in to the television programmes. There was high appreciation for the Winter Fair, **Ffair Aeaf** (Boomerang + CCC); the average figure of 52,000 for **Sioe Tyddyn a Gardd** (Boomerang + CCC) was especially good and almost 20% of the audience were non-Welsh speakers.

Yn Tudur Owen

BBC Wales’ provision from the National Eisteddfod in Wrexham – **Eisteddfod Genedlaethol Wrecsam a’r Fro** (BBC Cymru) – was very comprehensive starting with Friday night’s opening concert. As well as the live broadcasts, the concert on the last night (Cyngerdd Cloi) and the Gymanfa Ganu, there was live broadcasting from the religious service, Oedfa’r Bore, from the youth competitions on Wednesday evening, the main competitions on Friday night as well as evening programmes with highlights of the Babell Lên (Literary Pavilion).

Ffurfio Gwlad yr Astra Gwyn

Although not at the same level of extended coverage, a number of other events of different kinds were reflected on screen, including **Eisteddfod y Ffermwyr Ifanc** (Young Farmers’ Eisteddfod) (Rondo Media and Telesgôp), **Sesiwn Fawr Dolgellau** (Rondo Media and Telesgôp), **Sioeau Môn a Sir Benfro** (Anglesey and Pembrokeshire Shows) (Rondo Media and Telesgôp), **Ysgoloriaeth Bryn Terfel** (the Bryn Terfel Scholarship (Avanti), and the **Briodas Frenhinol** (the Royal Wedding) (BBC Wales).

Music

A high proportion of S4C’s music provision now consists of broadcasts from events. This would appear to be an appropriate use of diminishing resources and uses S4C’s ability to be a ‘broadcast partner’ to organisations that appreciate this kind of relationship. The Llangollen International Eisteddfod – **Eisteddfod Ryngwladol Llangollen** (Rondo Media), – is amongst the most notable examples of this kind of partnership, where the collaboration between S4C, the production

company and the Eisteddfod itself enables people from around the world to watch content from the Eisteddfod. Another notable example is the annual opera broadcast by the Welsh National Opera. Being a broadcast partner to the opera company means that the national company’s provision can be appreciated on television and on the web across the U.K. There was strong appreciation this year of the brōadcast of **Priodas Figaro** (Marriage of Figaro). **Yr Wyl Gerdd Dant, Pesda Roc** (Rondo Media and Telesgôp), **Cyngerdd Olaf y Tebot Piws** (POP1), **Cyngerdd Cwm Gwendraeth** (Rondo Media), **Cyngerdd Aberglasney**(Rondo Media and Telesgôp) and **Gŵyl Gobaith** (Avanti) are also genuine and quality examples of this kind of broadcast.

Yn Tudur Owen

There was also high appreciation of the Welsh choral competition **Côr Cymru** (Rondo Media) and **Cyngerdd Russell Watson** (Russell Watson’s Concert) (Rondo Media) from the Llangollen Eisteddfod.

Rhydian

Rhydian (Avanti) and **Only Men Aloud** (Avanti) were both original series for the channel with ambitious production standards. The Authority, however, raised some concern about the large number of English language songs within these programmes, especially if programmes concluded with a song in English.

Yn Tudur Owen

As **Gofod** (Boomerang + CCC) came to an end and **Bandit** (Boomerang + CCC) was limited to programmes from the Eisteddfod, questions were raised as to how Welsh language contemporary music should be reflected and promoted on screen in future. Apart from ensuring that it has a place in general youth programmes, one suggestion is that festival organisers such as **Wakestock** (Avanti) should be encouraged to include more Welsh language bands, if the broadcast arrangement is to continue.

Entertainment

One possible reason for the low number of programmes listed under the music heading is the fact that different kinds of music are often heard in numerous types of programmes, either during events such as the ones mentioned above or ones that offer a variety of entertainment. **Noson Lawen** (Cwmni Da) continues to fulfil its role by visiting different areas and inviting new talent to appear on screen. An attempt was made to extend the appeal of the programme by varying the format.

Yn Tudur Owen

In **Tudur Owen** (Cwmni Da), the channel has a confident comedian who understands his audience and has the ability to sail close to the wind without sinking. Considering the audience’s strong desire for light relief and the chance to laugh, and the recurring message that there is not enough of this on the channel, this talent and others of a similar nature must be protected and developed.

Ddoe am Ddeg

Ddoe am Ddeg (Rondo Media) was aimed at a young audience and, on the whole, received a positive response, especially the **Gwlad yr Astra Gwyn** (Rondo Media) item.

Dim Byd

Dim Byd (Cwmni Da) was another new and innovative comedy – a brand new format with contemporary and edgy humour that could also appeal to viewers of different ages. **Wil a Cêt** (Cwmni Da) – the ‘other’ married couples – fully deserved being nominated for awards at the RTS and the Celtic Media Festival.

ag un o gymunedau Cymru – oedd **Seren Rhos** (Boomerang + CCC). Daeth cannoedd o bobl ynghyd yn Rhosllanerchrugog i greu pantomeim ar gyfer yr ardal dan arweiniad Stifyn Parri. Yn sgîl y cynhyrchiad, braf oedd deall y bydd yr ardal yn mynd ati i greu sioe Nadolig arall ar gyfer 2012. Dyma wireddu’r uchelgais o fod yng nghalon y gymuned.

Yn ystod y blynyddoedd diweddar, mae soffstigeiddrwydd rhaglenni adloniant BBC1 ac ITV wedi datblygu a chynyddu’n aruthrol. Mae’r arian sy’n cael ei wario arnynt yn sylweddol dros ben ac mae’r amser paratoi sy’n cael ei roi iddynt, er mwyn perffeithio fformat cyn iddo ymddangos ar y sgrîn, yn fawr iawn. Yn aml mae fformat yn cyrraedd Prydain sydd eisoes wedi’i brofi yn llwyddiannus iawn mewn gwledydd eraill. Mae’n anodd i S4C gystadlu am y fformatau newydd mwyaf llwyddiannus ar y farchnad ryngwladol ac mae yna berygl felly i fentro gydag ambell i raglen sydd ddim yn llwyddo i daro’r marc. Er gwaethaf yr egni tu ôl i’r cyflwyniad, a’r safonau technegol uchel, dyma yn anffodus oedd ffawd **Ar Gamera** (Boomerang + CCC). Dylai S4C geisio sicrhau gwaith paratoi trylwyr cyn caniatáu i raglen beilot droi’n gyfres, neu’n wir cyn ei chynnig ar noson megis Gŵyl Ddewi, lle mae disgwyliadau gwytlwyr hyd yn oed yn uwch nag arfer – fel a ddigwyddodd yn achos **.Cym** (Cynyrchiadau Ceidiog).

Ffeithiol

Dyma bennawd sy’n cwmpasu ystod eang iawn o bynciau ac o arddulliau, o’r ysgafn i’r trwm. Mae’r pwyltais ar adlewyrchu bywyd yng Nghymru, ond gydag ambell i ymweliad â gwledydd tramor, neu bynciau rhyngwladol. Ar y cyfan, mae hwn yn bwyltais priodol, sy’n cael ei adlewyrchu yng nghanyfyddiad gwytlwyr, yn ôl adroddiadau ymchwil, fod S4C yn cael ei gweld fel “y sianel sy’n adlewyrchu Cymru orau”. Eto i gyd, pan geir cyfres o safon uchel sy’n ymwneud â phwnc y tu allan i Gymru, gall gwerthfawrogiad gwytlwyr fod yn uchel iawn. Y gamp yw ceisio sicrhau fod adlewyrchiad y sianel o fywyd Cymru a’i chymunedau mor gynhwysfawr ac mor gywir fel na ellir fforddio peidio gwylio, os yw rhywun am fwynhau’r bywyd Cymreig yn llawn, tra ar yr un pryd yn cydnabod nad yw diddordebau pobl Cymru yn gyfyngedig i faterion Cymreig a bod modd i sianel mewn iaith leiafrifol gyflwyno deunydd o bedwar ban byd i safon gynhyrchu gystal â’r goreuon.

Ymhlith uchafbwyntiau’r cyfresi ‘rhyngwladol’ roedd **Iolo ac Indiaid America** (Indus) a’r gyfres Yr Ynys (Green Bay), yn edrych ar fywyd a hanes rhai o ynysoedd mwyaf diddrol y byd. Nes adref, bu’r Dr. John Davies, Aled Samuel a Marian Delyth yn tywys gwytlwyr i’r **100 Lle** (Fflic) y dylid ymweld â nhw cyn marw.

Uchafbwynt yr amserlen ar noson Gŵyl Ddewi oedd y rhaglen **Wyneb Glyndŵr** (Wild Dream Films) oedd yn dilyn yr ymgais i ail-greu wyneb Owain Glyndŵr trwy ddefnyddio ymchwil a thechnegau gwyddonol modern – syniad a rhaglen gwreiddiol, wnaeth gydio yn y dychymyg.

Un o’r pethau mae’n rhaid i S4C fod yn wylriadwrus yn ei gylch yw’r perygl o orlwytho’r amserlen gyda rhaglenni sydd yn y bôn yn cyflawni’r un pwrpas, sef ymweld â gwahanol rannau o Gymru. Rhaid cyfaddef fod yna apêl sylfaenol i hyn, yn enwedig ymysg y gynulleidfa draddodiadol, a does dim amheuaeth fod y math yma o raglen, ar

ei gorau, wedi profi’n hynod o lwyddiannus dros y blynyddoedd. O’u rhestru, gwelir tebygrwydd rhwng **Pobl Harri Parri** (Cwmni Da), **Tri Lle** (Teledu Apollo), **Llwybr yr Arfordir** (Teledu Telesgôp), **Perthyn** (Rondo Media) a **Cefn Gwlad** (ITV Cymru) – pob un â’i rhinweddau, a bu 177,000 o bobl ar draws Cymru’n gwylio rhyw ran o’r gyfres **Papurau Bro** (Telesgop). Roedd hyn, wrth gwrs, yn ychwanegol i arlwy nosweithiol y rhaglen gylchgrawn **Wedi 7** (Tinopolis) a oedd â chynulleidfa deyrngar ond a allai, ym marn rhai, geisio apelio’n ehangach. Trafod hamddenol, addas ar gyfer awr ymlacedig yn y prynhawn, oedd prif nodwedd **Wedi 3** (Tinopolis). Yng ngoleuni’r toriadau ariannol, bu’n rhaid pwysu a mesur a fedrid parhau i ddarparu oriau gwreiddiol o’r math yma yn y prynhawn.

Roedd yna raglenni eraill oedd, tra’n canolbwyntio ar ryw agwedd o fywyd pobl yng Nghymru, yn sefyll allan o fewn yr amserlen oherwydd rhyw nodwedd arbennig. Yn eu plith **Cegin Cofi** (Cwmni Da), **Bois y Loris**, (Bwcibo), **O Gymru i’r Byd** (Telesgôp) rhaglen deyrnged i **Brynle Williams** (Telesgôp) a **Joe a Ruby** (Chwarel), yr olaf o’r rhain yn dangos gallu cwmni cynhyrchu i ymateb yn gyflym i stori oedd wedi cydio yn nychymyg pobl yng Nghymru a thu hwnt. Roedd yna ddiddordeb mawr hefyd yn y gyfres lle bu Steffan Rhodri yn edrych ar ddylanwad cynnyrch o Gymru ar wahanol wledydd a ddenodd 120,000 o bobl wahanol i’w gwylio ryw ben. Cafodd iechyd, garddio a’r byd ariannol sylw yn y cyfresi **Doctor Doctor** (Boomerang + CCC), **Byw yn yr Ardd** (Cwmni Da) a **Mwy am Lai** (Boomerang + CCC). Bu Tudur Owen a Bethan Gwanas yn adrodd gwahanol hanesion yn **Byw yn ôl y Llyfr** (Cwmni Da) a **Byw yn ôl y Papur Newydd** (Cwmni Da).

Yn yr haf, cafwyd ymgais glodwii i gyflwyno cynnwys traddodiadol ar sail ymweld â bröydd gwahanol, ar ffurf hollol wreiddiol, sef dilyn y **Goets Fawr** (Telesgôp) ar hyd yr A5.

Roedd y gyfres wythnosol **Ffermio** (Telesgôp) yn parhau i gael ei gweld yn gwneud cyfraniad unigryw i’r gyfran gymharol uchel o siaradwyr Cymraeg sy’n gweithio neu’n ymddiddori yn y byd amaethyddol, a chafwyd rhaglenni arbennig yn ddiweddar i hanes ac effaith trychineb Chernobyl bum mlynedd ar hugain ers y digwyddiad, a rhaglen yn edrych yn ôl ar argyfwng clwy’r traed a’r genau ddeng mlynedd yn ddiweddarach.

Newyddion a Materion Cyfoes

Yn ogystal â’r rhaglen **Newyddion** (BBC Cymru) nosweithiol am 7.30, ceir bwletinau rheolaidd ar yr awr ar adegau eraill hefyd. Roedd yn beth da medru cynnig yr hyblygrwydd i ymestyn rhaglenni a bwletinau i roi triniaeth deilwng i bynciau megis trychineb Pwll Glo’r Gleision a’r rhaglen estynedig i goffáu 9/11. Roedd yr Awdurdod yn gwerthfawrogi’r camau a gymerwyd yn ystod y flwyddyn i greu Bwrdd Newyddion ar y cyd rhwng y BBC ac S4C i drafod y gwasanaeth newyddion yn rheolaidd.

Parhaodd cyfresi’r **Byd ar Bedwar** (ITV Cymru), **Taro Naw** (BBC Cymru), **Pawb a’i Farn** (BBC Cymru) a **Hacio** (ITV Cymru) i roi gwasanaeth cynhwysfawr o bynciau’r dydd.

Cafwyd rhaglenni teilwng i adlewyrchu un o uchafbwyntiau gwleidyddol y flwyddyn, sef y Refferendwm ar Bwerau’r Cynulliad. Darlledwyd rhaglenni arbennig o’r **Byd ar Bedwar** (ITV Cymru),

Fferm Ffactor (Cwmni Da) succeeded in building on the success of the previous series. Around 3,000 supporters came to the cattle ring at the Royal Welsh Show to hear the names of the competitors in the new series’. This is a clever format, using the main elements of the talent show with a unique countryside and Welsh slant. A large number of people voted for their favourite contestant.

Seren Rhos (Boomerang + CCC) was another original and valuable idea – once again an example of a project that strengthens the relationship between S4C and one of Wales’ communities. Hundreds of people came together in Rhosllanerchugog to create a pantomime for the community under the leadership of Stifyn Parri. It was good to hear that, as a result of the production, the community will prepare another Christmas show in 2012. This is a prime example of the aim to be at the heart of the community.

During recent years, the sophistication of BBC1 and ITV’s entertainment programmes has developed and increased greatly. A very substantial amount of money is spent on these programmes with long preparation times to perfect the formats before they appear on screen. On many occasions, a format arrives in Britain after becoming a great success in other countries. It is difficult for S4C to compete for the most successful new formats in the international market and there is, therefore, a danger of taking a risk and of a few programmes not hitting their target. Despite the energy behind the production and high technical standards, this was, unfortunately, the case with **Ar Gamera** (Boomerang + CCC). S4C should try and ensure that thorough preparation has taken place before allowing a pilot programme to become a series or, indeed, before broadcasting such a programme on an evening such as St David’s Day when viewers’ expectations are even higher – as happened with **.Cym** (Cynyrchiadau Ceidiog).

Factual

This heading encapsulates a whole range of subjects and styles. The emphasis is on reflecting lives in Wales, but with a few programmes from overseas or programmes that discuss international topics. On the whole, this emphasis is appropriate and is reflected in the perception of the viewers, according to research that shows that S4C is seen as “a channel that reflects Wales best”. Yet, the appreciation of viewers in relation to a series discussing a subject outside Wales can also be very high. The challenge is to ensure that the channel’s coverage of the life of Wales and its communities is so comprehensive and accurate that they cannot be missed if one wants to enjoy Welsh life in full, whilst on the other hand recognising that Welsh people’s interests are not confined to Welsh affairs and that a minority language channel can provide material from around the world with the highest production values.

Iolo ac Indiaid America (Indus) was one of the highlights in the list of ‘international’ series as well as **Yr Ynys** (Green Bay), looking at the history and life on some of the world’s most interesting islands. Nearer home, Dr John Davies, Aled Samuel and Marian Delyth guided viewers on a trip to a hundred places to see before you die in **100 Lle** (Fflic).

Wyneb Glyndŵr (Green Bay Films) was the highlight of the St David’s Day schedule, following the attempt to recreate Owain Glyndŵr’s face, using

research and modern scientific techniques – an original programme that grasped the imagination.

S4C has to be careful that the schedule is not overloaded with programmes that in essence fulfil the same purpose – that is, visiting different parts of Wales. There is a fundamental appeal to this type of programming, especially amongst the traditional audience and there is no doubt that this type of programme at its best has proved to be extremely successful over the years. Looked at in the round, there is a similarity between **Pobl Harri Parri** (Cwmni Da), **Tri Lle** (Teledu Apollo), **Llwybr yr Arfordir** (Teledu Telesgôp) , **Perthyn** (Rondo Media) and **Cefn Gwlad** (ITV Cymru) – every programme with its merits – and 177,000 people across Wales watched some part of the **Papurau Bro** series (Telesgôp). This was, of course, in addition to the content of the evening magazine programme **Wedi 7** (Tinopolis), a programme with a loyal audience, that could, in the view of some, have a wider appeal. The main characteristic of **Wedi 3** (Tinopolis) was its laid back style of discussions, appropriate for a relaxing hour in the afternoon. In light of the budget reductions, it was necessary to consider whether it would be possible to continue the provision of this type of original programming in the afternoon.

Some other programmes, while focussing on aspects of Welsh people’s lives, stood out in the schedule due to a particular element. These included **Cegin Cofi** (Cwmni Da), **Bois y Loris** (Bwcibo), **O Gymru i’r Byd** (Telesgôp) and **Joe a Ruby** (Chwarel). Joe a Ruby showed how a production company can respond swiftly to a story that grasped the imagination of people in Wales and beyond. There was also great interest in Steffan Rhodri’s series, looking at the impact of Welsh produce around the world, with the series attracting 120,000 different people at some point. Health, gardening and the financial world were featured in the three series **Doctor Doctor** (Boomerang + CCC), **Byw yn yr Ardd** (Cwmni Da) and **Mwy am Lai** (Boomerang + CCC). Tudur Owen and Bethan Gwanas conveyed stories from the past in **Byw yn ôl y Llyfr** (Cwmni Da) and **Byw yn ôl y Papur Newydd** (Cwmni Da).

During the summer months, there was a commendable attempt to present traditional content whilst visiting various communities, by following the mail coach along the A5 in a new format, **Y Goets Fawr** (Telesgôp).

The weekly series **Ffermio** (Telesgôp) is still seen to be making a unique contribution to the large proportion of Welsh speakers who work or are interested in the world of agriculture, and a special programme was broadcast looking at the history and effect of the Chernobyl disaster a quarter of a century ago as well as a programme looking back at the foot and mouth outbreak ten years on.

News and Current Affairs

As well as the daily news programme **Newyddion** at 7.30pm (BBC Wales), regular bulletins are broadcast at other times of the day. It was good to be able to offer the flexibility to extend programmes and bulletins so as to allow them to provide appropriate coverage of topics such as the disaster at the Gleision Colliery and an extended programme to commemorate 9/11. The Authority appreciates the steps taken during the year to establish a Joint News Board between the BBC and S4C to discuss the news service on a regular basis.

Pawb a’i Farn (BBC Cymru) a **CF99** (BBC Cymru). Yn rhaglen fyw’r BBC ar y canlyniadau o 10.30 y bore tan 16.00 ar y dydd Gwener, cafwyd safon uchel o gyflwyno, trafod a dadansoddi.

Ar ddechrau mis Mai cafwyd darlledu cynhwysfawr i adlewyrchu Etholiad Cynulliad Cenedlaethol Cymru. Daeth i ben gyda marathon o raglen o’r canlyniadau oedd yn darlledu dros nos tan 5.00 y bore, ac wedyn, oherwydd y cyfrif yn y gogledd, cafwyd darllediad ychwanegol rhwng 12.00 a 16.00 ar y dydd Gwener. Yn ystod yr ymgyrchu, roedd yna ddarpariaeth gyson a theg ar draws yr holl ddarllediadau newyddion a materion cyfoes.

Mae’r gwasanaeth cynhwysfawr yma, ar draws sawl rhaglen, a gan dynnu ar adnoddau cynhyrchu mwy nag un darlledwr a chwmni, yn diwallu un o brif bwrpasau darlledu cyhoeddus mewn modd canmoladwy.

Diwylliant a Chrefydd

Mae S4C wedi mabwysiadu’r brand **Pethe** (Cwmni Da) ar gyfer rhaglenni sy’n adlewyrchu’r hyn sy’n digwydd yn y celfyddydau yng Nghymru, ac mae’r dull yma o gyflwyno ac arwyddo’r deunydd i weld yn cyflawni ei bwrpas. Mae’r gyfres Pethe yn safonol a chyson ddiddorol wrth gyflwyno amrywiaeth llawn dychymyg o bynciau a phobl sy’n ymwneud â’r celfyddydau yng Nghymru. Roedd **Pethe Hwyrach** (Cwmni Da) yn cynnig cyfle mwy hamddenol i drafod bynciau diwylliannol y dydd a rhoi sylw i gyhoeddiadau a chynyrchiadau theatrig diweddar. Mae’r ddarpariaeth yma’n gwneud cyfraniad sylweddol i’r grefft o adolygu ac yn gadael gwaddol ar gyfer y dyfodol wrth i feirniadaethau gael eu rhannu gyda chynulleidfaoedd a darllenwyr. Yn y gyfres **Dweud Pethe** (Cwmni Da), roedd Guto Harri yn holi unigolion amlwg am eu daliadau personol a’r dylanwadau arnynt, tra cafodd gwaith a bywydau chwech o feirdd Cymru eu trafod yn yr ail gyfres o **Gwlad Beirdd** (Teledu Apollo).

Roedd y gyfres **Ar Lafar** (Cwmni Da) yn hollol unigryw yn yr ystyr na fyddai wedi gallu ymddangos ar unrhyw sianel arall. Roedd yn canolbwyntio’n llwyr ar dueddiadau tafodieithoedd Cymru gan wneud hynny’n ddiddorol a chyfoes. Cafwyd trafodaethau i ddilyn y gyfres ar ffurf **Noson Ar Lafar** (Cwmni Da), a chafodd y cyfuniad yma werthfawrogiad uchel gan y gynulleidfa.

Mae’n rhan briodol o swyddogaeth y sianel i ddatlu llenorion mawr yr iaith Gymraeg ar achlysuron teilwng, fel y cafwyd eleni ar achlysur hanner can mlynedd oddi ar cyhoeddi nofel fawr Caradog Prichard, Un Nos Ola Leuad. Darlledwyd drama ddogfen deimladwy **Afal Drwg Adda** (Cwmni Da) ynghyd â rhifyn arbennig o’r gyfres Pethe, yn ogystal ag ailddarllediad o ffilm gelfydd Endaf Emlyn o’r nofel.

Mae bodolaeth archif cyfoethog, a pharodrwydd cwmnïau cynhyrchu i symud yn sydyn, yn cynnig modd i ddarlledu rhaglenni teyrnged addas i ffigyrau cenedlaethol amlwg. Yn ystod y flwyddyn, gwnaed hyn yn urddasol i goffau **Huw Ceredig** (Antena), **Orig Williams** (Antena) a **Margaret Price** (Rondo). Ysgytwyd y byd pêl-droed ym mis Tachwedd gyda’r newydd am farwolaeth Gary Speed. Y noson ar ôl cyhoeddi ei farwolaeth fe ddarlledwyd rhaglen deyrnged emosiynol gan dîm **Sgorio** (Rondo Media), gafodd ei gwerthfawrogi gan nifer fawr o wylwyr.

Roedd 2011 yn flwyddyn fawr i **Dechrau Canu Dechrau Canmol** (Avanti) wrth i’r gyfres ddathlu hanner can mlynedd o ddarlledu. Penllanw’r dathlu oedd cymanfa dan arweiniad Owain Arwel Hughes yng Nghapel Seion, Aberystwyth. Tad Owain, Arwel Hughes, oedd arweinydd y rhaglen gyntaf erioed. Y gamp gyda’r gyfres hon yw cadw cydbwysedd priodol rhwng eitemau amrywiol, sy’n cynnal diddordeb a ffresni o wythnos i wythnos, a phrif elfen y rhaglen, sef y canu cynulleidfaol. Bu’r gyfres yn ymweld â gwahanol ardaloedd gan adlewyrchu uchelfannau’r calendr eglwysig gyda rhaglenni arbennig ar adegau fel Sul y Blodau a Sul y Pasg. Mae’r gyfres yn denu cynulleidfa uchel yn gyson ac yn cael gwerthfawrogiad uchel.

Cafwyd cyfres arall o raglenni crefyddol ysbrydol **Y Daith** (POP1) yn ogystal â chyfres ddiddorol lle bu Archesgob Cymru yn dilyn **Ōl Traed Gerallt Gymro** (Element).

Plant

Yn y maes yma y gwelir ymrwymiad S4C i amcanion darlledu cyhoeddus ac i fywyd Cymru ar ei mwyaf amlwg. Mae’r ddwy elfen, sef **Cyw** (Boomerang + CCC) ar gyfer plant i fyny at 6 oed, a **Stwnsh** (Boomerang + CCC) sy’n cael ei anelu at blant rhwng 7 a 13 oed, yn amlwg yn gwneud cyfraniad pwysig iawn i alluogi plant Cymru, a’u rhieni, i fwynhau darpariaeth eang a safonol iawn sydd wedi ei chreu ar eu cyfer.

Ers lawnsio **Cyw**, teg dweud fod yr ymateb ar draws y wlad yn eithriadol o gadarnhaol. Eleni, dosbarthwyd holiadur i rieni ac ysgolion a fynychodd Sioeau Nadolig **Cyw**. Yn y rhain cafwyd canmoliaeth uchel i’r gwasanaeth, gyda chanran uchel iawn o’r sampl yn teimlo ei fod yn wasanaeth addysgiadol ac atyniadol a’i fod yn wasanaeth roedd plant yn mwynhau ei wylïo. Roedd plant yn gyfarwydd iawn â rhan helaeth iawn o raglenni’r gwasanaeth, a doedd dim llawer o raglenni nad oedd yn cael eu mwynhau. Roedd nifer yn mwynhau’r gemau ar y Wefan ac yn dewis dal i fyny neu ail-wylïo rhaglenni Cyw arni. Roedd gweld neu gyfarfod â chymeriadau neu gyflwynwyr **Cyw** yn plesio’r plant yn fawr ac roedd galw mawr am ymweliadau â’r ysgolion. Roedd athrawon yn defnyddio adnoddau **Cyw** yn yr ysgol ac yn canmol yr arlwy o safbwynt addysgiadol.

Mae nifer o elfennau **Stwnsh** yn apelio’n dda, gydag **Oi Osgar!**, **Pat a Stan** a **Metro** yn ymddangos gyda’r uchaf o ran ffigyrau gwylïo. Mae’r gyfres ddrama **Rownd a Rownd** (Rondo Media) wedi hen ennill ei lle ac yn llwyddo i gyrraedd plant hŷn, yn arbennig yn y Gogledd.

Y Byd ar Bedwar (ITV Wales), **Taro Naw** (BBC Wales), **Pawb a’i Farn** (BBC Wales) and **Hacio** (ITV Wales) continued to provide comprehensive coverage of current affairs.

There were appropriate programmes reflecting one of the main political events of the year – the Referendum on the Powers of the Assembly. Special editions of **Y Byd ar Bedwar** (ITV Wales), **Pawb a’i Farn** (BBC Wales) and **CF99** (BBC Wales) were broadcast. The standard of presentation, discussion and analysis was high in the BBC’s live results programme on air between 10.30 and 16.00 on Friday.

There was comprehensive coverage of the Election for the National Assembly for Wales at the beginning of May, concluding with the marathon results programme on air overnight until 5.00 a.m. and a final broadcast, due to the counting of votes in the north, between 12.00 and 16.00 on Friday afternoon. During the campaigning, there was constant and balanced provision across the whole output of news and current affairs.

This comprehensive service across many programmes, making use of the resources of more than one broadcaster and company, commendably fulfils one of the main purposes of public service broadcasting.

Culture and Religion

S4C has adopted the **Pethe** (Cwmni Da) brand for programmes reflecting the arts in Wales and this way of presenting and signposting material appears to fulfil its purpose. The **Pethe** series is consistently interesting and of high quality, presenting an imaginative and varied mix of subjects and people relating to the arts in Wales. **Pethe Hwyrach** (Cwmni Da) provides a more relaxed opportunity for discussing the cultural events of the day and for giving attention to recent publications and theatrical productions. This provision makes a considerable contribution to the art and craft of reviewing and creates a resource for the future as reviews are shared with audiences and readers. In the **Dweud Pethe** (Cwmni Da) series, Guto Harri interviewed eminent individuals about their personal beliefs and their influences, while the life and work of six Welsh poets were discussed in the second series of **Gwlad Beirdd** (Teledu Apollo).

Ar Lafar (Cwmni Da) was truly unique in the sense that it could not have appeared on any other channel. It concentrated on Welsh language dialects in an interesting and topical style. Following the series, there was a discussion in the form of **Noson Ar Lafar** (Cwmni Da) and this combination was highly appreciated by the audience.

It is an appropriate part of the channel’s role to celebrate prominent figures of Welsh literature and life on special occasions, as happened this year, fifty years after the publication of Caradog Prichard’s highly acclaimed novel, Un Nos Ola Leuad. A sensitive drama documentary **Afal Drwg Adda** (Cwmni Da) was broadcast as well as a special edition of **Pethe** and a repeat of Endaf Emlyn’s well-judged film adaptation of the novel.

The existence of a valuable archive, as well as the willingness of production companies to respond swiftly, provide opportunities to transmit fitting tribute programmes to eminent Welsh figures.

During the year, this was achieved with dignity to commemorate the lives of **Huw Ceredig** (Antena), **Orig Williams** (Antena) and **Margaret Price** (Rondo). The world of football was shaken in November following the death of Gary Speed. An emotional tribute programme produced by the **Sgorio** team (Rondo Media) broadcast the following night was appreciated by a large number of viewers.

2011 was an important year for **Dechrau Canu Dechrau Canmol** (Avanti) as the series celebrated 50 years of broadcasting. The highlight of the celebrations was a hymn singing ‘cymanfa ganu’ conducted by Owain Arwel Hughes in Seion Chapel, Aberystwyth. Owain’s father, Arwel Hughes, was the conductor on the first programme ever broadcast. The challenge for this series is to keep an appropriate balance between a variety of items, maintaining interest and freshness from one week to another, hand in hand with the main element of the programme, which is the congregational singing. This series visits a variety of areas, reflecting the highlights of the religious calendar with special programmes on occasions such as Palm Sunday and Easter Sunday. The series attracts a large number of viewers and is constantly highly appreciated.

Another series of **Y Daith** (POP1), dealing with faith and religion, was broadcast as well as an interesting series where the Archbishop of Wales followed the footsteps of Gerallt Gymro in **Ōl Traed Gerallt Gymro** (Element).

Children’s Programmes

S4C’s commitment to the aims of public broadcasting in its most obvious form can be seen in this genre. The two elements, **Cyw** (Boomerang + CCC) for children up to 6 years old and **Stwnsh** (Boomerang + CCC) aimed at children between the ages of 7 and 13 make a prominent and extremely important contribution, allowing the children of Wales and their parents to enjoy an extensive and very high quality provision created specifically for this audience.

Since **Cyw** was launched it can fairly be said that the response across the country has been extremely positive. This year, questionnaires were distributed to schools and parents who visited **Cyw**’s Christmas shows. The questionnaires showed that there was high praise for the service with a very high proportion of the respondents feeling that the service was educational and appealing and a service that children enjoy watching. Children were very aware of the great majority of the service’s programmes and there were few programmes that they did not enjoy. Many enjoyed the games provided on the website, choosing this as a medium to catch up or watch **Cyw** programmes again. Seeing or meeting the characters or the presenters of **Cyw** gave much pleasure and there was a great demand for school visits. Teachers used **Cyw**’s recourses in school and praised the provision from an educational point of view.

A number of the elements included in **Stwnsh** have a strong appeal, with **Oi Osgar!**, **Pat a Stan** and **Retro** amongst those attracting the highest viewing figures. The drama series **Rownd a Rownd** (Rondo Media) is well established and succeeds in reaching older children, especially in North Wales.

Mae **S4/Clic** yn llwyddo i ddenu nifer sylweddol o ymweliadau gan blant. Yn 2011 roedd y nifer o sesiynau gwyllo wedi cynyddu i 797,192 (2010 – 263,947). Roedd ffigwr 2011 yn cyfateb i 31% o'r holl sesiynau gwyllo i raglenni ar Clic.

Mae'r Sioeau **Cyw** a **Stwnsh** fu'n cael eu darparu ar gyfer mynychwyr Eisteddfod yr Urdd a'r Eisteddfod Genedlaethol, unwaith eto wedi profi'n llwyddiant ysgubol. Nid gormodedd yw dweud fod ymweliad â phabell S4C yn rhan hanfodol o'r Eisteddfod Genedlaethol ar gyfer rhieni (neu neiniau a theidiau) â phlant ifanc. Bellach mae'n rhaid rheoli'r niferoedd sy'n dymuno gweld y sioeau hyn, trwy system docynnau. Amcanir fod bron i 5,000 o bobl wedi mynychu Sioeau **Cyw** a **Stwnsh** yn Eisteddfod yr Urdd yn Abertawe y llynedd.

Yn yr un modd mae'r Sioe Nadolig deithiol yn un o uchafbwyntiau cyfnod yr Ŵyl i lawer. Mae dros 8,000 o bobl wedi mynychu Sioe Nadolig Cyw. Gwelwyd oddeutu 6,000 o blant yn ystod ymgyrch Calon Cenedl yn 2011 yng Ngheredigion, Llŷn ac Eifionydd, Ynys Môn, Blaenau Gwent a Wrecsam. Ni ellir gorbwysleisio pwysigrwydd y gallu i ddarparu hwyl a lliw, a'i gysylltu'n gadarn gyda'r iaith Gymraeg, i'r oed ifanc yma.

Un pwynt angenrheidiol i'w danlinellu mewn perthynas â rhaglenni Cyw yw'r gwerth am arian gwych a ddarperir oherwydd ei bod yn bosibl gwneud cymaint o ddefnydd o'r rhaglenni sy'n cael eu creu. Trwy drefniant arbennig gyda chynhyrchwyr y rhaglenni hyn, nid oes cyfyngiad ar hawl S4C i'w hail-ddarlledu, ac oherwydd bod cynulleidfa Cyw yn symud ymlaen ar ôl tair neu bedair blynedd, nid oes ymateb negyddol i'r ail-ddarlledu sylweddol y mae'n bosib ei wneud. Mae'r egwyddor yma'n wir am bob dull o gynhyrchu, p'un ai'n rhaglenni hollol wreiddiol i S4C megis **Marcaroni** (Cynyrchiadau Ceidiog), yn bryniannau megis **Tomos y Tanc** (Hit Entertainment/Sain) neu'n gyd-gynyrchiadau megis **Abadas** (Dinamo), ond mae'n caniatáu i Cyw ddarparu cymysgedd sydd â llawer mwy o flas gwreiddiol arno nag sy'n wir am lawer o wasanaethau teledu eraill ar gyfer plant.

Mae S4C hefyd yn noddi Bardd Plant Cymru ar y cyd gyda Bwrdd yr Iaith, y Cyngor Llyfrau, Llenyddiaeth Cymru a'r Urdd. Mae gwaith y Bardd Plant yn gyfle i gyflwyno barddoniaeth trwy gyfrwng y Gymraeg i blant ledled Cymru mewn modd cyfoes a chyffrous.

Dysgwyr

Ar wahân i'r gwasanaeth atodol ar-lein parhaol i gefnogi dysgwyr a ddarparwyd gan Acen, prif stori'r flwyddyn ym maes teledu ar gyfer dysgwyr y Gymraeg oedd cyfres newydd o **Cariad@Iaith** (Fflic) – cyfres adloniadol oedd yn dilyn chwech o gymeriadau adnabyddus yn eu hymdrechion i ddysgu'r Gymraeg. Roedd yma gyfuniad o ddiddordeb mewn gweld dieithriaid yn datblygu perthynas yn ogystal â chyfle i ddilyn yr ymarferion dysgu gwreiddiol. Mwynhawyd y gyfres yn fawr gan wylwyr Gymraeg a di-Gymraeg.

S4/Clic succeeds in attracting a large number of visits from children. In 2011 the number of viewing sessions increased to 797,192 (2010 – 263,947). The figure for 2011 corresponds to 31% of all viewing sessions to programmes on Clic.

The **Cyw** and **Stwnsh** shows provided for those visiting the Urdd Eisteddfod and the National Eisteddfod have, once again, proved to be extremely successful. It's not an over-statement to say that visiting S4C's pavilion is an essential part of the Eisteddfod for parents (or grandparents) with young children. The numbers wishing to see the shows now have to be controlled by issuing tickets. It's estimated that nearly 5,000 people attended the **Cyw** and **Stwnsh** shows at the Urdd Eisteddfod in Swansea in 2011.

Likewise, for many, the touring **Sioe Nadolig** (Christmas Show) is one of the highlights of the Christmas period. Over 8,000 people attended **Sioe Nadolig Cyw**. Around 6,000 children attended the Calon Cenedl (Heart of the Nation) campaign in Ceredigion, Llŷn, Eifionydd, Anglesey, Blaenau Gwent and Wrexham. It cannot be emphasised enough how important it is to be able to provide fun and vitality with a strong connection to the Welsh language for children of this young age.

One essential point to underline in relation to the **Cyw** programmes is the excellent value for money provided as it is possible to make so much use of the programmes that are created. Through a special arrangement with the producers of these programmes, S4C is not limited in the number of times it can show the programmes and, as **Cyw's** audience move on after three or four years, there is no negative reaction to the large number of times it becomes possible to repeat these programmes. This principle applies to all forms of production, whether they are truly original programmes for S4C, such as **Marcaroni** (Cynyrchiadau Ceidiog), acquisitions such as **Tomos y Tanc** (Hit Entertainment/Sain) or co-productions such as **Abadas** (Dinamo), but it allows **Cyw** to provide a programme mix with a much more original feel than is the case with many other children's television services.

S4C is also a co-sponsor of Bardd Plant Cymru (the Children's Poet of Wales), alongside the Welsh Language Board, the Welsh Books Council, Literature Wales and the Urdd. The Bardd Plant Cymru programme of work allows Welsh language poetry to be introduced to children across Wales in a contemporary and attractive manner.

Welsh Learners

Apart from the permanent supplementary online service provided by Acen to support Welsh learners, the main story of the year in television terms was the new series of **Cariad@Iaith** (Fflic) – an entertainment series following six well known characters and their attempts to learn Welsh. There was a combination here of interest in seeing strangers developing a relationship with others as well as an opportunity to follow the original language exercises. Welsh speakers and non-Welsh speakers alike enjoyed the series.

Cymorth i'n gwylwyr

Mae'r Awdurdod yn rhoi pwys mawr ar sicrhau bod cynnwys S4C ar gael i'r gynulleidfa ehangaf posibl. Er mwyn gwneud hynny, mae'n bwysig bod gwasanaethau megis Isdeitlo a Sain Ddisgrifio yn cael eu darparu ar wahanol raglenni er mwyn cynorthwyo pobol i wyllo cynnwys S4C ac i fod yn rhan o gymuned S4C.

Dyma restr o'r gwasanaethau a ddarparwyd yn ystod y flwyddyn:

Isdeitlau Cymraeg

Mae'r isdeitlau hyn ar gael yn bennaf ar gyfer y byddar a'r trwm eu clyw sy'n siarad Cymraeg yn ogystal â phobol sy'n dysgu siarad Cymraeg.

Darparwyd isdeitlau Cymraeg ar 10 awr o raglenni'r wythnos ar gyfartaledd - sef y targed ar gyfer S4C yn 2011.

Mae isdeitlau Cymraeg a Saesneg hefyd ar gael ar wasanaeth Clic.

Isdeitlau Saesneg

Bwriad y gwasanaeth hwn ydi ehangu apêl y rhaglenni ar gyfer gwylwyr di-Gymraeg, pobol fyddar a phobol trwm eu clyw. Mae isdeitlau ar gael ar bob math o raglenni, gan gynnwys rhaglenni byw. Cafodd rhai rhaglenni eu darlledu gyda'r isdeitlau ar y fideo yn barod. Fel arfer, ailddarllediadau o raglenni poblogaidd megis omnibws **Pobol y Cwm** oedd y rhaglenni yma. Yn ystod y flwyddyn roedd isdeitlau Saesneg ar gael ar 80.1% o'r rhaglenni Cymraeg (targed Ofcom yn 80%).

Sain Ddisgrifio

Mae'r gwasanaeth Sain Ddisgrifio yn rhoi sylwebaeth yn y Gymraeg i lenwi'r cyfnodau pan nad oes unrhyw ddeialog mewn rhaglenni. Mae'n cynnwys disgrifiadau ychwanegol am y rhaglen sydd o gymorth i ddefnyddwyr dall neu olwg rhannol Cymraeg eu hiaith. Darparwyd y gwasanaeth hwn ar gyfer 11.13% o'r rhaglenni - ychydig yn uwch na tharged Ofcom o 10% ar gyfer y flwyddyn.

Arwyddo

Cafodd rhai rhaglenni, fel arfer ar y penwythnos, eu harwyddo yn BSL (British Sign Language) ar gyfer gwylwyr byddar a'r rhai sy'n defnyddio iaith BSL. Roedd y gwasanaeth ar gael ar 5.05% o raglenni - ychydig yn uwch na tharged Ofcom o 5%.

Gwasanaeth i Ddysgwyr Cymraeg

Mae gwefan dysgwyr S4C yn rhoi gwybodaeth gefndirol am amryw o raglenni'r sianel ac yn darparu ymarferion iaith drwy gyfrwng posau a chlipiau o raglenni. Nod y wefan ydi helpu dysgwyr i fwynhau a deall rhaglenni S4C yn well. Mae'r wefan wedi ei chynllunio ar gyfer pedair lefel, gan roi sylw arbennig i groesdoriad o raglenni yn ystod y flwyddyn. Yn ogystal â'r gwasanaeth ar-lein, fe gafodd nifer o gyfarfodydd hyrwyddo eu cynnal yn ystod y flwyddyn o gwmpas Cymru.

Gwasanaeth Cymorth

Mae cefnogaeth ychwanegol ar gael ar gyfer ein gwylwyr drwy wasanaeth Cymorth S4C ar wefan S4C. Mae'r gwasanaeth bellach yn cynnwys dros 85 o gategoriâu ac erthyglau yn cynnig gwybodaeth o dan chwe phrif gategori sef Iechyd, Byw,

Meddwl, Perthynas, Tyfu a Man y Mudiadau. Ceir gwybodaeth ddiudedd am dros 272 o fudiadau o bob sector yng Nghymru a'r DU. Ceir manylion byr ac o leiaf un ffordd o gysylltu â phob un, ac mae gwybodaeth am dros 76 o wasanaethau cyfreithiol, iechyd meddwl, iechyd rhywiol a chymorth cyffuriau ac alcohol lleol ar draws Gymru, ar gael i ddefnyddwyr y wefan.

Dros y flwyddyn, trwy wasanaethau ffôn, neu ar-lein, rhoddwyd gwybodaeth a manylion cyswllt ar ôl rhaglenni ar nifer fawr o bynciau yn ymwneud â iechyd a lles.

Gwifren Gwylwyr

Mae modd i'n gwylwyr gysylltu'n uniongyrchol gydag S4C drwy ffonio, e-bostio neu anfon llythyr at Gwifren Gwylwyr. Mae manylion cyswllt Gwifren Gwylwyr ar gael yng nghefn yr Adroddiad hwn.

Support for our Viewers

The Authority places great emphasis on ensuring that S4C's content is available to the widest possible audience. To achieve this, it is important that services such as Subtitling and Audio Description are provided on a range of programmes to help people to view S4C content and to be part of the S4C community.

This is a list of the services provided during the year:

Welsh Subtitles

These subtitles are provided primarily for the deaf and hard of hearing who speak Welsh as well as for people learning to speak Welsh.

Welsh language subtitles were provided on 10 hours of programmes a week on average - which was the target for S4C in 2011.

Welsh language and English language subtitles are also available on the Clic service.

English Subtitles

The aim of this service is to enhance the attraction of programmes to non-Welsh speaking, and deaf and hard of hearing viewers. Subtitles are provided on all kinds of programmes, including live programmes. Some programmes were broadcast with automatic on-screen subtitles. These were usually repeats of popular programmes such as the omnibus of **Pobol y Cwm**. During the year, subtitles were available on 80.1% of Welsh language programmes (Ofcom's Target is 80%)

Audio Description

The Audio Description service provides commentary in Welsh to fill the gaps during periods when there is no dialogue in programmes. It includes additional description that assists blind or partially sighted Welsh speaking users. The service was provided on 11.13% of the programmes - slightly higher than Ofcom's target of 10% for the year.

Signing

Some programmes, usually on the weekend, were broadcast using BSL (British Sign Language) for deaf viewers and those who use BSL. The service was available on 5.05% of programmes - slightly higher than Ofcom's target of 5%.

Service for Welsh learners

S4C's Welsh learners' website provides background material about various programmes on the channel as well as language exercises using quizzes and programme clips. The aim of the website is to help learners to enjoy and further understand S4C's programmes. The website has been designed for four levels of learning, giving attention to a cross section of programmes during the year. As well as the online service, a number of promotional meetings were held across Wales during the year.

Support Service

Additional support is available for viewers through the Support Service on the S4C website. The service now has over 85 categories and articles with information under six headings - Health, Life, Mind, Relationship, Growing Up and Voluntary Focus. Objective information is provided in relation to over 272 organisations across all sectors in Wales and the UK. Concise details are provided, as well as at

least one way of contacting each one of them, and information is provided about more than 76 services available to website users including legal, mental health, sexual health and local drug and alcohol support services across Wales.

During the year, particular information and details were given over the phone or online regarding a large number of subjects relating to health and welfare.

Gwifren Gwylwyr (Viewers' Hotline)

Viewers can contact S4C directly by either phoning, emailing or sending a letter to Gwifren Gwylwyr. The contact details for Gwifren Gwylwyr are available at the back of this report.

Gwaith ymchwil ar berfformiad S4C yn 2011

Defnydd a Chyrhaeddiad

1. Sicrhau cynnydd yng nghyrhaeddiad y sianel, ymysg holl wylwyr a siaradwyr Cymraeg. (Mae'r targed hwn yn cyfeirio at Gymru, ond byddwn yn adrodd yn ogystal ar ffigurau ar gyfer y DU)
2. Cynnydd o 10% i wylwyr ar-lein i gynnwys S4C ar Clic ac iPlayer.
3. 80 rhaglen i gael cyrhaeddiad o dros 100,000 o wylwyr.

Cyrhaeddiad yw'r term a ddefnyddir ar gyfer nodi faint o bobl unigol sy'n gwylwio gwasanaethau S4C ar deledu dros gyfnod penodol.

Mae'r mesur cyrhaeddiad safonol a ddefnyddir gan ddarlledwyr ym Mhrydain ar hyn o bryd yn gyfyngedig i wylwyr o'r gwasanaeth teledu, ac nid yw'n cynnwys defnydd o gynnwys ar lwyfannau digidol. Mae defnydd o gynnwys S4C ar lwyfannau digidol yn ystyriaeth bwysig, ac fe fyddwn yn adrodd ar hyn hefyd.

Mesur safonol y diwydiant teledu masnachol ar gyfer cyrhaeddiad yw'r nifer o bobl sydd wedi gwylwio rhaglen am o leiaf 3 munud yn olynol mewn wythnos. Dyma'r mesur sydd wedi ei ddefnyddio gan S4C yn y gorffennol, ac sy'n dal i gael ei ddefnyddio gan ddarlledwyr megis ITV. Mae darlledwyr eraill hefyd yn defnyddio mesuryddion gwahanol. Er enghraifft, mae'r BBC yn defnyddio mesur o wylwyr am o leiaf 15 munud yn olynol yn wythnosol, ac mae Channel 4 yn defnyddio o leiaf 15 munud olynol misol.

Yn dilyn ystyriaeth o'r amryw fesuryddion, mae'r Awdurdod wedi cymeradwyo'r mesur 15 munud olynol misol fel targed addas ar gyfer gwasanaeth S4C. Yn ogystal â'r mesur 15 munud misol, byddwn yn adrodd ar y mesurau 15 munud a 3 munud wythnosol er mwyn rhoi cyd-destun hanesyddol a chysondeb gydag arfer y BBC.

Cyrhaeddiad 15 munud misol	2011	2010
Ar draws y DU :	803,000	797,000
Yng Nghymru :	635,000	607,000

Siaradwyr Cymraeg yng Nghymru:	276,000	241,000
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Cyrhaeddiad 15 munud wythnosol	2011	2010
Ar draws y DU:	390,000	381,000
Cymru	325,000	309,000

Siaradwyr Cymraeg yng Nghymru:	178,000	149,000
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Cyrhaeddiad 3 munud wythnosol	2011	2010
Ar draws y DU:	618,000	616,000
Yng Nghymru:	474,000	467,000

Siaradwyr Cymraeg yng Nghymru:	223,000	197,000
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Cyrhaeddiad blynyddol 3 munud
(sef y nifer o bobl unigol sydd wedi tiwnio mewn i wasanaeth S4C rywbryd yn ystod y flwyddyn)

	2011	2010
Ar draws y DU	5,261,000	5,334,000
Yng Nghymru	2,007,000	2,002,000

Defnydd Ar-lein o gynnwys S4C

Cafwyd cynnydd sylweddol eto yn 2011 yn y nifer o bobl fu'n gwylwio rhaglenni byw a rhaglenni wedi eu recordio ar wasanaeth 'Clic' ar wefan S4C, a drwy wasanaeth iPlayer y BBC. Fe fu 2.5 miliwn o sesiynau gwylwio yn 2011 - 58% yn fwy nag yn 2010. Mae gwaith ymchwil, gan gwmnïau megis Kantar Media (2010) yn dangos fod cynulleidfa ar-lein S4C yn tueddu i fod yn iau na'r gynulleidfa ar gyfer y gwasanaeth teledu.

Sesiynau Gwylwio ar-lein

2010 2011



Research work on S4C's performance in 2011

Usage and Reach

1. Ensure an increase in the reach of the channel, among all viewers and Welsh speakers. (This target refers to Wales, but we will also report on figures for the UK)
2. Increase of 10% in online viewing of S4C content on Clic and iPlayer.
3. 80 programmes to achieve a reach of over 100,000 viewers.

Reach is the term used to indicate how many individuals watch S4C's services on television over a particular period.

The standard reach measurement used by broadcasters in Britain is limited to television viewing and does not include the use of content on digital platforms. The use made of S4C content on digital platforms is an important consideration and we will also report on such usage.

The standard reach indicator for the commercial television industry is the number of people who have watched a programme for at least 3 minutes consecutively during a week. This is the measurement that has been used by S4C in the past and is still used by broadcasters such as ITV. Other measurements are also in use by different broadcasters. The BBC, for example, measures at least 15 minutes of consecutive viewing on a weekly basis and Channel 4 measures at least 15 consecutive minutes on a monthly basis.

Following consideration of the various metrics, the Authority has approved the 15 consecutive minute monthly measurement as an appropriate target for the S4C service. We will also report on the 15-minute and 3 minute weekly measures to provide historical context and consistency with BBC practice.

15 minute monthly reach	2011	2010
Across the UK:	803,000	797,000
In Wales:	635,000	607,000

Welsh Speakers in Wales:	276,000	241,000
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15 minute weekly reach	2011	2010
Across the UK:	390,000	381,000
In Wales:	325,000	309,000

Welsh Speakers in Wales:	178,000	149,000
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3 minute weekly reach	2011	2010
Across the UK:	618,000	616,000
In Wales:	474,000	467,000

Welsh Speakers in Wales:	223,000	197,000
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Annual 3 minute Reach

(the total number of individuals who have tuned in to the S4C service at some point during the year)

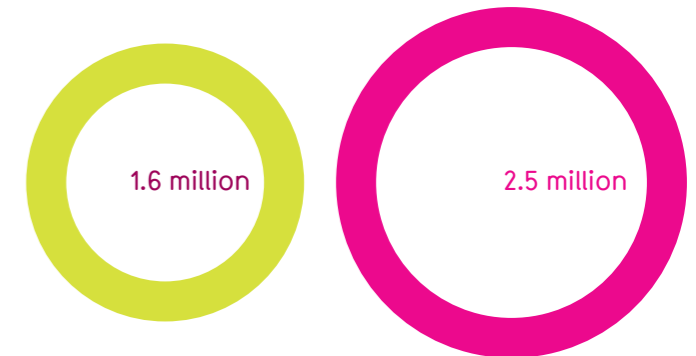
	2011	2010
Across the UK	5,261,000	5,334,000
In Wales	2,007,000	2,002,000

The use of S4C content online

There was a further substantial increase in 2011 in the number of people who watched live and recorded programmes on the 'Clic' service on S4C's website and through the BBC's iPlayer. There were 2.5 million viewing sessions in 2011 - 58% more than in 2010. Research, by companies such as Kantar Media (2010) shows that S4C's online audience tends to be younger than the television audience.

On-line viewing Viewing Sessions

2010 2011



Bu defnydd sylweddol i wefannau S4C yn ystod 2011. Dyma 10 safle we uchaf ar gyfer 2011:

	Hafan	Ymweliadau
1.	Clic	972,945
2.	Cyw	545,886
3.	Tudalen Cartref S4C	585,060
4.	Amserlen	229,603
5.	Stwnsh	102,740
6.	Chwilio	101,589
7.	Sgorio	97,581
8.	Y Wasg	75,196
9.	Rygbi	69,612
10.	Dysgwyr	62,135

Ffynonellau: Multistream, Sawmill, Nielsen On-line

80 rhaglen i gael cyrhaeddiad o dros 100,000 o wylwyr

Mae'r Awdurdod yn awyddus i sicrhau fod nifer teilwng o raglenni yn rhoi cyfleoedd ar gyfer gwyllo torfol yn ystod y flwyddyn, ond gan sicrhau nad yw hyn yn digwydd ar draul pwrpas darlledu gwasanaeth cyhoeddus y sianel.

Er mwyn ceisio dangos yr amrediad eang o genres a rhaglenni sy'n denu cynulleidfaoedd teilwng, heb o anghenraid fod dros 100,000, ceir rhestr ar dudalen 62-65 o raglenni mwyaf poblogaidd pob genre.

Yn ystod 2011, cafodd 112 o raglenni S4C gynulleidfa o 100,000 o gyrhaeddiad 3 munud neu fwy. Y nifer yn ystod 2010 oedd 84 rhaglen. Chwaraeon a digwyddiadau yw'r genres mwyaf amlwg yma, ond mae cyfresi drama (Pobol y Cwm), ffilm (Patagonia), adloniant (Jonathan a Rhydian) a hefyd rhaglenni ffeithiol (Clwb Rygbi Shane) yn cyrraedd y rhestr.

Y rhaglen gafodd y gynulleidfa fwyaf oedd y gêm bêl-droed rhwng Caerdydd a Stoke City yng nghystadleuaeth Cwpan yr FA - a ddenodd 607,000 o wylwyr yn gyfan gwbl.

Substantial use was made of S4C's websites during 2011. This is a list of the ten most visited websites during 2011:

	Page	Visits
1.	Clic	972,945
2.	Cyw	545,886
3.	Tudalen Cartref S4C	585,060
4.	Amserlen	229,603
5.	Stwnsh	102,740
6.	Chwilio	101,589
7.	Sgorio	97,581
8.	Y Wasg	75,196
9.	Rygbi	69,612
10.	Dysgwyr	62,135

Source: Multistream, Sawmill, Nielsen On-line

80 programmes with a reach of over 100,000 viewers

The Authority is eager to ensure that a sizeable number of programmes provide opportunities to attract substantial audiences during the year, but to ensure that this is not achieved to the detriment of the public service purpose of the channel.

In order to try and demonstrate the wide spectrum of genres and programmes that attract sizeable audience figures, not necessarily over 100,000, the most popular programmes in every genre are listed at page 62-65.

In 2011, 112 of S4C's programmes achieved a 3 minute or more reach of 100,000 or over. There were 84 such programmes in 2010. Sport and Events are the most prominent genres here, but drama series (Pobol y Cwm), films (Patagonia), entertainment (Jonathan and Rhydian) and also factual programmes (Clwb Rygbi Shane) have also reached the list.

The FA Cup football match between Cardiff City and Stoke City had the biggest audience - attracting 607,000 viewers in total.

Ansawdd

4. Gwerthfawrogiad o raglenni S4C i fod cystal â rhaglenni'r prif ddarlledwyr cyhoeddus eraill yng Nghymru, ymysg siaradwyr Cymraeg.
5. S4C i gael ei ystyried fel "Y Sianel i Gymru", gyda chryfderau uwchlaw sianeli eraill wrth adlewyrchu Cymru a'r Cymry.
6. Gwerthfawrogiad a defnydd da o'r gwasanaethau ar gyfer plant.

Gwerthfawrogiad "AI"

Defnyddir mesur gwerthfawrogiad o raglenni S4C fel sail i fesur ansawdd y gwasanaeth. Cyfeirir at y mesur hwn fel mesur 'AI' ("Appreciation Index").

Yn ystod 2011, fe gafodd rhaglenni Cymraeg S4C sgôr gwerthfawrogiad cyfartaledd o 79 ymysg siaradwyr Cymraeg tra cafodd sianeli eraill* sgôr o 77.

79

77

Ffynhonnell: Kantar Media

Ymysg y Di-Gymraeg mae'r sgoriau yn 80 i S4C a 78 i sianeli eraill*.

80

78

Ffynhonnell: Kantar Media

*Sianeli eraill = BBC1, BBC2 ac ITV1 yng Nghymru

Mae gwaith ymchwil Tracio Delwedd SPA hefyd yn nodi fod gwelliannau wedi bod yn ystod y flwyddyn yn y meysydd canlynol:

- adlewyrchu Cymru,
- ehangu o ran apêl,
- cael delwedd a golwg gyfoes,
- hysbysebu sy'n gofiadwy, a
- gwelliannau yng nghryfderau pob genre o raglenni.

Ffynhonnell: SPA, Tachwedd a Rhagfyr 2011

Gwerthfawrogiad a defnydd da o wasanaethau plant

Mae gwasanaethau plant S4C yn parhau i gael eu gwerthfawrogi gan blant a rhieni.

Mae rhaglenni plant ar Clic yn llwyddo i ddenu nifer sylweddol o sesiynau gwyllo. Yn 2011 roedd y nifer o sesiynau gwyllo wedi cynyddu i 797,192 (2010 – 263,947). Roedd ffigwr 2011 yn cyfateb i 31% o'r holl sesiynau gwyllo i raglenni ar Clic. Mae hyn yn awgrymu fod y gynulleidfa darged yn gwneud defnydd o gynnwys ar lwyfannau digidol.

Roedd dros 100,000 o bobol yn gwyllo gwasanaeth Cyw yn fisol yng Nghymru yn 2011, ac 125,000 yn gwyllo'r gwasanaeth ar gyfer plant dros 6 oed.

Cynhaliodd adran ymchwil S4C dau brosiect ar Cyw yn ystod hanner cyntaf 2011 – roedd canlyniadau'r ddau yn dangos fod canmoliaeth mawr i'r gwasanaeth ymysg plant a rhieni, a bod canfyddiad ymysg rhieni ei fod yn llwyddo i fod yn addysgiadol ac yn adloniadol. Roedd athrawon yn canmol yr arlwy o safbwynt addysgiadol, ac yn defnyddio adnoddau Cyw yn yr ysgolion.

Fe ddaeth dros 8,000 o blant a rhieni i weld sioe deithiol Nadolig Cyw yng Nghaernarfon, Caerfyrddin, Dolgellau, Wrecsam a Chaerdydd ac amcangyfrifir bod 4,920 wedi mynychu sioeau Cyw a Stwnsh yn Eisteddfod yr Urdd Abertawe a bron i 6,000 yn yr Eisteddfod Genedlaethol yn Wrecsam.

Quality

4. Appreciation of S4C's programmes amongst Welsh speakers to be equivalent to that of programmes of the other main public service broadcasters in Wales.
5. S4C to be considered as "The Channel for Wales" with strengths above other channels when reflecting Wales and the Welsh people.
6. Appreciation and good use of the services for children.

Appreciation "AI"

An appreciation measurement of S4C's programme is used as a means of measuring the quality of the service. This measurement is referred to as an 'AI' ("Appreciation Index").

In 2011, S4C's Welsh language programmes achieved an average appreciation score of 79 amongst Welsh speakers, compared with a score of 77 for other channels*.

79

77

Source: Kantar Media

Amongst non-Welsh speakers, the scores are 80 for S4C and 78 for other channels*.

80

78

Source: Kantar Media

*Other channels = BBC1, BBC2 ac ITV1 in Wales

The SPA Image Tracking service research also notes that there were improvements in the following areas during the year:

- reflecting Wales,
- extending the channel's appeal,
- having a contemporary look and image,
- memorable advertising, and
- improvements in the strength of all genres of programmes.

Source: SPA, November and December 2011

Appreciation and good use of children's services

S4C's children's services continue to be appreciated by children and parents.

Children's programmes on the Clic service succeed in attracting a high number of viewing sessions. In 2011, the number of viewing sessions had increased to 797,192 (2010 – 263,947). The figure in 2011 corresponds to 31% of all the viewing sessions to programmes on Clic. This suggests that the target audience makes use of content on digital platforms.

Over 100,000 people a month in Wales watched the Cyw service in 2011 and 125,000 watched the service for children over the age of 6.

S4C's research team conducted two projects relating to Cyw during the first part of 2011 – the results of both projects show that there is high praise for the service amongst children and parents and that there is a perception amongst parents that it succeeds in being educational and entertaining. Teachers praised the provision in an educational context and used Cyw's resources in schools.

Over 8,000 children and parents visited Cyw's Christmas show in Caernarfon, Carmarthen, Dolgellau, Wrexham and Cardiff and it is estimated that 4,920 attended the Cyw and Stwnsh shows at the Urdd Eisteddfod in Swansea and nearly 6,000 at the National Eisteddfod in Wrexham.

Effaith

- S4C i gael effaith gadarnhaol ar ddatblygiad yr iaith Gymraeg ac ymwybyddiaeth pobl o ddiwylliant Cymru.
- Cael canfyddiad ymysg Dysgwyr o'r Gymraeg fod S4C yn darparu ar eu cyfer yn llwyddiannus gyda rhaglenni a gwasanaethau addas

Mae gwerthuso'r effaith y mae cynnwys S4C yn ei gael yn asesiad ansoddol, sy'n cymryd i ystyriaeth nifer o ffynonellau data. Nodir isod nifer o'r ffynonellau data y mae'r Awdurdod yn eu defnyddio er mwyn asesu effaith gwasanaethau S4C, a chanfyddiad yr Awdurdod o'r effaith yn ystod 2011.

Cynrychioli ac Adlewyrchu Cymru

Mae S4C yn parhau i gael ei gweld yn glir gan wylwyr Cymraeg fel 'Y Sianel i Gymru', gyda chryfderau uwchlaw sianeli eraill ym meysydd digwyddiadau o Gymru, chwaraeon o safon, dangos y gerddoriaeth orau o Gymru, a rhaglenni dogfen perthnasol i bobl Cymru. Mae "dangos rhaglenni ffermio o safon" hefyd yn gryfder i S4C, mwy felly nac unrhyw sianel arall.

Mae S4C hefyd yn cael ei gweld gan wylwyr Cymraeg i fod uwchlaw'r sianeli gwasanaeth cyhoeddus eraill yng Nghymru o ran bod yn sianel sydd ag ymrwymiad arbennig i raglenni plant. Mae hyn yn dangos gwerthfawrogiad y gynulleidfa o wasanaethau Cyw a Stwnsh.

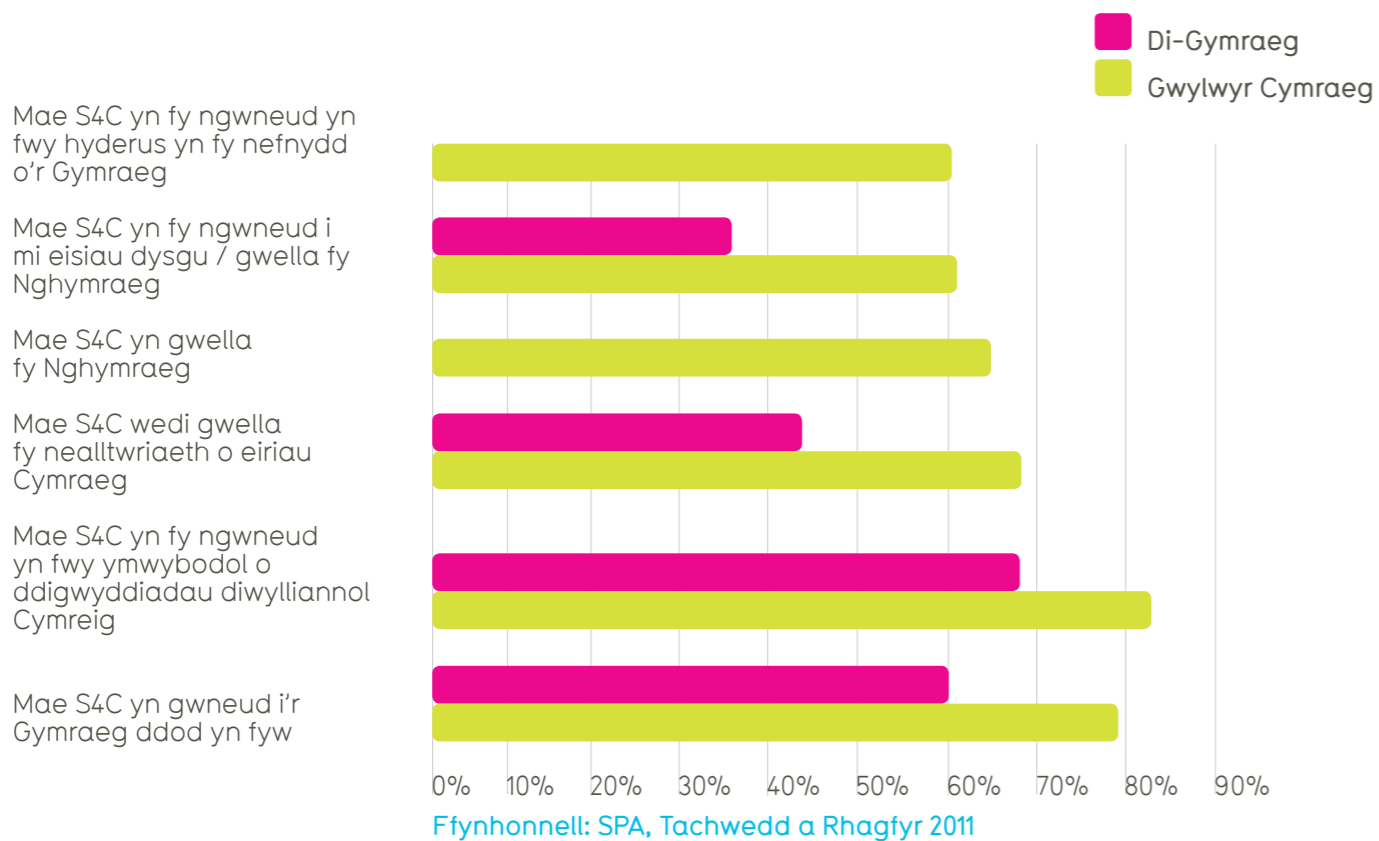
Mae S4C, fel yn y blynyddoedd a fu, ymhell uwchlaw sianeli eraill o ran adlewyrchu Cymru gyfoes a Chymru wledig a dangos 'rhaglenni am fy rhan i o Gymru' a "dangos sut beth yw hi i fyw yng Nghymru".

Ffynhonnell: SPA, Tachwedd a Rhagfyr 2011

Effaith S4C ar Iaith a Diwylliant

Roedd tystiolaeth gref ar ddechrau 2011 fod pobl yn teimlo fod S4C wedi chwarae rhan bwysig yn eu defnydd a'u dealltwriaeth o'r iaith Gymraeg, a diwylliant Cymru yn ogystal (Ymchwil Iaith a Diwylliant, Beaufort Research, mis Mawrth 2011).

Wrth ofyn yr un math o gwestiynau ym mis Tachwedd a Rhagfyr, ar wasanaeth Tracio Delwedd SPA, mae'n amlwg fod y gred yn parhau, gyda sgoriau cytundeb uchel i'r datganiadau canlynol: -



Impact

- S4C to have a positive impact on the development of the Welsh language and people's awareness of the culture of Wales.
- Achieve a perception amongst those learning Welsh that S4C successfully provides appropriate programmes and services for them.

Evaluating the effect of S4C's content is a qualitative assessment, taking into consideration a number of data sources. A number of the data sources used by the Authority to assess the effect of S4C's services and the Authority's assessment of their impact in 2011 are noted below.

Representing and Reflecting Wales

S4C continues to be seen clearly as 'The Channel for Wales' by Welsh speaking viewers with strengths above other channels in events from Wales, quality sport, showing the best music from Wales and documentaries relevant to the people of Wales. "Showing quality farming programmes" is also a strength for S4C more than any other channel.

S4C is also rated by Welsh speaking viewers higher than other public service broadcasters in having a special commitment to children's programmes. This also shows the audience's appreciation of the Cyw and Stwnsh services.

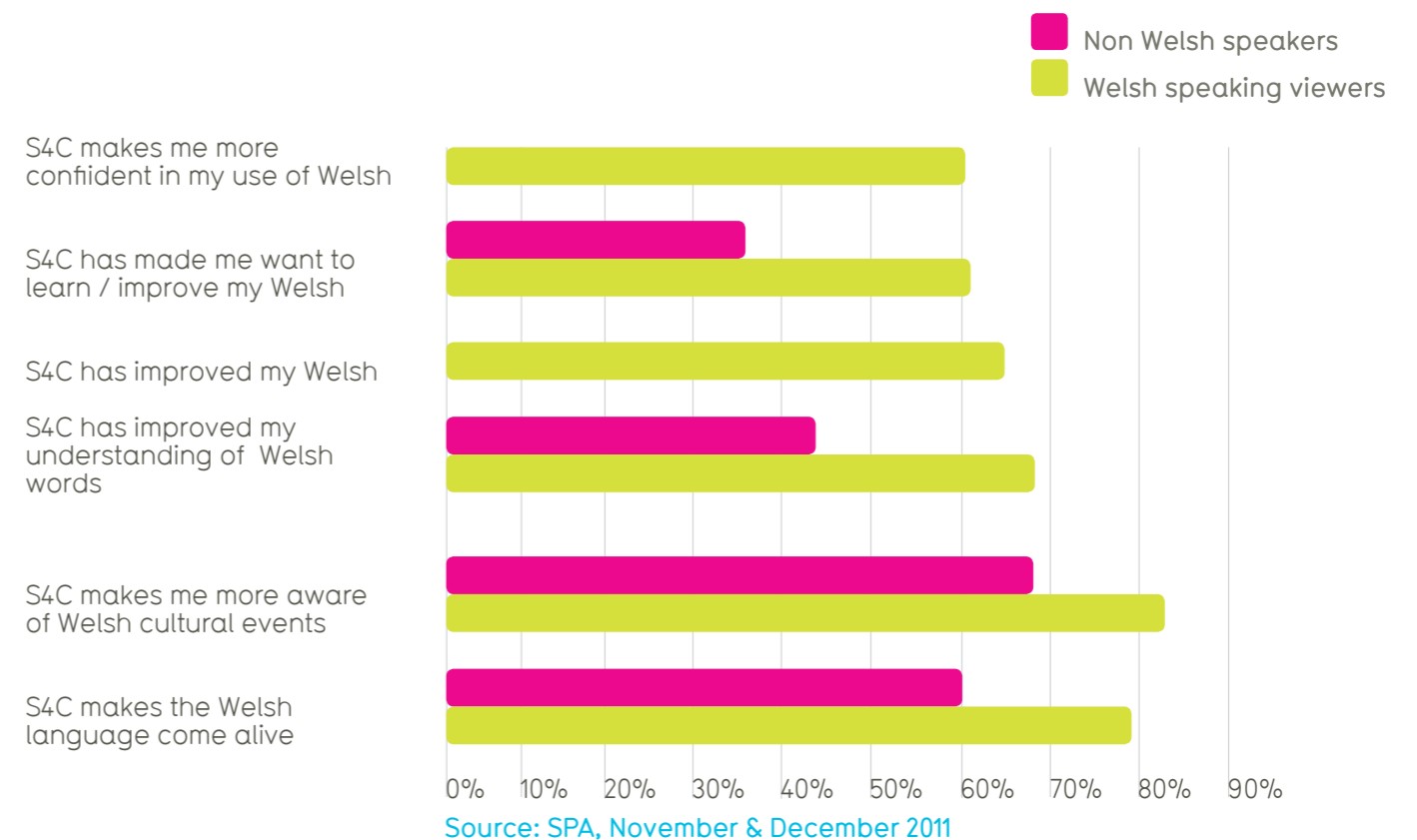
As in past years, S4C is seen to be significantly above other channels in reflecting contemporary Wales and rural Wales and in showing programmes "about my area of Wales" and "showing what it's like to live in Wales".

Source: SPA, November & December 2011

S4C's impact on the Language and Culture

At the beginning of 2011 there was clear evidence that people felt that S4C had played an important part in their use and understanding of the Welsh language as well as the culture of Wales (Language and Culture Research, Beaufort Research, March 2011).

When asked the same type of questions in November and December as part of the SPA Image Tracking Survey, it is clear that this belief remains, with high agreement scores to the following statements: -



Partneriaethau

Mae cyd-weithio mewn partneriaeth â chyrrff eraill yn ddull allweddol o weithredu wrth geisio sicrhau'r effaith fwyaf cadarnhaol posibl ar yr iaith a'r diwylliant. Cafwyd cydnabyddiaeth gyhoeddus gan yr Urdd o werth eu partneriaeth gydag S4C ar sawl lefel, a hefyd gynnabyddiaeth o'r budd a ddaw i'r gymuned amaethyddol yn sgil partneriaeth S4C â'r Gymdeithas Amaethyddol Frenhinol.

Bu perthynas glos a gweithredol hefyd gyda Mudiad Meithrin a'r Mentrau Iaith, Twf, yr Eisteddfod Genedlaethol, Cyngor Llyfrau Cymru, Llenyddiaeth Cymru, y Llyfrgell Genedlaethol, Cwmni Opera Cenedlaethol Cymru a'r Amgueddfa Genedlaethol. Bu cydweithio agos hefyd gyda Merched y Wawr, Mudiad Ffermwyr Ifanc a Chymdeithas y Dysgwyr. Roedd S4C yn aelod o grŵp Prif Bartneriaid Bwrdd yr Iaith Gymraeg ac yn rhan o Grŵp Cynghori'r Gweinidog ar y Strategaeth Iaith. Cyfrannwyd at waith Rhwydwaith Llythrennedd yn y Cyfryngau Cymru gydol y flwyddyn. Comisiynwyd pum ffilm fer mewn cydweithrediad â Gŵyl Ffresh. Bu staff S4C yn mentora a gweithredu fel aelodau o fyrdau sefydliadau celfyddydol dan bartneriaeth gydag Arts and Business Cymru.

Partneriaeth werthfawr a sefydlwyd yn 2011 oedd y cytundeb i weithio ar y cyd gyda Phrifysgol Bangor i gynnal gwaith ymchwil gan fyfyrwr doethuriaeth i effaith gwasanaeth Cyw ar ddatblygiad ieithyddol plant. Gobeithir y bydd y gwaith hwn yn cynorthwyo S4C a'i chyflenwyr i ddatblygu ymhellach y ddarpariaeth aml-gyfryngol ar gyfer plant.

Y Gymraeg a'r Cyfryngau Newydd

Fel rhan o ymrwymiad Awdurdod S4C i ddatblygu strategaeth ar gyfer cyfryngau digidol, cynhaliwyd gweithdy agored ym mis Ionawr 2011 i drafod rôl S4C o fewn y cyfryngau digidol, ac yn sgil hyn sefydlwyd Fforwm o wyth o unigolion profiadol o dan gadeiryddiaeth aelod o'r Awdurdod, Dyfrig Jones.

Ym mis Medi 2011, cyhoeddwyd adroddiad cyntaf y Fforwm.

Ymhlith prif argymhellion y Fforwm roedd:

- Ail-ddiffinio pwmpas craidd y sianel o ddarparu 'gwasanaethau teledu' i gynnwys 'ar draws ystod o gyfryngau gwahanol.'
- Sicrhau fod strategaethau comisiynu digidol a masnachol manwl yn cael eu llunio fel rhan o'r gwaith datblygu ar y gwasanaeth newydd.
- Buddsoddi mewn cynnwys ar-lein drwy Gronfa Ddigidol S4C.

Ymgynghorwyd yn eang ynglŷn â chynnwys yr Adroddiad a bydd adroddiad terfynol y Fforwm, a fydd yn ymateb i ganlyniadau'r ymgynghoriad yn cael ei gyhoeddi yn fuan.

Ceir rhagor o wybodaeth am aelodau a gwaith y Fforwm ar y wefan s4c.co.uk.

Sgiliau

Mae S4C yn rhan greiddiol o bartneriaeth Fframwaith Hyfforddi Creative Skillset Cymru. Yn 2011, fe gyfrannodd S4C £420,000 i'r Fframwaith a Cyfle, gyda'r arian yn mynd tuag at amrywiaeth o gynlluniau ar gyfer hyfforddi pobol yn y sector gynhyrchu yng Nghymru. Darparwyd nifer o'r cyrsiau hyn gan Cyfle ac eraill gan gwmnïau cydnabyddedig. Yn ystod y ddwy flynedd ddiwethaf, mae cyfraniad ariannol S4C wedi galluogi sicrhau £1.3 miliwn o fuddsoddiad ychwanegol gan Creative Skillset, Llywodraeth Cymru a phartneriaid eraill yn y diwydiant, gan gynnwys cwmnïau cynhyrchu annibynnol. Mae bron i 900 o weithwyr, pobol sy'n gweithio ar eu liwt eu hunain a phobol sy'n dechrau yn y diwydiant, wedi elwa o'r buddsoddiad hwn. Yn ogystal â'r buddsoddiad ariannol, mae S4C â pholisi sy'n sicrhau, wrth wobrwyo cytundebau comisiynu, fod pob cwmni cynhyrchu yn cyflwyno cynllun hyfforddi.

Amrywiaeth

Fel darlledwr, mae gan S4C ddyletswydd i sicrhau fod cynnwys y sianel yn portreadu'r gynulleidfa, a'r amrywiaeth o bobl sy'n bodoli o fewn y gynulleidfa. Fel cyfrwng torfol cenedlaethol mae gwasanaeth S4C yn arf pwysig er mwyn rhoi llwyfan i bobl a chymunedau o bob cefndir. Er bod portreadu amrywiaeth wedi bod yn ymrwymiad am nifer o flynyddoedd, mae'r Awdurdod yn cydnabod bod rhagor o waith i'w wneud er mwyn sicrhau bod amrywiaeth y gynulleidfa yn cael ei bortreadu yng nghynnwys S4C.

Partnerships

Collaborating in partnership with other organisations is a key method of operation when trying to ensure the most positive impact possible on the language and culture. There was public recognition by the Urdd of the value of their partnership with S4C on several levels, and also recognition of the value to the agricultural community as a result of S4C's partnership with the Royal Welsh Agricultural Society.

There was also a close and active relationship with Mudiad Meithrin and the Mentrau Iaith, Twf, the National Eisteddfod, Welsh Books Council, Literature Wales, the National Library of Wales, the Welsh National Opera and the National Museum Wales. There was also close cooperation with Merched y Wawr, Wales YFC and Cymdeithas y Dysgwyr (Welsh Learners' Society). S4C was a member of the Welsh Language Board's Main Partners' Board and a member of the Ministerial Advisory Board on the Welsh Language Strategy. A contribution towards the work of the Wales Media Literacy Network was made throughout the year. Five short films were commissioned in cooperation with the Ffresh Festival. As part of Arts & Business Cymru's activities, S4C staff acted as mentors and members of boards of a number of cultural institutions.

One valuable partnership established in 2011 was the agreement to work in collaboration with Bangor University to support research work by PHD students on the effect the Cyw service has on the linguistic development of children. It is hoped that this work will assist S4C and its providers to further develop multimedia provision for children.

The Welsh Language and New Media

As part of the S4C Authority's commitment to develop a strategy for digital media, an open workshop was held in January 2011 to discuss S4C's role within the digital media, following which a Forum of eight experienced individuals was established under the chairmanship of Dyfrig Jones, a member of the Authority.

The Forum's first report was published in September 2011.

The Forum's main recommendations included:

- Re-defining the channel's core purpose of providing 'television services' to include 'a range of different media.'
- Ensuring that detailed digital and commercial strategies are established as part of the work of developing the new service.
- Investing in on-line content through the S4C Digital Fund.

The Authority consulted widely on the contents of the report, and the Forum's final report, which will respond to the results of the consultation, will be published in the near future.

More information about the members and the Forum's work can be found on the website, s4c.co.uk.

Skills

S4C provides a core element of Creative Skillset Cymru's Training Framework. In 2011, S4C contributed £420,000 to the Framework and Cyfle with the money going towards training people in the production sector in Wales. A number of these courses were provided by Cyfle and other by accredited companies. During the past two years, S4C's financial contribution has enabled an additional £1.3m to be secured from Creative Skillset, the Welsh Government and other industry partners including the Welsh independent production companies. Almost 900 employees, freelancers and new entrants have benefitted from the investment. In addition to the financial investment, S4C has a policy to ensure that every production company provides a training plan as commissioning contracts are awarded.

Diversity

As a broadcaster, S4C has a duty to ensure that the channel's content portrays the audience and the diversity of people who exist within that audience. As a national mass medium, S4C is an important tool to give prominence to communities and people of all backgrounds. Although portraying diversity has been a commitment for many years, the Authority acknowledges that more work is needed to ensure that the diversity of the audience is portrayed in S4C's content.

Sicrhau Gwerth am Arian

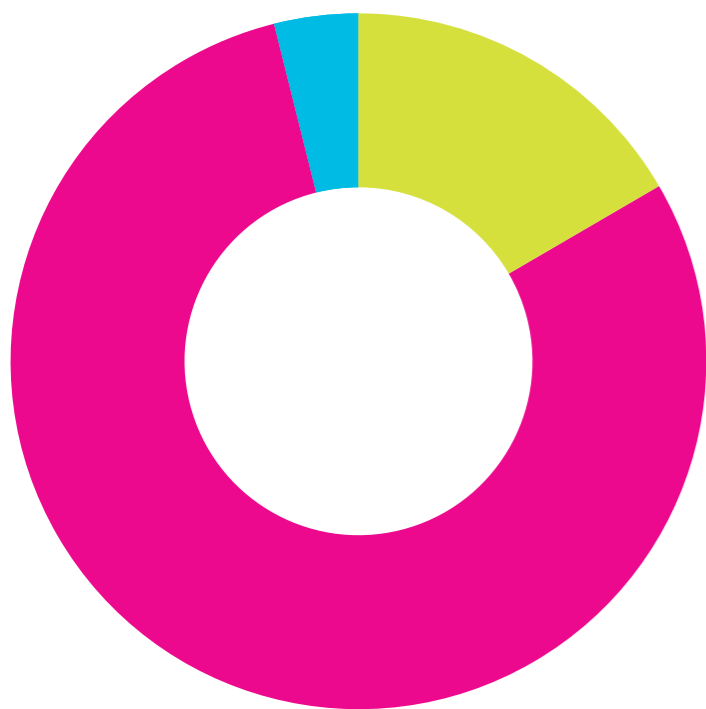
9. Sicrhau bod gwasanaethau S4C yn darparu gwerth am arian i'r gynulleidfa.

Mae Awdurdod S4C wedi ymrwymo i sicrhau fod y buddsoddiad ariannol a wneir yng ngwasanaethau S4C yn darparu'r gwasanaeth gorau posibl a'r gwerth gorau posibl am arian ar gyfer y gynulleidfa.

Mae'r siart isod yn dangos dyraniad gwariant S4C yn ystod 2011.

Ceir rhagor o wybodaeth yn y Gyfrif Elw a Chollod Cyfun yn y Datganiad Ariannol.

- 79% o wariant cronfa gyhoeddus S4C wedi ei fuddsoddi mewn rhaglenni a gomisiynwyd.
- 17% yn ymwneud â chostau yn cynnwys costau technegol (er enghraifft, darlledu, dosbarthu a throsglwyddo), gwasanaethau mynediad (megis isdeitlo a sain ddisgrifio), cyfathrebu a marchnata, ymchwil, costau comisiynu a thrwyddedau darlledu.
- 4% o gronfa gyhoeddus S4C yn cael ei wario ar gostau gweithredu a gweinyddu – h.y. gorbennion.



- Rhaglenni a gomisiynwyd gan S4C
- Costau'n ymwneud â'r Gwasanaeth Rhaglenni
- Costau gweithredu a gweinyddu

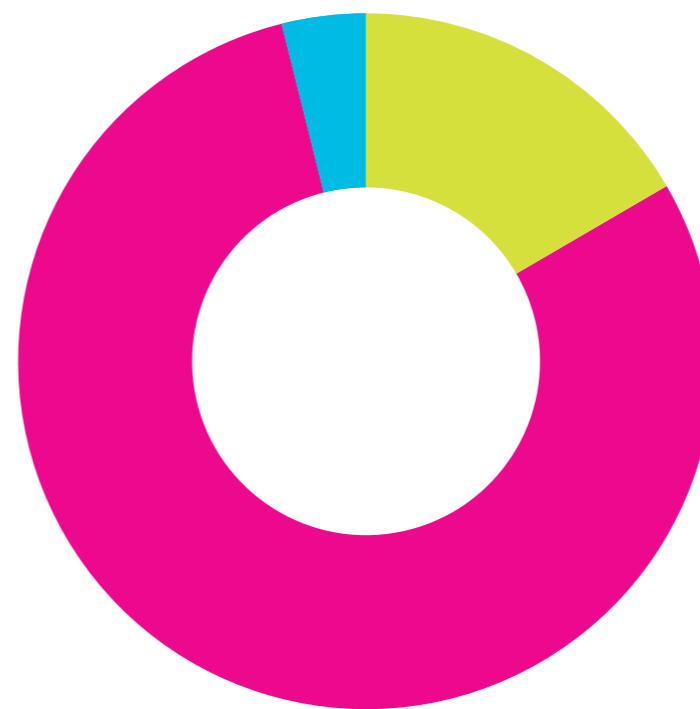
Ensuring Value for Money

9. Ensure that S4C's services provide value for money to the audience.

The S4C Authority is committed to ensure that the financial investment made in the S4C service provides the best possible service and the best possible value for money for the audience. The chart below shows the allocation of S4C's spending during 2011.

Further information can be found in the Consolidated Profit and Loss Account in the Statement of Accounts.

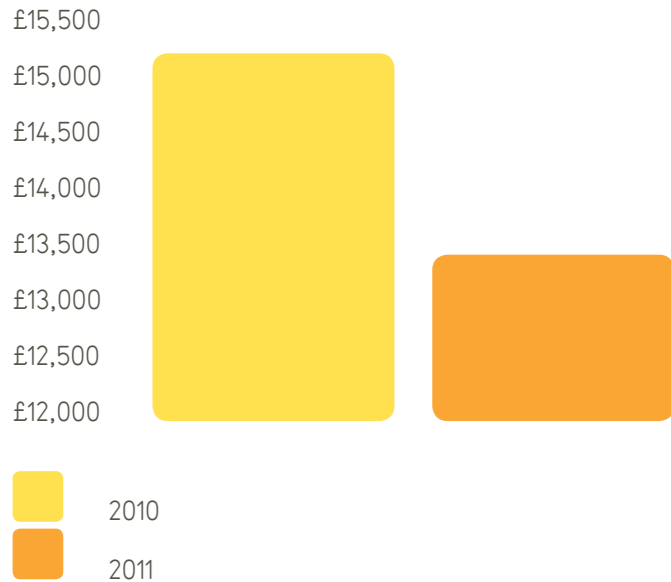
- 79% of the expenditure of S4C's public fund was invested in commissioned programmes.
- 17% related to costs including technical costs (such as playout, distribution and transmission of S4C's services), access services (such as subtitling and audio description), communications and marketing, research, commissioning costs, and broadcast licences.
- 4% of S4C's public fund expenditure related to operational and administration costs – i.e. S4C's overheads.



- Programmes commissioned by S4C
- Costs associated with the Programme Service
- Operational and administration costs

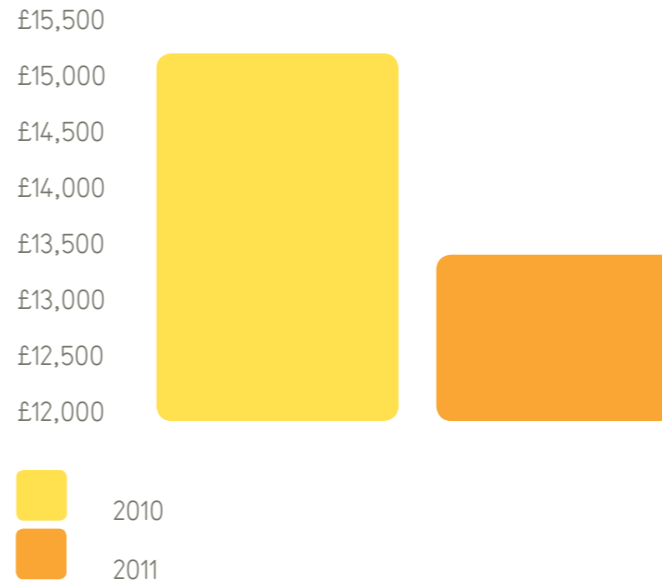
Cost yr Awr Cynnwys S4C

Mae'r siart isod yn dangos fod cost yr awr darparu cynnwys S4C wedi gostwng o £15,197 yn 2010 i £13,366 yn 2011.



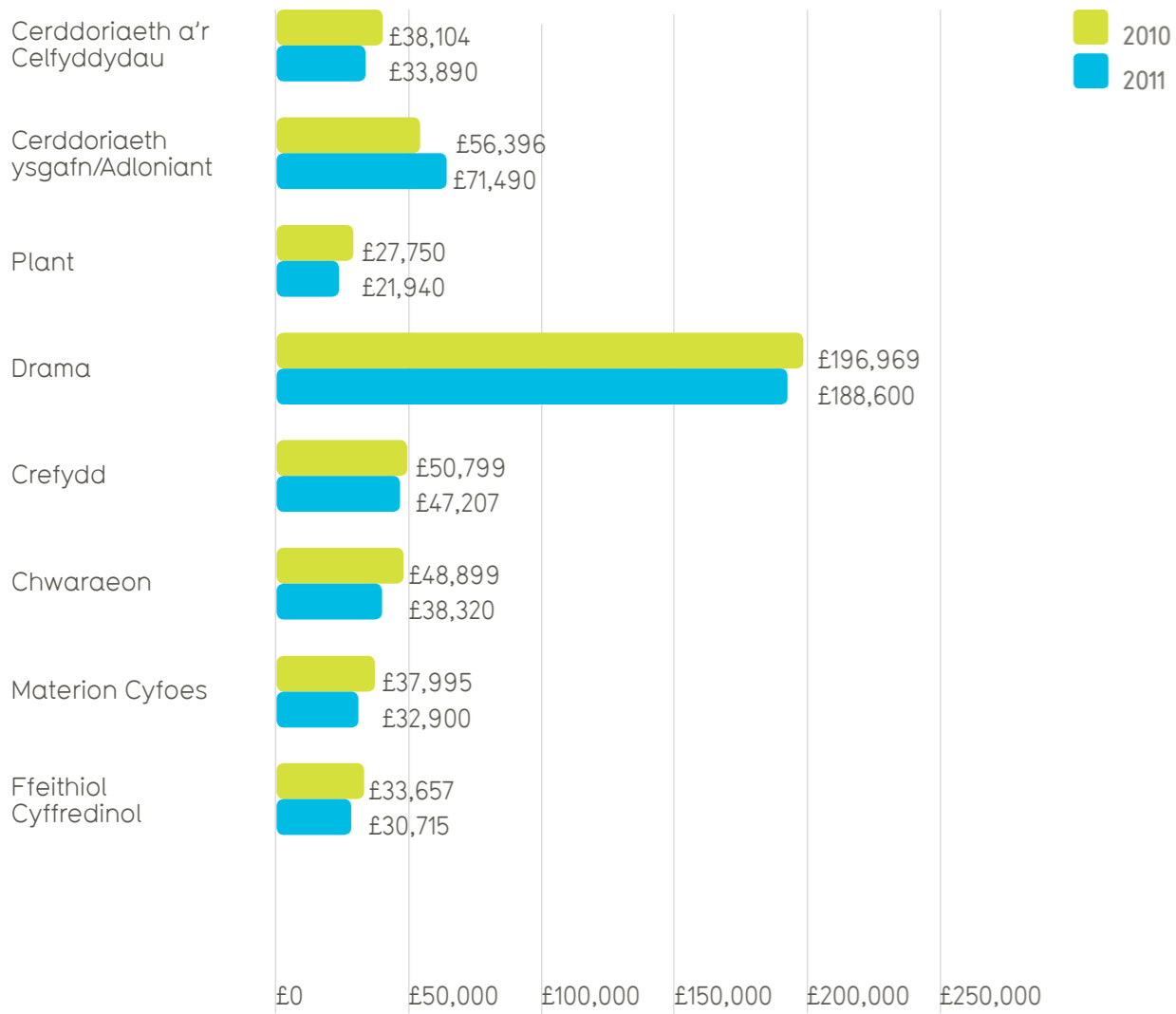
S4C's Content Cost Per Hour

The chart below shows that the cost per hour of S4C's content has decreased from £15,197 in 2010 to £13,366 in 2011.



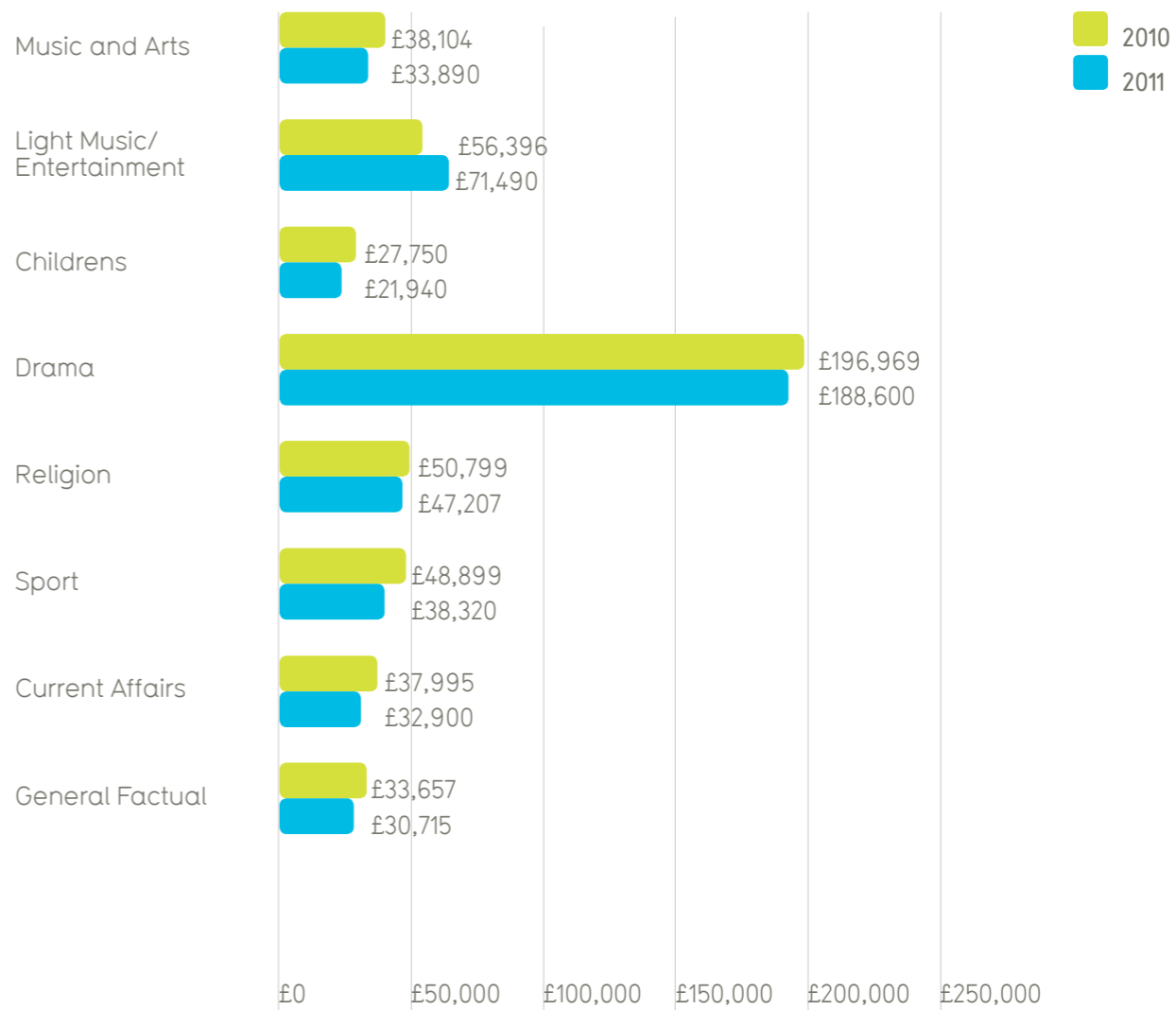
Cost fesul genre

Mae'r dadansoddiad isod yn dangos yr hyn sy'n cael ei wario, ar gyfartaledd, ar wahanol fathau o raglenni newydd a gomisiynir. Gellir cymharu'r ffigurau hyn gyda ffigurau cyfartaledd gan ddarlledwyr eraill ar draws y DU ac ar draws y byd. Yn y dyfodol, bydd yr Awdurdod yn defnyddio gwybodaeth o'r math yma wrth ystyried y gwerth am arian a ddarperir.



Cost per genre

The information below shows the average spending on different types of commissioned programmes. These figures can be compared with average figures for other broadcasters across the UK and across the world. In future, the Authority will use this type of information when assessing the value for money provided.



Mae'r isod yn drawstoriad o enghreifftiau o ymwneud uniongyrchol rhwng S4C a'i chynulleidfa.

- Cyfartaledd o 163 cysylltiad â'r Wifren yr wythnos – cyfanswm o 8,476 mewn blwyddyn.
- Fe gafwyd 11,466 o bleidleisiau i Cân i Gymru ar 06/03/11 (cynnydd o 16% ar 2010)
- Fe gafwyd dros 90,000 o alwadau i gystadlaethau Wedi 3 ac Wedi 7 yn ystod 2011.
- Bu 8,719 o gysylltiadau ac ymgeision i gystadlaethau Stwnsh.
- Cafwyd 2,687 o geisiadau i gystadlaethau eraill S4C, gan gynnwys Sgrin, ymateb i daflenni, gwefannau a thudalennau Facebook gwahanol.
- Roedd dros 28,000 o lawr-lwythiadau o'n Aps ar gyfer plant.
- Amcanir fod 4,920 o bobl wedi mynychu sioeau Cyw a Stwnsh yn Eisteddfod yr Urdd yn Abertawe.
- Roedd tua 8,000 o bobl wedi mynychu sioeau Nadolig Cyw yn 2011.
- Roedd 8,968 o bobl wedi ymweld â digwyddiadau Calon Cenedl yn ystod 2011.

The following are examples of direct interaction between S4C and its audience.

- An average of 163 contacts with the Hotline each week – 8,476 across the year.
- There were 11,466 votes to Cân i Gymru on 06/03/11 (A 16% increase on 2010)
- There were over 90,000 entries to Wedi 3 and Wedi 7 competitions during 2011.
- There were 8,719 entries to Stwnsh competitions.
- There were 2,687 entries to other S4C competitions, including Sgrin, leaflets, websites and Facebook pages,
- There were over 28,000 downloads of our Apps for children.
- It is estimated that 4,920 people attended the Cyw and Stwnsh shows at the Urdd Eisteddfod in Swansea.
- Around 8,000 people attended the Cyw Christmas shows in 2011.
- 8,968 people visited our Calon Cenedl events during 2011.

10 Rhaglen Uchaf Gymraeg S4C fesul genre yn 2011 S4C Top 10 Welsh Programmes by genre in 2011

Adloniant Entertainment

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Only Men Aloud: Nadolig Llawen	24/12/11 & 26/12/11	164
2	Jonathan	11/03/11 & 12/03/11	126
3	Cyngerdd Shelter Cymru yn 30	27/11/11 & 03/12/11	123
4	Jonathan	14/10/11 & 15/10/11	118
5	Rhydian	26/12/11 & 28/12/11	107
6	Rhydian	23/11/11 & 26/12/11	106
7	Rhydian	07/12/11 & 11/12/11	103
8	Noson Lawen	15/01/11 & 21/01/11	101
9	Rhydian	09/11/11 & 13/11/11	100
10	Rhydian	14/12/11 & 18/12/11	96

Cerddoriaeth Music

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Katherine Jenkins - Llangollen 10	25/06/11 & 01/07/11	207
2	Russell Watson - Llangollen 11	16/07/11 & 22/07/11	156
3	Mil o Leisiau 2010	21/08/11 & 26/08/11	101
4	Wynne Evans: Nol Gartre' Yn y Lyric	03/04/11 & 09/04/11	83
5	Ie, Ie, 'Na Fe Cyngerdd Olaf Y Tebot Piws	18/06/11 & 23/06/11	70
6	Cyngerdd Clasuron Pop	31/12/11 & 05/01/12	66
7	Cyngerdd Mawr Talent Cymru	15/01/2011	65
8	Cyngerdd Gala'r Eisteddfod	25/12/11 & 27/12/11	64
9	Cyngerdd Rhys Meirion a Rhian Lois	28/05/11 & 30/05/11	62
10	Mil o Leisiau 2010	08/01/2011	52

Chwaraeon Sport

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Caerdydd V Stoke City: Cwpan FA	18/01/11	607
2	Y Clwb Rygbi (Gleision v Dreigiau)	23/12/11 & 24/12/11	316
3	Y Clwb Rygbi (Gweilch v Sgarlets)	05/11/11 & 06/12/11	312
4	Y Clwb Rygbi (Caeredin v Scarlets)	08/01/11 & 09/01/11	303
5	Y Clwb Rygbi (Munster v Gweilch)	14/05/11 & 15/05/11	265
6	Y Clwb Rygbi (Sgarlets v Munster)	16/04/11 & 17/04/11	256
7	Y Clwb Rygbi (Gweilch v Gleision)	01/01/12	248
8	Cwpan LV (Sale v Dreigiau)	28/01/11	240
9	Rygbi: Cwpan LV (Gleision v Gweilch)	29/01/11 & 30/01/11	237
10	Y Clwb Rygbi (Gweilch v Gleision)	02/04/11 & 03/04/11	235

Operau Sebon Soaps

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Pobol y Cwm	15/02/11 & 16/02/11 & 20/02/11	142
2	Pobol y Cwm	30/11/11 & 01/12/11 & 04/12/11	110
3	Pobol y Cwm	21/01/11 & 23/01/11 & 24/01/11	108
4	Pobol y Cwm	10/06/11 & 12/06/11 & 13/06/11	107
5	Pobol y Cwm	06/06/11 & 07/06/11 & 12/06/11	106
6	Pobol y Cwm	29/11/11 & 30/11/11 & 04/12/11	105
7	Pobol y Cwm	17/08/11 & 18/08/11 & 21/08/11	105
8	Pobol y Cwm	24/12/11 & 25/12/11 & 26/12/11	104
9	Pobol y Cwm	09/11/11 & 10/11/11/ & 13/11/11	104
10	Pobol y Cwm	01/12/11 & 02/12/11 & 04/12/11	104

Rhaglenni Celfyddydol Arts Programmes

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Ysgoloriaeth Bryn Terfel	25/09/11	83
2	Gwyl Cerdd Dant Cwm Gwendraeth '11	12/11/11	77
3	Pobol y Ffin	28/07/11 & 01/08/11	59
4	Ysgoloriaeth Bryn Terfel	30/09/11	49
5	Y Talwrn	13/11/11 & 16/11/11	49
6	Y Babell Lên	01/08/11	49
7	Annette Bryn Parri - Byd o Gerdd	27/02/11 & 02/03/11	42
8	Y Babell Lên	02/08/11	41
9	Pethe Hwyrach	11/08/11 & 17/08/11	38
10	Figaro: Tu ôl i'r Llenni	11/06/11 & 12/06/11	37

Digwyddiadau Events

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Eisteddfod Genedlaethol 2010: Only Men Aloud - Adre'n ôl	20/05/11 & 21/05/11	213
2	Eisteddfod Genedlaethol 2011: Cyngerdd Tri Tenor Cymru	29/07/11 & 30/07/11	181
3	Eisteddfod yr Urdd 2011	02/06/11	134
4	Llangollen '11: Côr Y Bydd 2011	09/07/11	125
5	Gwyl Gobaith	04/09/11 & 07/09/11	118
6	Eisteddfod Genedlaethol 2011	07/08/11 & 13/08/11	112
7	Eisteddfod Genedlaethol 2011	05/08/11	110
8	Eisteddfod Genedlaethol 2011	03/08/11	106
9	Eisteddfod yr Urdd 2011	30/05/11	105
10	Cyngerdd yr Urdd 2011	29/05/11 & 04/06/11	101

Materion Cyfoes a Newyddion Current Affairs and News

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Ffermio	05/01/11 & 07/01/11 & 08/01/11	98
2	Ffermio	14/02/11 & 15/02/11 & 20/02/11	66
3	Ffermio	14/11/11 & 15/11/11	64
4	Gwobrau Gwir Flas	25/10/11 & 30/10/11	63
5	Ffermio	18/04/11 & 19/04/11	61
6	Ffermio	10/10/11 & 11/10/11	56
7	Newyddio	25/08/11	54
8	Ffermio	21/02/11 & 22/02/11	53
9	Wedi 2011	31/12/11	53
10	Pawb a'i Farn	20/01/11	53

Ffuglen Fiction

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Ffilm: Patagonia	01/01/11 & 04/01/11	127
2	Sombreros	04/12/11 & 06/12/11	99
3	Teulu	16/01/11 & 20/01/11	86
4	Porthpenwaig	17/04/11 & 19/04/11	85
5	Porthpenwaig	08/05/11 & 10/05/11	84
6	Alys	23/01/11 & 27/01/11	83
7	Porthpenwaig	22/05/11 & 24/05/11	82
8	Alys	06/02/11 & 10/02/11	79
9	Alys	30/01/11 & 03/02/11	77
10	Porthpenwaig	24/04/11 & 26/04/11	77

Dogfennau Documentaries

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Iolo ac Indiaid America	16/02/11 & 20/02/11	96
2	Orig	26/12/11 & 29/12/11 & 01/01/12	90
3	Cefn Gwlad	03/01/11 & 06/01/11 & 09/01/11	88
4	Wynne Evans: Gio Compario	01/04/11 & 02/04/11	84
5	100 Lle	15/02/11 & 19/02/11 & 20/02/11	78
6	Iolo ac Indiaid America	12/01/11 & 15/01/11 & 16/01/11	76
7	Cofio Gyda Hywel Gwynfryn	13/01/11 & 15/01/11	75
8	O Gymru Fach	10/05/11 & 14/05/11 & 15/05/11	73
9	Iolo ac Indiaid America	19/01/11 & 22/01/11 & 23/01/11	73
10	Cefn Gwlad	07/02/11 & 10/02/11 & 13/02/11	73

Rhaglenni Hamdden Hobbies/Leisure

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Dudley: Pryd o Sêr	30/12/11 & 31/12/11	71
2	Byw yn yr Ardd	29/08/11 & 01/09/11	68
3	Dudley: Pryd o Sêr	27/12/11 & 28/12/11 & 01/01/12	60
4	Straeon Tafarn	07/01/11 & 11/01/11	57
5	Byw yn yr Ardd	20/04/11 & 22/04/11 & 23/04/11	56
6	Straeon Tafarn	14/01/11 & 18/01/11	54
7	Byw yn yr Ardd	18/05/11 & 20/05/11 & 21/05/11	54
8	Dudley: Pryd o Sêr	29/12/11 & 30/12/11 & 01/01/12	53
9	Byw yn yr Ardd	27/07/11 & 29/07/11	52
10	Bro: Papurau Bro	01/12/11 & 06/12/11	50

Rhaglenni Crefyddol Religious

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Eisteddfod Genedlaethol 2011: Y Gymanfa	31/07/11	119
2	Dechrau Canu Dechrau Canmol	24/12/11 & 25/12/11	88
3	Dechrau Canu Dechrau Canmol	03/04/11 & 04/04/11	68
4	Dechrau Canu Dechrau Canmol	06/11/11 & 07/11/11	64
5	Dechrau Canu Dechrau Canmol	18/09/11 & 19/09/11	63
6	Dechrau Canu Dechrau Canmol	09/10/11 & 10/10/11	60
7	Dechrau Canu Dechrau Canmol	27/02/11 & 28/02/11	59
8	Dechrau Canu Dechrau Canmol	13/11/11 & 14/11/11	59
9	Dechrau Canu Dechrau Canmol	08/05/11 & 09/05/11	58
10	Dechrau Canu Dechrau Canmol	24/04/11 & 25/04/11	58

Drama Plant Children's Drama

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Rownd a Rownd	31/03/11 & 01/04/11 & 03/04/11	53
2	Rownd a Rownd	08/02/11 & 11/02/11 & 13/02/11	52
3	Rownd a Rownd	10/02/11 & 11/02/11 & 13/02/11	52
4	Rownd a Rownd	15/02/11 & 18/02/11 & 20/02/11	52
5	Rownd a Rownd	13/01/11 & 14/02/11 & 16/02/11	51
6	Rownd a Rownd	22/02/11 & 25/02/11 & 27/02/11	50
7	Rownd a Rownd	17/02/11 & 18/02/11 & 20/02/11	47
8	Rownd a Rownd	20/01/11 & 21/01/11 & 23/01/11	47
9	Rownd a Rownd	24/03/11 & 25/03/11 & 27/03/11	45
10	Rownd a Rownd	29/03/11 & 01/04/11 & 03/04/11	45

Rhaglenni Meithrin Pre-School Programmes

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Rapsgaliwn	12/01/11 & 15/01/11	30
2	Yn yr Ardd	20/10/11	25
3	Peppa Pinc	21/03/11	23
=	Wmff	28/12/11	22
=	Octonots	28/12/11	22
6	Ben a Mali a'u Byd Bach o Hud	28/12/11	22
7	Sam Tân	20/10/11	22
8	Pelen Hud	23/06/11	22
9	Traed Moch	29/10/11	20
10	Y Clwb	28/12/11	20
=	Cwm Rhyd Y Rhosyn	28/12/11	20

Rhaglenni Plant Children's Programmes

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Sawl Seren Sy' 'Na?	18/02/11 & 23/02/11	36
2	Tim Talent	30/12/11 & 31/12/11 & 03/01/12	24
3	Sawl Seren Sy' 'Na?	29/04/11 & 04/05/11	21
4	Cwis Mwyaf Cymru	03/02/11	19
5	Diwedd y Byd	04/05/11 & 07/05/11	18
6	Tair Slic	27/09/11	16
7	Busnes-A	05/10/11	16
8	Spynjobob Pantsgwar	07/12/11	16
9	Hip Neu Sgip?	24/12/11 & 27/12/11	16
10	Un Sion Corn yn Ormod	22/12/11	15

Gwobrau ac Enwebiadau

Enillodd rhaglenni S4C nifer o wobrau ac enwebiadau mewn seremonïau cenedlaethol a rhyngwladol yn ystod 2011.

Mae enill, neu dderbyn enwebiad ar gyfer gwobr yn arwydd o werthfawrogiad o fewn y diwydiant teledu am ansawdd y rhaglenni a gynhyrchir gan y cwmnïau cynhyrchu annibynnol ar gyfer S4C.

KidScreen

Ble Mae Cyw? Best One-Off, Special or TV Film – Boomerang +CCC

Gŵyl Cyfryngau Celtaidd

Only Men Aloud: O Dredegar Newydd i Efrog Newydd – Celfyddydau / Arts – cwmni cynhyrchu Boomerang + CCC

Haka

Ymgyrch Marchnata

Ras yn Erbyn Amser (cyfres 1)

Ysbryd yr Wyl
POP1

13 o enwebiadau:

- **Tir Cymru – O Dan yr Wyneb**
Aden
- **O’r Galon: y Trên i Ravensbrück**
Rondo Media
- **Sgota**
Telesgôp
- **Dic Jones – Yn ei Eiriau ei Hun**
POP1
- **Ryan a Ronnie**
Boomerang + CCC
- **Pen Talar**
Fiction Factory
- **Cei Bach**
Sianco
- **RhyfeddOd**
Cwmni Da
- **Y Diwrnod Mawr**
Ceidiog

Gwobrwyon Bafta Cymru

Y Cyflwynydd Gorau

Angharad Mair, Wedi 7
Tinopolis (Teyrnged Hywel Teifi)

Awdur Gorau

Caerdydd, Roger Williams
Fiction Factory

Dylunio Gwisgoedd

Caerdydd, Jakki Winfield
Fiction Factory

Golygu: Ffeithiol

O’r Galon: Y Trên i Ravensbrück, John Gillanders
Rondo Media

Camera

O’r Galon: Y Trên i Ravensbrück, Mike Harrison
Rondo Media

Cerddoriaeth

Pen Talar, Dafydd Ieuan/Cian Ciaran
Fiction Factory

Cyfarwyddwr: Ffeithiol

Gwanas i Gbara, Mei Williams
Teledu Telesgôp

Teitlau

Byw yn ôl y Llyfr, Dinamo
Cwmni Da

Enwebiadau

- **Gwanas i Gbara**
Golygu Ffeithiol/Cyfarwyddwr Ffeithiol
Teledu Telesgôp
- **Y Fenai**
Cyfarwyddwr Ffuglen
Cwmni Da
- **Pen Talar**
Cyfarwyddwr Ffotograffi/cyfarwyddwr ffuglen x 2/Dylunio gwisgoedd/Golygu Ffuglen
Fiction Factory
- **Byd Pawb – yn ôl i Fethlehem**
Cyfarwyddwr Ffotograffi
Rondo Media
- **O’r Galon: y Trên i Ravensbrück**
Cyfarwyddwr Ffotograffi /Golygydd Ffeithiol
Rondo Media
- **O’r Galon: y Trên i Ravensbrück**
Rhaglen Ddogfen Sengl
Rondo Media
- **Llangollen 2010**
Rhaglen Gerddoriaeth ac Adloniant
Rondo Media
- **Y Diwrnod Mawr**
Rhaglen Blant
Ceidiog

Enwebwyd Y Diwrnod Mawr, rhaglen yng ngwasanaeth Cyw i’r plant ieuengaf, yng ngwobrau RTS y Gymdeithas Deledu Frenhinol, ym mis Chwefror.

Awards and Nominations

S4C’s programmes won a number of awards and nominations in national and international ceremonies in 2011.

Winning or being nominated for an award is an indication of recognition within the television industry of the quality of programmes produced by independent companies for S4C.

KidScreen

Ble Mae Cyw?
Best One-Off, Special or TV Film – Boomerang +CCC

Gŵyl Cyfryngau Celtaidd

Only Men Aloud:
O Dredegar Newydd i Efrog Newydd – Celfyddydau / Arts
Boomerang + CCC

Haka

Marketing Campaign

Ras yn Erbyn Amser (series 1)

Spirit of the Festival
POP1

13 nominations:

- **Tir Cymru – O Dan yr Wyneb**
Aden
- **O’r Galon: y Trên i Ravensbrück**
Rondo Media
- **Sgota**
Telesgôp
- **Dic Jones – Yn ei Eiriau ei Hun**
POP1
- **Ryan a Ronnie**
Boomerang + CCC
- **Pen Talar**
Fiction Factory
- **Cei Bach**
Sianco
- **RhyfeddOd**
Cwmni Da
- **Y Diwrnod Mawr**
Ceidiog

Bafta Cymru Awards

Best Presenter

Angharad Mair, Wedi 7
Tinopolis (Teyrnged Hywel Teifi)

Best Writer

Caerdydd, Roger Williams
Fiction Factory

Costume Design

Caerdydd, Jakki Winfield
Fiction Factory

Editing: Ffeithiol

O’r Galon: Y Trên i Ravensbrück, John Gillanders
Rondo Media

Camera

O’r Galon: Y Trên i Ravensbrück, Mike Harrison – Rondo Media

Music

Pen Talar, Dafydd Ieuan/Cian Ciaran
Fiction Factory

Cyfarwyddwr:

Director: Factual Gwanas i Gbara, Mei Williams
Teledu Telesgôp

Titles

Byw yn ôl y Llyfr, Dinamo – Cwmni Da

Nominations

- **Gwanas i Gbara**
Editing: Factual / Director: Factual
Teledu Telesgôp
- **Y Fenai**
Director: Fiction
Cwmni Da
- **Pen Talar**
Director: Photography / Director: Fiction x 2 / Costume Design / Director: Fiction x 2
Fiction Factory
- **Byd Pawb – yn ôl i Fethlehem**
Director of Photography
Rondo Media
- **O’r Galon: y Trên i Ravensbrück**
Director of Photography / Editing: Factual
Rondo Media
- **O’r Galon: y Trên i Ravensbrück**
Single Documentary
Rondo Media
- **Llangollen 2010**
Music and Entertainment Programme
Rondo Media
- **Y Diwrnod Mawr**
Children’s Programme
Ceidiog

In February, Y Diwrnod Mawr, a programme for the youngest children within the Cyw service, was nominated in the RTS awards.

Gwrando ar ein gwylwyr

Mae gan yr Awdurdod gyfrifoldeb i sicrhau ei bod yn rhoi cyfle parhaol i'r gynulleidfa i gwestiynu, herio a chyfrannu at bolisiau rhaglenni ac i sicrhau bod y rhaglenni a ddarperir ar wasanaeth S4C yn ateb gofynion y gynulleidfa.

Mae tîm Gwifren Gwylwyr S4C yn gweithio yn swyddfa S4C yng Nghaernarfon bob dydd o'r flwyddyn, ac yn ystod 2011 fe gysylltodd dros 8,000 o bobl ag S4C drwy gyfrwng y Wifren. Mae'r tîm yn darparu crynodeb o'r sylwadau ar gyfer swyddogion ac Aelodau'r Awdurdod.

Mae Nosweithiau Gwylwyr yn chwarae rhan bwysig yng ngweithgareddau cyfathrebu S4C, ac yn ystod y flwyddyn cynhaliwyd nosweithiau gwylwyr yn Nhregaron, Porthmadog, Bodedern, Llanheledd a Wreccsam. Ar gyfartaledd, daeth tua 80 o aelodau'r cyhoedd i bob un o'r rhain.

Yn ystod 2011 sefydlwyd panel ymgynghorol o wylwyr i roi eu barn am raglenni a gwasanaethau'r Sianel. Mae'r panel yn cynrychioli ystod eang o gefndiroedd a bydd yn ymateb drwy gyfrwng grwpiau trafod a holiaduron amrywiol yn ystod y flwyddyn.

Atebolwydd Awdurdod S4C

Mae Awdurdod S4C yn gorff cyhoeddus annibynnol. Mae'n gyfrifol am ddarparu gwasanaethau rhaglenni teledu yn yr iaith Gymraeg. Yr Awdurdod sy'n atebol am yr hyn sy'n cael ei ddarlledu ar S4C ac am sicrhau fod y sianel yn cael ei rheoli'n gywir.

Mae rolau allweddol yr Awdurdod yn cynnwys:

- goruchwyllo, cymeradwyo a chraffu rheolaeth gywir S4C
- sicrhau fod S4C yn darparu gwasanaethau teledu S4C
- gweithredu fel corff cyhoeddus
- gweithredu fel rheolydd wrth ymdrin â materion penodol
- paratoi Adroddiad a Chyfrifon Blynyddol.

Cyfrifoldeb y Prif Weithredwr, swyddogion a staff S4C ydi rheoli a chynnal S4C o ddydd i ddydd. Mae'r cyfrifoldeb hwn yn cynnwys darparu gwasanaethau teledu S4C. Nid yw'r Awdurdod yn ymwneud â phenderfyniadau sy'n cael eu gwneud o ddydd i ddydd. Yn benodol, nid yw'r Awdurdod yn ymwneud ag unrhyw benderfyniadau comisiynu neu benderfyniadau golygyddol. Mae'r arfer yma wedi bodoli er 1982, ac mae'n parhau i gynnal annibyniaeth yr Awdurdod. Mae'n sicrhau ei fod yn cael ei gadw hyd braich o benderfyniadau sy'n cael eu gwneud gan y swyddogion, yn arbennig, felly, ynglŷn â chynnwys rhaglenni.

Mae gan yr Awdurdod gyfrifoldeb statudol i ganfod y farn gyhoeddus am y rhaglenni sy'n cael eu darlledu ar S4C ynghyd ag effeithiau rhaglenni ar agwedd ac ymddygiad y gwylwyr ac yn ogystal y math o raglenni y byddai aelodau'r cyhoedd yn dymuno eu gweld ar S4C.

Mae dyletswyddau'r Awdurdod wedi eu nodi mewn statud yn Neddf Gyfathrebiadau 2003 a Deddfau Darlledu 1990 a 1996.

Ceir rhagor o wybodaeth am waith yr Awdurdod a'r drefn lywodraethiant gorfforaethol yn y Datganiad Ariannol.

Listening to our viewers

The Authority has a duty to ensure that it provides continuous opportunities for the audience to question, challenge and contribute to programme policies and ensure that the programmes provided on S4C's service meet the audience's needs.

The Gwifren Gwylwyr (Viewers' Hotline) team work in S4C's office in Caernarfon every day of the year. In 2011, 8,000 people contacted S4C through Gwifren Gwylwyr. The Gwifren team prepares a summary of comments received for officers and members of the Authority.

Viewers' evenings play an important part within S4C's communication strategy and, during the year, viewers' evenings were held in Tregaron, Porthmadog, Bodedern, Llanhilleth and Wrexham. On average, 80 members of the public attended every event.

A consultative panel of viewers was established in 2011 to share their opinions about the channel's programmes and services. The panel represents a wide spectrum of backgrounds and will respond through focus groups and various questionnaires during the year.

Accountability of the S4C Authority

The S4C Authority is an independent public body. It is responsible for the provision of Welsh language television programme services. The Authority is accountable for S4C's output and the proper management of the channel.

Key responsibilities of the Authority include:

- to oversee, approve and scrutinise the proper management of S4C
- to ensure that S4C provides S4C's television services
- to operate as a public body
- to act as a regulator on certain matters
- to prepare Annual Reports and Accounts

It is the responsibility of the Chief Executive, officers and staff of S4C to manage and maintain S4C on a day-to-day basis. This responsibility includes providing S4C's television services. The Authority does not participate in day-to-day decisions. In particular, the Authority is not involved in any commissioning or editorial decision. This practice has existed since 1982 and continues to maintain the independence of the Authority. It ensures that it remains at arm's length from decisions made by officers - especially in the case of programme content.

The Authority has a statutory duty to ascertain the state of public opinion concerning programmes broadcast on S4C, any effects of such programmes on the attitudes or behaviour of viewers as well as the types of programmes that members of the public would like to be broadcast on S4C.

The Authority's statutory duties are placed upon it by the Communications Act 2003 and the Broadcasting Acts of 1990 and 1996.

More information about the Authority's work and its corporate governance arrangements is included in the Statement of Accounts.

Aelodau'r Awdurdod

Mae aelodau'r Awdurdod yn cael eu penodi gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Gemau Olympaidd, y Cyfryngau a Chwaraeon. Hysbysebwr swyddi ar yr Awdurdod yn gyhoeddus, ac mae'r penodiadau yn cael eu gwneud yn dilyn trefn penodiadau cyhoeddus.

Huw Jones

Tymor aelodaeth: 08.06.2011 – 07.06.2015
Cyn ganwr a darlledwr, un o sylfaenywyr Cwmni Recordiau Sain a rheolwr y cwmni hyd at 1981. Cyd-sefydlodd un o'r cwmnïau teledu annibynnol cyntaf, Teledu'r Tir Glas a'r cwmni adnoddau Barcud, ac roedd yn Gadeirydd y cwmni hwnnw rhwng 1981-1993. Roedd yn Brif Weithredwr S4C rhwng 1994 a 2005. Mae nawr yn Gadeirydd Portmeirion Cyf., yn aelod o Gyngor yr RSPB, yn Is-Gadeirydd Canolfan Iaith Nant Gwrtheyrn ac yn Ymddiriedolwr y Gymdeithas Deledu Frenhinol.

Bill Davies

Tymor aelodaeth: 16.07.2007 – 15.07.2012
Mae gan Bill dros 40 mlynedd o brofiad o reoli Personèl ac Adnoddau Dynol ac mae'n Reolwr Personèl Gyrfa Cymru yng Ngogledd-orllewin Cymru. Mae'n aelod lleyg/cynrychiolydd cyflogwyr ar y Gwasanaeth Tribiwnlys Cyflogaeth ac yn Asesydd Annibynnol i Lywodraeth Cymru. Mae hefyd yn Gadeirydd Panel Personèl Urdd Gobaith Cymru, ac yn Gyfarwyddwr Bryn Llifon, Cartref Henoed y Bedyddwyr yn y Gogledd.

John Davies

Tymor aelodaeth: 01.04.2010 – 31.03.2014
Mae'r Cynghorydd John Davies yn amaethwr ac yn gyn-arweinydd Cyngor Sir Benfro. Bu'n Arweinydd Cymdeithas Llywodraeth Leol Cymru rhwng 2008 a 2012 ac mae'n aelod o fwrdd rheoli y Sioe Amaethyddol yn Llanelwedd. Mae'n aelod o Awdurdod Heddlu Dyfed Powys.

Cenwyn Edwards

Tymor aelodaeth: 16.07.2007 – 15.07.2012
Gweithiodd Cenwyn i HTV am 20 mlynedd, gan ddal swyddi yn cynnwys Rheolwr Cynrychiadau Gogledd Cymru a Rheolwr Rhaglenni Ffeithiol HTV cyn cael ei benodi'n Gomisiynydd Ffeithiol S4C ac yna'n Bennaeth Cyd-gynhyrchu'r sianel. Mae bellach yn Ymgynghorydd Cyfryngau ar gyd-gynrychiadau rhyngwladol. Mae hefyd yn is-lywydd clwb rygbi Llangennech.

Dyfrig Jones

Tymor aelodaeth: 20.04.2009 – 19.04.2013
Mae Dyfrig yn Ddarlithydd yn yr Ysgol Astudiaethau Creadigol a'r Cyfryngau ym Mhrifysgol Bangor ac yn arbenigo mewn Ymarfer a Theori'r Cyfryngau. Mae'n cynrychioli ward Gerlan ar Gyngor Gwynedd yn enw Plaid Cymru. Bu'n Gynhyrchydd Gyfarwyddwr gyda Ffilmiau'r Bont a rhwng Tachwedd 2006 a Mawrth 2009 yn Olygydd y cylchgrawn 'Barn'. Dyfrig yw Cadeirydd Fforwm Cyfryngau Newydd S4C.

Dr Glenda Jones

Tymor aelodaeth: 01.04.2010 – 31.03.2014
Fe weithiodd Glenda i'r BBC ac yn y sector annibynnol am 20 mlynedd. Am 10 mlynedd roedd yn Gynhyrchydd / Uwch Gynhyrchydd Pobol y Cwm ac yna'n Brif Gynorthwy-ydd Rheolwr BBC Cymru. Bu'n aelod o Bwyllgor Rheoli BAFTA Cymru am chwe blynedd – dwy ohonynt fel Cadeirydd y Pwyllgor. Mae'n Gadeirydd Ymddiriedolwyr Cronfa Goffa Ryan Davies, yn Arolygydd Lleyg i Estyn ac yn Ymddiriedolwr yr Amgueddfa Genedlaethol.

Winston Roddick CB QC

Tymor aelodaeth: 01.09.2004 – 31.08.2012
Mae Winston yn fargyfreithiwr ac fe gafodd ei benodi'n Gwnsler y Frenhines yn 1986. Bu'n Arweinydd Cylchdaith Cymru a Chaer. Cafodd ei benodi yn Gwnsler Cyffredinol, Cynulliad Cenedlaethol Cymru yn 1998 a chafodd ei anrhydeddu fel Cymrawd Urdd y Baddon (CB) ac fel aelod o'r Orsedd yn 2004. Mae'n Gymrawd ac Is-lywydd, Prifysgol Aberystwyth. Mae'n Noddwr Clwb Rygbi Caernarfon, yn Is-lywydd Côr Meibion Caernarfon, yn aelod oes clwb cefnogwyr tîm pêl-droed Caernarfon ac yn Gofiadur Anrhydeddus Caernarfon.

Rheon Tomos

Tymor aelodaeth: 20.11.2006 – 19.11.2014
Mae gan Rheon brofiad ariannol yn y sector gyhoeddus a phreifat ac fe weithiodd am gyfnod fel Cyfarwyddwr i gwmni Deloitte & Touche LLP. Fe sefydlodd ei fusnes ymgynghori ei hun yn 2005. Mae'n gyn-gadeirydd CIPFA yn Ne Cymru ac yn aelod o gyngor rhanbarthol y sefydliad. Mae'n Drysorydd Urdd Gobaith Cymru ac yn aelod o fwrdd Estyn.

Nodir presenoldeb Aelodau'r Awdurdod yng nghyfarfodydd misol yr Awdurdod yn y tabl isod.

Members of the Authority

Members of the Authority are appointed by the Secretary for State for Culture, Olympics, Media and Sport. Posts on the Authority are advertised publicly and appointments are made following a public appointments procedure.

Huw Jones

Term of appointment: 08.06.2011 – 07.06.2015
Former singer and broadcaster; one of the founders of Sain Record Company and the company's managing director until 1981. Co-founder of Teledu'r Tir Glas, one of the earliest Welsh independent production companies and of the facilities company Barcud, which he chaired between 1981 and 1993. He was S4C's Chief Executive between 1994 and 2005. He is now Chair of Portmeirion Cyf, a member of the RSPB Council, Vice Chair of the Nant Gwrtheyrn Language Learning Centre and a Trustee of the Royal Television Society.

Bill Davies

Term of appointment: 16.07.2007 – 15.07.2012
Bill has 40 years experience of personnel and human resources management and is Personnel Manager at Careers Wales North West. He is a Lay Member/Employer Representative at the Employment Tribunals Service and an Independent Assessor for the Welsh Government. He is also Chair of Urdd Gobaith Cymru's Personnel Panel and a Director of Bryn Llifon, the North Wales Baptist Retirement Home.

John Davies

Term of appointment: 01.04.2010 – 31.03.2014
Councillor John Davies is a farmer and former Leader of Pembrokeshire County Council. He was Leader of the Welsh Local Government Association (WLG) between 2008 and 2012 and is a member of the Royal Welsh Show's management board. He is also a member of the Dyfed Powys Police Authority.

Cenwyn Edwards

Term of appointment: 16.07.2007 – 15.07.2012
Cenwyn worked for HTV for 20 years where he held roles including Head of Production for North Wales and Head of Factual Programmes before being appointed S4C's Factual Commissioning Editor and then Head of Co-Productions. He now acts as a Media Consultant on international co-productions. He is also vice president of Llangennech RFC.

Dyfrig Jones

Term of appointment: 20.04.2009 – 19.04.2013
Dyfrig Jones is a lecturer at the School of Creative Studies and Media at Bangor University, specialising in Media Practice and Theory. He also represents the Gerlan ward on Gwynedd Council as a Plaid Cymru Councillor. He was a Director-Producer with Ffilmiau'r Bont, and was Editor of the Welsh language magazine 'Barn' between 2006 and 2009. Dyfrig is Chair of S4C's New Media Forum.

Dr Glenda Jones

Term of appointment: 01.04.2010 – 31.03.2014
Glenda worked for the BBC and the independent sector for 20 years. She was Producer / Senior Producer of Pobol y Cwm for 10 years, and then Chief Assistant to the Controller of BBC Wales. She was a member of BAFTA Cymru's Management Committee for six years – two of those years as Chair of the Committee. She is Chair of the Ryan Davies Memorial Fund, an Estyn Lay Inspector and a Trustee of the National Museum Wales.

Winston Roddick CB QC

Term of appointment: 01.09.2004 – 31.08.2012
Winston is a practising barrister and was appointed Queen's Counsel in 1986. He was leader of the Wales and Chester Circuit. He was appointed Counsel General to the National Assembly for Wales in 1998 and was honoured as a Companion of the order of the Bath (CB) and ordained as a member of the Gorsedd of the National Eisteddfod in 2004. He is a Fellow and Vice-president of Aberystwyth University, Patron of Caernarfon Rugby Club, Vice President of Côr Meibion Caernarfon, a lifetime member of Caernarfon F.C supporters club and Honorary Recorder of Caernarfon.

Rheon Tomos

Term of appointment: 20.11.2006 – 19.11.2014
Rheon is experienced in financial matters in the public and private sectors and was a Director for Deloitte & Touche LLP. He established his own consultancy business in 2005. He is former Chair of CIPFA in South Wales and a member of its regional council. He is Treasurer of Urdd Gobaith Cymru (Wales League of Youth) and a member of the board of Estyn.

The attendance of Members of the Authority in the Authority's monthly meetings is noted overleaf in the following table.

	Cyfarfodydd Busnes	Pwyllgor Personél a Chydnabyddiaeth	Pwyllgor Cynnwys	Pwyllgor Archwilio a Rheoli Risg	Y Bwrdd Masnachol		Business Meetings	Personnel and Remuneration Committee	Content Committee	Audit and Risk Management	The Commercial Board
Nifer o gyfarfodydd	15	4	7	4	-	Number of Meetings	15	4	7	4	-
Cadeirydd: Huw Jones	7/7	1/1	2/2	2/2	1/5	Chairman: Huw Jones	7/7	1/1	2/2	2/2	1/5
Rheon Tomos	15	4	5/5	4	6*	Rheon Tomos	15	4	5/5	4	6*
Winston Roddick QC	11	1	1	-	-	Winston Roddick QC	11	1	1	-	-
Cenwyn Edwards	15	4	7	1	-	Cenwyn Edwards	15	4	7	1	-
Syr Roger Jones	6/14	3	-	2	4/8	Syr Roger Jones	6/14	3	-	2	4/8
Dyfrig Jones	15	1	3	4	0/1	Dyfrig Jones	15	1	3	4	0/1
John Davies	8	1	5	1	7/9	John Davies	8	1	5	1	7/9
Dr Glenda Jones	14	1	7	1	-	Dr Glenda Jones	14	1	7	1	-
Bill Davies	10	4	-	1	-	Bill Davies	10	4	-	1	-

Mae'r tabl uchod yn nodi'r nifer o gyfarfodydd a fynychwyd gan aelodau yn ystod eu tymor fel aelod o'r Awdurdod a'i bwyllgorau.

*Mynychodd fel eilydd ar gyfer cyfarwyddwyr eraill

The table above notes the number of meetings attended during a member's term of membership of the Authority and its committees.

*Attended as an alternate for other directors

Pwyllgorau Awdurdod S4C

Mae gan Awdurdod S4C bedwar pwyllgor sy'n goruchwyllo gwahanol agweddau o waith S4C, ac yn ogystal fwrdd cyfarwyddwyr ar gyfer cwmnïau masnachol S4C. Mae'r pwyllgorau'n adrodd yn ôl yn rheolaidd i'r Awdurdod. Yr Awdurdod sy'n cymeradwyo argymhellion y pwyllgorau. Mae gan Gadeirydd yr Awdurdod yr hawl i fynychu cyfarfodydd y pwyllgorau fel sylwebydd.

Pwyllgor Cynnwys
Pwyllgor Archwilio a Rheoli Risg
Pwyllgor Personél
Pwyllgor Cwynion a Chydymffurfiaeth
Bwrdd Cwmnïau Masnachol S4C

Pwyllgor Cynnwys

Mae'r Pwyllgor Cynnwys yn gyfrifol am oruchwyllo a monitro perfformiad cynnwys rhaglenni a gwasanaethau S4C. Hwn ydi'r pwyllgor sy'n trafod arlwy rhaglenni S4C ac sy'n ceisio sicrhau bod arlwy'r sianel yn diwallu anghenion y gynulleidfa.

Aelodau'r pwyllgor

Cenwyn Edwards (Cadeirydd y Pwyllgor)
John Davies
Dyfrig Jones
Glenda Jones

Pwyllgor Archwilio a Rheoli Risg

Mae'r Pwyllgor Archwilio a Rheoli Risg yn gyfrifol am oruchwyllo gwaith archwilio mewnol ac allanol S4C, yn ogystal â gofalaeth am fonitro rheoli risg o fewn S4C. Mae'r pwyllgor hefyd yn gyfrifol am graffu'r Datganiad Ariannol drafft ac adrodd arno i'r Awdurdod cyfan. Yn dilyn argymhellion adroddiad Syr Jon Shortridge mae gofalaeth am faterion yn ymwneud â "gwerth am arian" (sy'n cael ei alw'n VFM) hefyd yn rhan o ddyletswyddau'r pwyllgor.

Aelodau'r pwyllgor

Rheon Tomos (Cadeirydd y Pwyllgor)
John Davies
Syr Roger Jones (tan 23/11/11)
Dyfrig Jones (tan 14/12/11)
Winston Roddick (o 15/12/11)

Pwyllgor Personèl a Chydnabyddiaeth

Mae'r Pwyllgor Personèl a Chydnabyddiaeth yn gyfrifol am oruchwyllo systemau personèl S4C. Mae hyn yn cynnwys ystyried cyflogau a thelerau ac amodau gwaith eraill staff S4C, ystyried anghenion hyfforddi a datblygu staff, safonau ymddygiad a disgyblaeth, cyfleoedd cyfartal a monitro bod y systemau perthnasol yn gweithio'n effeithiol ac effeithlon o fewn S4C.

Aelodau'r pwyllgor

Bill Davies (Cadeirydd y Pwyllgor)
Cenwyn Edwards
Syr Roger Jones (tan 23/11/11)
Glenda Jones (o 15/12/11)
Rheon Tomos (o 15/12/11)

Pwyllgor Cwynion a Chydymffurfiaeth

Mae'r Pwyllgor Cwynion a Chydnabyddiaeth yn gyfrifol am oruchwyllo systemau cwynion S4C ac

i fonitro eu bod nhw'n gweithio'n effeithlon. Mae'r pwyllgor hefyd yn ystyried materion cydymffurfiaeth rhaglenni S4C. Yn ogystal â hyn, mae gan y pwyllgor ddyletswyddau o fewn prosesau S4C ar gyfer ymateb i geisiadau am wybodaeth sy'n cael eu ymateud o dan y Ddeddf Rhyddid Gwybodaeth.

Aelodau'r pwyllgor

Winston Roddick QC (Cadeirydd y Pwyllgor)
Bill Davies
Glenda Jones

Bwrdd Is-gwmnïau Masnachol S4C

Mae Bwrdd Is-gwmnïau Masnachol S4C yn gyfrifol am oruchwyllo gweithgareddau masnachol y sianel. Mae'r rhain yn cynnwys gwerthiant hysbysebion, buddsoddiadau mewn cyd-gynhyrchiadau, y gronfa ddigidol arfaethedig a datblygu strategaeth fasnachol S4C ar gyfer y dyfodol. Argymhellodd Syr Jon Shortridge y dylai dau o Aelodau'r Awdurdod fod yn aelodau o'r Bwrdd Masnachol. Mabwsiadwyd yr argymhelliad hwn yn ystod y flwyddyn, a bu Rheon Tomos a Huw Jones yn mynychu cyfarfodydd y Bwrdd, a penodwyd Syr Roger Jones, John Davies a Dyfrig Jones yn aelodau'r Bwrdd.

Aelodau'r Awdurdod sy'n aelodau'r Bwrdd Masnachol

Syr Roger Jones (Cadeirydd y Bwrdd rhwng Mawrth a Tachwedd 2011)
John Davies (o Fawrth 2011, a Chadeirydd y Bwrdd o Dachwedd 2011)
Dyfrig Jones (o Ragfyr 2011)
Rheon Tomos (dirprwy ar gyfer aelodau eraill yr Awdurdod ar y Bwrdd)

S4C Authority Committees

The S4C Authority has four committees overseeing various aspects of S4C's activities, and also a board of directors for S4C's commercial companies. The committees report back to the Authority on a regular basis. It is the Authority that approves the committees' recommendations. The Chairman of the Authority has the right to attend committee meetings as an observer.

Content Committee
Audit and Risk Management Committee
Personnel Committee
Complaints and Compliance Committee
S4C's Commercial Board

Content Committee

The Content Committee's responsibilities include overseeing and monitoring the performance of S4C's programmes and services. This is the committee that discusses S4C's programme provision and seeks to ensure that the Channel's offering meets the needs of the audience

Members of the Committee

Cenwyn Edwards (Chair of the Committee)
John Davies
Dyfrig Jones
Glenda Jones

Audit and Risk Management Committee

The Audit and Risk Management Committee is responsible for overseeing the internal and external audit activities of S4C as well as having responsibility for monitoring risk management within S4C. The committee is also responsible for scrutinising the draft Statement of Accounts and reporting back to the full Authority. Following the recommendations in Sir Jon Shortridge's report, the committee's responsibilities now include matters relating to Value for Money (called VFM).

Members of the Committee

Rheon Tomos (Chair of the Committee)
John Davies
Sir Roger Jones (until 23/11/11)
Dyfrig Jones (until 14/12/11)
Winston Roddick (from 15/12/11)

Personnel Committee and Remuneration

The Personnel Committee is responsible for overseeing S4C's personnel systems. This includes considering salaries and terms and conditions relating to S4C staff, training needs and staff development, disciplinary and behavioural standards, equality of opportunity and monitoring that the relevant systems are working effectively and efficiently within S4C.

Members of the Committee

Bill Davies (Chair of the Committee)
Cenwyn Edwards
Syr Roger Jones (until 23/11/11)
Glenda Jones (from 15/12/11)
Rheon Tomos (from 15/12/11)

Complaints and Compliance Committee

The Complaints and Compliance Committee is responsible for overseeing S4C's complaints

systems and for monitoring the systems to ensure that they work efficiently. The committee also considers compliance issues relating to programmes on S4C. The committee also has responsibilities within S4C processes for responding to requests for information made under the Freedom of Information Act.

Members of the Committee

Winston Roddick QC (Chair of the Committee)
Bill Davies
Glenda Jones

S4C's Commercial Board

S4C's Commercial Board is responsible for overseeing the channel's commercial activities. These include airtime sales, investments in co-productions, the proposed digital fund and the development of S4C's future commercial strategy. Sir Jon Shortridge recommended that two members of the Authority should be members of the Commercial Board. This recommendation was accepted by the Authority, and during the year, Rheon Tomos and Huw Jones attended board meetings, and Sir Roger Jones, John Davies and Dyfrig Jones were appointed members of the Board.

Members of the Authority who are members of the Commercial Board

Sir Roger Jones (Chairman of the Board between March and November 2011)
John Davies (from March 2011, and Chairman of the Board from November 2011)
Dyfrig Jones (from December 2011)
Rheon Tomos (alternate for other members of the Authority on the Board)

Tîm Rheoli S4C

Ian Jones Prif Weithredwr

Roedd Ian, a ddaw'n wreiddiol o Dreforys, Abertawe, yn rhan o'r tîm lansiodd S4C ym 1982. Gadawodd y Sianel i weithio yn adran adloniant rhwydwaith ITV ac fel cynhyrhydd annibynnol, cyn ail-ymuno ag S4C fel Cyfarwyddwr Busnes, S4C Rhyngwladol a Chyd-gynyrchiadau. Bu'n Gyfarwyddwr i Scottish Television Enterprises, ITEL a Granada International ac yn Gadeirydd Cymdeithas Dosbarthu Diwydiant Teledu Prydain (British Television Distribution Industry Association). Rhwng 2004 a 2007 roedd yn Llywydd National Geographic Television International, cyn mynd yn Rheolwr Gyfarwyddwr i'r Target Entertainment Group. Fe'i penodwyd yn Rheolwr Gyfarwyddwr, Dosbarthu Cynnwys a Datblygiad Masnachol, cwmni A+E Television Networks yn 2010 cyn iddo gael ei benodi'n Brif Weithredwr S4C.

Dafydd Rhys Cyfarwyddwr Cynnwys

Dechreuodd Dafydd weithio gyda HTV ym maes plant ac adloniant a thrwy'r nawdegau bu'n gweithio yn S4C fel Golygydd Comisiynu a Chyfarwyddwr Darlledu. Yn 1998 fe ymunodd â chwmni Antena cyn gadael yn 2000 i sefydlu cwmni P.O.P.1., rhan o grŵp Tinopolis yn Llanelli. Ail ymunodd Dafydd ag S4C ym mis Mawrth 2012.

Garffld Lloyd Lewis Cyfarwyddwr Cyfathrebu, Marchnata a Phartneriaethau

Fe dreuliodd Garffld 25 mlynedd yn gweithio i Adran Newyddion BBC Cymru. Cafodd brofiad helaeth yn gweithio fel cynhyrhydd a rheolwr a bu hefyd yn gyfrifol am nifer o brosiectau hyfforddi. Sefydlodd ei gwmni ei hun, Trawsgyfrwng Cyf., cyn ymuno ag S4C fel Cyfarwyddwr Cyfathrebu yn 2009.

Kathryn Morris Cyfarwyddwr Cyllid

Fe raddiodd Kathryn mewn Economeg a Chyfrifeg ym Mhrifysgol Caerdydd cyn dod yn gyfrifydd siartredig. Fe ymunodd ag S4C yn 1984 a chafodd ei phenodi'n Gyfarwyddwr Cyllid yn 1991. Wyth mlynedd yn ddiweddarach, fe gafodd Kathryn ei phenodi'n Gyfarwyddwr Adnoddau Dynol S4C. Mae Kathryn hefyd yn Gyfarwyddwr ar is-gwmnïau masnachol S4C.

Elin Morris Cyfarwyddwr Polisi Corfforaethol a Masnachol

Ar ôl graddio yn y Gyfraith o Goleg St Anne, Rhydychen fe ddatblygodd gyrfa Elin fel cyfreithiwr. Fe fu'n bartner yn Adran Gorfforaethol Geldards (Cyfreithwyr) am 11 mlynedd. Cafodd ei phenodi'n Gyfarwyddwr Polisi Corfforaethol a Masnachol S4C yn 2009.

Ceir manylion am gydnabyddiaeth i aelodau'r tîm rheoli yn Nodyn 4 y Datganiad Ariannol.

S4C's Management Team

Ian Jones Chief Executive

Ian, who comes originally from Morriston, Swansea, was part of the team that launched S4C in 1982. He left the channel to work in ITV's network entertainment department and as an independent producer, before re-joining S4C as the Director of Business, S4C International and Co-productions. He has been a Director for Scottish Television Enterprises, ITEL and Granada International and Chairman of the British Television Distribution Industry Association. Between 2004 and 2007 he was the President of National Geographic Television International, before becoming the Managing Director of Target Entertainment Group. He was appointed Managing Director, Content Distribution and Commercial Development, A & E Television Networks in 2010 before being appointed Chief Executive of S4C.

Dafydd Rhys Director of Content

Dafydd started with HTV working on children's and entertainment programmes and throughout the nineties worked in S4C as a Commissioning Editor and then Director of Broadcasting. In 1998 he joined Antena before leaving in 2000 to set up P.O.P.1, part of the Tinopolis group in Llanelli. Dafydd re-joined S4C in March 2012.

Garffld Lloyd Lewis Director of Communication, Marketing and Partnerships

Garffld worked for BBC Wales' News Department for 25 years. He gained valuable experience as a producer and manager and was also responsible for various training projects. He established his own company Trawsgyfrwng Cyf. before joining S4C as its Director of Communications in 2009.

Kathryn Morris Director of Finance

Kathryn graduated from Cardiff University with a degree in Economics and Accountancy before qualifying as a chartered accountant. She joined S4C in 1984 and was appointed Finance Director in 1991. Eight years later she was appointed Director of Human Resources. Kathryn is also a Director of S4C's commercial subsidiaries.

Elin Morris Director of Corporate and Commercial Policy

After graduating from St. Anne's College, Oxford with a degree in Law, Elin developed a career as a solicitor. She was a partner in the Corporate Department of Geldards Law Firm for 11 years. She was appointed S4C's Director of Corporate and Commercial Policy in 2009.

Details of the remuneration of the management team can be found in Note 4 of the Statement of Accounts.



Datganiad Ariannol
2011

Cyflwynir Datganiad Ariannol S4C
i'r Senedd yn Sgîl paragraff 13(2)
i Atodlen 6 Deddf Darlledu 1990 (C.42)

Statement of Accounts
2011

The Statement of Accounts for S4C is
presented to Parliament pursuant to
paragraph 13(2) to Schedule 6 of the
Broadcasting Act 1990 (C.42)

Adroddiad yr Awdurdod am y flwyddyn a derfynodd 31 Rhagfyr 2011

Rhagair

Cyflwynir Datganiad Ariannol yr Awdurdod am y flwyddyn a derfynodd 31 Rhagfyr 2011 yn unol ag Atodlen 1 (1) (b) y Cyfarwyddyd Cyfrifon a ryddhawyd gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Gemau Olympaidd, Cyfryngau a Chwaraeon i'r Awdurdod ym mis Mai 2007.

Prif weithgareddau

Mae S4C yn gweithredu o dan Adrannau 203 hyd 207 (cynwysiedig) ac Atodlen 12 Deddf Cyfathrebiadau 2003. Mae Adran 204 yn darparu bod yr Awdurdod yn gweithredu i ddarparu gwasanaethau rhaglenni teledu o safon uchel gyda'r bwriad iddynt fod ar gael yn gyfan gwbl neu yn bennaf i'r cyhoedd yng Nghymru. Wrth gyflawni'r gweithgaredd, rhaid i'r Awdurdod barhau i ddarlledu'r gwasanaeth digidol a adnabyddir fel S4C digidol ac y gall barhau i ddarparu'r gwasanaeth darlledu teledu analog a adnabyddir fel Sianel Pedwar Cymru neu S4C sydd yn darlledu rhaglenni Cymraeg ar y Bedwaredd Sianel yng Nghymru.

Strwythur grŵp

Mae is-baragraffau (2) a (3) Paragraff 1 Atodlen 6 Deddf Darlledu 1990 (fel yr addaswyd gan Adran 206 (6) Deddf Cyfathrebiadau 2003) yn caniatáu i'r Awdurdod, i'r graddau ei bod yn ymddangos iddynt yn atodol neu'n arweiniol i'w gweithgaredd i wneud hynny, gymryd rhan mewn gweithgareddau, yn cynnwys gweithgareddau masnachol, trwy gwmnïau S4C gan ddefnyddio cyllid masnachol yn unig. Yn ogystal, mae'r darpariaethau trawsnewidiol ym mharagraff 27 Atodlen 18 Deddf Cyfathrebiadau 2003 yn caniatáu i'r Awdurdod barhau i gymryd rhan mewn gweithgareddau, yn cynnwys gweithgareddau masnachol, yr oeddent yn eu gwneud yn syth cyn dechreuad Adran 206, naill ai ei hunan neu trwy gwmni S4C. O fewn y Datganiad Ariannol cyfun hwn, cyfeirir at Gronfa'r Gwasanaeth Cyhoeddus fel S4C ac at gyfanswm y gwasanaeth cyhoeddus a gweithgareddau masnachol fel yr Awdurdod. Cyfeirir at yr asedau nad ydynt yng Nghronfa'r Gwasanaeth Cyhoeddus fel y Gronfa Gyffredinol.

Cyllid

Ym mis Hydref 2010, yn dilyn yr Adolygiad Gwariant Cynhwysfawr, ysgrifennodd yr Ysgrifennydd Gwladol dros Ddiwylliant, y Gemau Olympaidd, Cyfryngau a Chwaraeon at S4C yn cadarnhau toriad o 24.4% i gyllid S4C dros gyfnod 4 blynedd yr adolygiad gwariant, ac yn cadarnhau'r symiau fyddai'n cael eu darparu i Awdurdod S4C yn ystod y cyfnod. Yn ogystal, o 2013/14, bydd cyllid S4C yn cael ei ddarparu drwy gyfuniad o barhad o gyllid gan y trysorlys, refeniw masnachol a'r Ffi Drwydded o dan bartneriaeth gydag Ymddiriedolaeth y BBC.

Er mwyn galluogi'r Ysgrifennydd Gwladol dros Ddiwylliant, y Gemau Olympaidd, Cyfryngau a Chwaraeon i weithredu'r newidiadau arfaethedig i gyllid S4C, diweddarwyd fformiwla cyllido blaenorol Awdurdod S4C ym mis Rhagfyr 2011 gan Adran 31 Deddf Cyrff Cyhoeddus 2011. O dan yr adran diwygiedig hon, mae gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Gemau Olympaidd, Cyfryngau a Chwaraeon ddyletswydd i sicrhau yn 2012 a phob blwyddyn ddilynol y bydd Awdurdod S4C yn cael ei dalu swm y mae'n ystyried sy'n ddigonol ar gyfer y gost yn ystod y flwyddyn i (a) ddarparu gwasanaethau cyhoeddus yr Awdurdod (yn unol ag Adran 207 Deddf Cyfathrebiadau 2003); a (b) threfnu darlledu neu dosbarthu'r gwasanaethau hynny. Gall yr Ysgrifennydd Gwladol dros Ddiwylliant, y Gemau Olympaidd, Cyfryngau a Chwaraeon gyflawni'r dyletswydd hwn drwy wneud taliadau ei hunan neu drwy ddod i gytuned gyda pherson arall i'r person hwnnw wneud (neu'r ddau). Rhaid cadw'r arian hwn yng Nghronfa'r Gwasanaeth Cyhoeddus a rhaid ei ddefnyddio'n unig i ddarparu gwasanaethau cyhoeddus yr Awdurdod. Ni chaniateir cymhorthdal o Gronfa'r Gwasanaeth Cyhoeddus ar gyfer unrhyw is-gwmni S4C.

Yn dilyn cyhoeddiad y Llywodraeth ym mis Mai 2010 o doriadau mewn gwariant cyhoeddus o fewn y flwyddyn, cadarnhawyd gostyngiad o £2m yng nghyllid S4C oddi wrth yr Adran dros Ddiwylliant, Cyfryngau a Chwaraeon (ADCCh) ar gyfer y flwyddyn ariannol 2010/11. Deliwyd gyda'r gostyngiad hwn yn y cyfnod Ionawr i Mawrth 2011.

Aelodau'r Awdurdod

Rhestrir aelodau'r Awdurdod a wasanaethodd yn ystod y flwyddyn ar ddiwedd yr adroddiad. Ni fu gan neb o'r aelodau fudd mewn cytundebau gydag S4C. Rhoddir gwybodaeth sy'n cyfateb i'r gofynion datgelu ar gyfer cydnabyddiaeth i gyfarwyddwyr dan y Cyfarwyddyd Cyfrifon mewn perthynas â chydnabyddiaeth i'r aelodau yn nodyn 4 i'r Datganiad Ariannol.

Incwm Cronfa'r Gwasanaeth Cyhoeddus a throsiant y Gronfa Gyffredinol

Roedd y cyfanswm a dderbyniwyd oddi wrth yr ADCCh yn ystod y flwyddyn yn £90.000m (2010 - £101.647m). Defnyddiwyd yr incwm hwn i gyllido costau comisiynu a phrynu rhaglenni Cymraeg, costau darlledu S4C, gwariant ar asedau sefydlog a gorbenion. Mae balans yr incwm, ar ôl cymryd i ystyriaeth gwariant ar ddarlledu rhaglenni a chostau gweithredu a gweinyddu, felly yn cynrychioli'r prif fodd o gyllido asedau net S4C ac yn cael ei drin fel incwm gohiriedig yng Nghronfa'r Gwasanaeth Cyhoeddus. Crëwyd trosiant y Gronfa Gyffredinol gan werthu amser hysbysebu, hawliau mewn rhaglenni teledu, nawdd, marsiandïo, cyhoeddi a gweithgareddau buddsoddi. Yn 2011, roedd y cyfanswm yn £3.001m (2010 - £2.684m). Rhoddir manylion pellach yn nodyn 2 i'r Datganiad Ariannol.

Report of the Authority for the year ended 31 December 2011

Foreword

The Statement of Accounts of the Authority for the year ended 31 December 2011 is presented in accordance with Schedule 1(1)(b) of the Accounts Direction issued by the Secretary of State for Culture, Olympics, Media and Sport to the Authority in May 2007.

Principal activities

S4C operates under Sections 203 to 207 (inclusive) and Schedule 12 of the Communications Act 2003. Section 204 provides that the Authority shall have the function of providing television programme services of high quality with a view to their being available for reception wholly or mainly by members of the public in Wales. In carrying out that function, the Authority must continue to broadcast the service provided in digital form known as S4C digital and may provide the analogue television broadcast service known as Sianel Pedwar Cymru or S4C which broadcasts Welsh language programmes on the Fourth Channel in Wales.

Group structure

Sub-paragraphs (2) and (3) of Paragraph 1 of Schedule 6 to the Broadcasting Act 1990 (as amended by Section 206 (6) of the Communications Act 2003) entitles the Authority, to the extent that it appears to them incidental or conducive to the carrying out of their functions to do so, to carry out activities, including commercial activities, through S4C companies using commercial revenues only. Likewise, the transitional provisions contained in paragraph 27 of Schedule 18 to the Communications Act 2003 permit the Authority to continue carrying on any activities, including commercial activities, which were being carried on immediately before the commencement of Section 206, either itself or through an S4C company. Within this consolidated Statement of Accounts, the Public Service Fund is referred to as S4C and the total of both public service and commercial activities is referred to as the Authority. The assets of the Authority that are not comprised in the Public Service Fund are referred to as the General Fund.

Funding

In October 2010, following the Comprehensive Spending Review, the Secretary of State for Culture, Olympics, Media and Sport wrote to S4C confirming a 24.4% cut to S4C's funding over the 4 years of the spending review period, and confirming the amounts that would be provided to the S4C Authority during this period. In addition, from 2013/14, S4C's funding will be provided by a combination of continued exchequer funding, commercial revenue and the Licence Fee under a partnership with the BBC Trust.

To enable the Secretary of State for Culture, Olympics, Media and Sport to implement the proposed changes to the funding of S4C, the S4C Authority's previous funding formula as set out in Section 61 of the Broadcasting Act 1990 was amended in December 2011 by Section 31 of the Public Bodies Act 2011. Under this amended section the Secretary of State for Culture, Olympics, Media and Sport has a duty to secure that in 2012 and each subsequent year the S4C Authority is paid an amount which he considers sufficient to cover the cost to the Authority during that year of (a) providing the Authority's public services (within the meaning of Section 207 of the Communications Act 2003); and (b) arranging for the broadcasting or distribution of those services. The Secretary of State for Culture, Olympics, Media and Sport may discharge this duty by making payments himself or entering into an agreement with another person for that person to do so (or both). Such funding must be held in the Public Service Fund and be applied only for the purposes of providing the Authority's public services. No subsidy is permitted from the Public Service Fund for any S4C subsidiary.

Following the Government's announcement in May 2010 of in-year cuts in public spending, a reduction in S4C's budget from the Department for Culture, Media and Sport (DCMS) for the 2010/11 financial year of £2m was confirmed. This reduction was dealt with in the period January to March 2011.

Authority members

The members of the Authority who served during the year are listed at the end of the report. None of the members had an interest in contracts with S4C. Information as required under the Accounts Direction is given in respect of the members' remuneration in note 4 to the Statement of Accounts.

Public Service Fund income and General Fund turnover

Amounts receivable from the DCMS during the year totalled £90.000m (2010 -£101.647m). This income was used to finance the cost of commissioning and acquiring Welsh language programmes, the transmission costs of S4C, expenditure on fixed assets and overheads. The balance of this income, after the cost of programme transmission and operational and administrative expenses, therefore represents the principal means of financing the net assets of S4C and is treated as deferred income in the Public Service Fund. General Fund turnover was generated by sales of airtime, rights in television programmes, sponsorship, merchandising, publishing and investment activities. It totalled £3.001m in 2011 (2010 - £2.684m). Further details are given in note 2 to the Statement of Accounts.

Gwariant

Mae'r costau a roddwyd yn erbyn y cyfrif elw a cholled yn ystod y flwyddyn yn cynnwys £93.858m (2010 - £100.224m) ar gyfer costau'r gwasanaeth rhaglenni a chostau darlledu a dosbarthu, £1.436m am gostau uniongyrchol eraill (2010 -£1.356m) a £3.853m (2010 - £4.015m) ar gyfer costau gweithredu a gweinyddu. Roedd costau'r rhaglenni a ddarlledwyd yn cynnwys £77.122m (2010 - £83.705m) ar gyfer costau rhaglenni a gomisiynwyd neu a brynwyd gan gyflenwyr rhaglenni. Cyfeiria costau darlledu a dosbarthu at gostau trosglwyddyddion a llinellau cyfathrebu a ddarperir gan gontractwyr. Roedd y gweddill yn gostau uniongyrchol comisiynu a chyflwyno rhaglenni, costau gwasanaethau mynediad S4C ynghyd â chostau darlledu perthnasol eraill y gwasanaeth darlledu megis costau marchnata a chostau ymchwil cynulleidfa.

Mae costau uniongyrchol eraill yn cynnwys rhaniad elw yn daladwy i drydydd partiön yn deillio o werthiant rhaglenni, comisiwn asiantaeth a chostau darlledu yn ymwneud â hysbysebion a chostau cludo yn ymwneud â S4C2 ar lwyfannau digidol, daearol a lloeren. Ceir manylion pellach am gostau gweithredu a gweinyddu yr Awdurdod yn nodyn 3 i'r Datganiad Ariannol.

Polisi talu

Mae'n bolisi gan yr Awdurdod i gytuno ar amodau a thelerau addas ar gyfer ei drafodion â chyflenwyr, ac yn amodol ar eu cydymffurfiaid, gwneir taliadau yn unol â'r telerau hyn. Yn arferol ym 2011, talwyd 92% (2010 – 93%) o gyflenwyr cyn pen 30 diwrnod.

Oriau a ddarlledwyd a chyfartaledd cost yr awr

Yn ystod y flwyddyn darlledodd S4C gyfanswm o 6,410 awr o raglenni (2010 –7,417 awr), yn cynrychioli cyfartaledd o 123.3 awr yr wythnos (2010 – 142.6 awr). Mae dadansoddiad o'r oriau hyn rhwng rhaglenni Cymraeg a'u costau perthnasol a rhaglenni Saesneg fel a ganlyn:

	Oriau	2011 Cost yr awr £	Oriau	2010 Cost yr awr £
Cymraeg				
Rhaglenni a gomisiynwyd Cynyrchiadau annibynnol	1,830	39,038	1,772	43,665
BBC	13	91,200	14	89,253
	1,843	39,406	1,786	44,022
Rhaglenni a brynwyd Ailddarllediadau	482	1,890	351	1,935
Cynyrchiadau annibynnol	3,152	471	3,127	780
BBC	293	7,170	244	8,056
	5,770	13,366	5,508	15,197
BBC - Oriau Statudol	640	-	711	-
	6,410		6,219	
Cyfartaledd yr wythnos	123.3		119.6	

Expenditure

Costs charged to the profit and loss account during the year include £93.858m (2010 - £100.224m) for the cost of the programme service and transmission and distribution costs, £1.436m for other direct costs (2010 - £1.356m) and £3.853m (2010 - £4.015m) for operational and administrative expenses. The costs of programmes transmitted included £77.122m (2010 -£83.705m) in respect of the cost of programmes commissioned or acquired from programme suppliers. Transmission and distribution costs are incurred in respect of transmitters and communication lines provided by contractors. The balance comprised the direct costs of programme commissioning and presentation, the operational costs of access services provided by S4C and other related costs of the programme service such as marketing costs and audience research.

Other direct costs include third party co-production funding advances, profit participation due to third parties in respect of programme sales, agency commission and playout costs relating to advertisements and carriage costs relating to S4C2 on the digital, terrestrial and satellite platforms. Further details of the operational and administrative costs of the Authority are given in note 3 to the Statement of Accounts.

Payment policy

It is the Authority's policy to agree appropriate terms and conditions for its transactions with suppliers, and subject to their compliance, to make payments in accordance with these terms. Typically in 2011, 92% (2010 – 93%) of supplier balances were paid within 30 days.

Hours transmitted and average cost per hour

The total hours of programmes transmitted by S4C during the year amounted to 6,410 (2010 – 7,417), representing an average per week of 123.3 hours (2010 – 142.6 hours). An analysis of these hours between Welsh language programmes and their related costs and English language programmes is as follows:

	Hours	2011 Cost per hour £	Hours	2010 Cost per hour £
Welsh				
Commissioned programmes				
Independent production	1,830	39,038	1,772	43,665
BBC	13	91,200	14	89,253
	1,843	39,406	1,786	44,022
Acquired programmes				
Repeats	482	1,890	351	1,935
Independent production	3,152	471	3,127	780
BBC	293	7,170	244	8,056
	5,770	13,366	5,508	15,197
BBC - Statutory hours	640	-	711	-
	6,410		6,219	
Average per week	123.3		119.6	

Derbyniodd S4C yr oriau statudol a ddarparwyd gan y BBC, a oedd yn cynnwys rhai ailddarllediadau, dan Adran 58 (1) Deddf Darlledu 1990 (fel yr addaswyd gan Adran 29 Deddf Darlledu 1996) a thalwyd amdanynt gan y BBC o incwm y drwydded. Mae S4C hefyd wedi gwneud taliadau gwerth £3.3m i'r BBC am ddarparu ailddarllediad omnibws wythnosol a 30 o benodau haf o Pobol y Cwm nad yw'n cael eu darparu fel rhan o'r oriau statudol.

Darlledodd S4C 1,278 awr (2010 – 1,278 awr) o raglenni Cymraeg yn yr oriau brig rhwng 6.30 p.m. a 10.00 p.m. sydd yn rhoi cyfartaledd yr wythnos o 24.6 awr (2010 – 24.6 awr).

	2011 Oraiau	2010 Oraiau
Saesneg		
Rhaglenni gwreiddiol	-	681
Ailddarllediadau	-	517
	-	1,198
Cyfartaledd yr wythnos (2010 - nes 31 Mawrth)	-	92.2

Rhaglenni a ddarlledwyd yn ôl categori

Rhaglenni a gomisiynwyd

	Oraiau	2011 Cost yr awr £	Oraiau	2010 Cost yr awr £
Drama	70	188,600	69	196,969
Ffeithiol Cyffredinol	659	30,715	635	33,657
Materion Cyfoes	76	32,900	81	37,995
Cerdd Ysgafn/Adloniant	124	71,490	178	56,396
Plant	413	21,940	384	27,750
Cerddoriaeth a Chelfyddydau	152	33,890	151	38,104
Chwaraeon	323	38,320	261	48,899
Crefydd	26	47,207	27	50,799
Cyfanswm	1,843	39,406	1,786	44,022

BBC a Channel 4

	BBC Oraiau	2011 C4 Oraiau	BBC Oraiau	2010 C4 Oraiau
Drama	97	-	98	189
Newyddion	187	-	202	-
Materion Cyfoes a Ffeithiol	72	-	76	312
Adloniant Ysgafn	2	-	2	91
Pobl Ifanc a Phlant	39	-	91	4
Cerddoriaeth a Chelfyddydau	118	-	109	3
Addysg	-	-	8	-
Chwaraeon	125	-	125	75
Crefydd	-	-	-	7
	640	-	711	681

The statutory hours supplied by the BBC, which included an element of repeat programmes, were provided to S4C under Section 58 (1) of the Broadcasting Act 1990 (as amended by Section 29 of the Broadcasting Act 1996) and were funded out of the BBC's licence revenue. S4C also made payments totalling £3.3m to the BBC for the provision of the weekly omnibus repeat and 30 summer episodes of Pobol y Cwm not provided as part of the statutory hours.

1,278 hours (2010 - 1,278 hours) of Welsh language programmes were transmitted in the peak hours between 6.30 p.m. and 10.00 p.m. with a weekly average of 24.6 hours (2010 – 24.6 hours).

	2011 Hours	2010 Hours
English		
Original programming	-	681
Repeats	-	517
	-	1,198
Average per week (2010 - to 31 March)	-	92.2

Transmitted programmes by category

Commissioned programmes

	Hours	2011 Cost per hour £	Hours	2010 Cost per hour £
Drama	70	188,600	69	196,969
General Factual	659	30,715	635	33,657
Current Affairs	76	32,900	81	37,995
Light Music / Entertainment	124	71,490	178	56,396
Children	413	21,940	384	27,750
Music and Arts	152	33,890	151	38,104
Sport	323	38,320	261	48,899
Religion	26	47,207	27	50,799
Total	1,843	39,406	1,786	44,022

BBC and Channel 4

	BBC Hours	2011 C4 Hours	BBC Hours	2010 C4 Hours
Drama	97	-	98	189
News	187	-	202	-
Current Affairs and Factual	72	-	76	312
Light Entertainment	2	-	2	91
Youth and Children	39	-	91	4
Music and Arts	118	-	109	3
Education	-	-	8	-
Sport	125	-	125	75
Religion	-	-	-	7
	640	-	711	681

Polisi cyflogi

Mae’r Awdurdod yn gyflogwr cyfle cyfartal. Nid yw’n caniatáu gwahaniaethu ar sail rhyw, hil, lliw, anabledd, cefndir ethnig neu gefndir economaidd cymdeithasol, oedran, sefyllfa deuluol, statws priodasol, gweithwyr rhan neu lawn amser, crefydd, gwleidyddiaeth, tueddfryd rhywiol, defnydd o iaith neu unrhyw wahaniaeth amherthnasol arall ac mae’n ymroddedig i ystyried amrywiaethau mewn modd positif. Defnyddir egwyddorion cystadleuaeth deg ac agored ac mae penodiadau yn ddibynnol ar deilyngdod.

Ymgynghoriad ac ymgynghoriad aelodau staff

Mae S4C yn trosglwyddo gwybodaeth i’w haelodau staff ac yn ymgynghori â nhw mewn nifer o ffyrdd:

- 1) trwy gyfarfodydd a gynhelir yn rheolaidd lle lledaenir gwybodaeth gan aelodau’r Tîm Rheoli a lle caiff aelodau staff gyfle i fynegi eu barn;
- 2) trwy gyfarfodydd gydag aelodau staff lle mae’r Prif Weithredwr yn adrodd ar sut y mae pethau yn mynd yn eu blaen a chynlluniau i’r dyfodol. Anogir aelodau staff i ofyn cwestiynau;
- 3) trwy ledaenu system ebost a mewnrwyd o fewn y cwmni;
- 4) trwy gydfargeinio arferol gyda BECTU (yn achos gweithwyr technegol). Mae S4C hefyd yn cydnabod Equity (yn achos cyflwynwyr) a’r NUJ (yn achos staff Swyddfa’r Wasg).

Adroddiad llywodraethiant corfforaethol

Mae’r Awdurdod yn ymrwymo i ddefnyddio’r egwyddorion llywodraethiant corfforaethol uchaf sy’n gymesur â’i faint.

Cydymffurfiaeth

Mae’r Awdurdod wedi cydymffurfio drwy’r flwyddyn â darpariaethau’r Côd sydd wedi eu gosod yn Adran 1 Côd Llywodraethiant Corfforaethol y D.U. cyn belled ag y maent yn gymwys i’r Awdurdod.

Defnyddio egwyddorion

Mae’r Awdurdod wedi defnyddio’r egwyddorion llywodraethiant dda a gynhwysir yng Nghôd Llywodraethiant Corfforaethol y D.U.

Mae’r Awdurdod yn darparu arweiniad i weithgareddau S4C o fewn fframwaith o reolaethau gofalus ac effeithiol sy’n caniatáu asesu a rheoli risg. Mae’r Awdurdod yn gosod nodau strategol S4C, yn sicrhau bod yr adnoddau ariannol a dynol angenrheidiol yn eu lle i S4C gyflawni ei hamcanion ac yn adolygu perfformiad y rheolwyr.

Yr Awdurdod

Fel awdurdod darlledu annibynnol, mae gan yr Awdurdod gyfrifoldeb llawn dros sicrhau bod swyddogaethau statudol S4C, mewn amgylchedd gwasanaeth cyhoeddus a masnachol, yn cael eu cyflawni’n unol â pholisïau’r Awdurdod a gofynion Deddfau Darlledu 1990 a 1996 a Deddf Cyfathrebiadau 2003.

Mae’r Awdurdod yn cynnwys y Cadeirydd a hyd at wyth aelod, a phenodir pob un gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Gemau Olympaidd, Cyfryngau a Chwaraeon ar ôl ymgynghori â Llywodraeth Cymru. Mae ganddynt brofiad a gwybodaeth helaeth ac maent yn annibynnol o’r Tîm Rheoli, ac o unrhyw berthynas fusnes neu berthynas arall a allai ymyrryd ag ymarfer eu barn annibynnol. Mae’r strwythur hwn yn sicrhau na all y broses o wneud penderfyniadau gan yr aelodau gael ei rheoli gan unigolyn neu grŵp bychan.

Cynhwysir manylion bywgraffyddol ynghyd â chofnod o bresenoldeb aelodau’r Awdurdod yn yr Adroddiad Blynyddol. Ceir manylion am gydnabyddiaeth yr Aelodau yn Nodyn 4 y Datganiad Ariannol.

Mae cofrestr sy’n datgan diddordebau’r Aelodau ar gael ar wefan S4C, s4c.co.uk. Mae copïau ar gael i’w harchwilio yn swyddfeydd S4C yng Nghaerdydd a Chaernarfon.

Fel rhan o’u rôl fel aelodau’r Awdurdod, mae aelodau’n herio’n adeiladol ac yn cynorthwyo datblygu argymhellion strategol. Mae aelodau’n craffu perfformiad y rheolwyr mewn perthynas â’r nodau ac amcanion a gytunwyd ac yn monitro adrodd ar berfformiad. Maent yn bodloni eu hunain am gywirdeb gwybodaeth ariannol a bod rheolaethau ariannol a systemau rheoli risg yn gadarn ac yn amddiffynadwy.

Mae’r Awdurdod yn cyfarfod yn ffurfiol trwy gydol y flwyddyn, yn fisol fel arfer, ac mae ganddo ystod o faterion wedi eu neilltuo iddo am benderfyniad ynghyd â rhaglen waith llawn i’w alluogi i adolygu perfformiad S4C ac i gymryd penderfyniadau strategol ar adegau priodol o fewn y cyfnod cynllunio corfforaethol.

Fel arfer bydd y Prif Weithredwr, yr Ysgrifennydd i’r Awdurdod, y Cyfarwyddwr Comisiynu a’r Cyfarwyddwr Cyllid yn bresennol ym mhob un o gyfarfodydd yr Awdurdod. Mae’r Tîm Rheoli yn darparu gwybodaeth briodol ac amserol ac mae rhyddid i’r aelodau ofyn am unrhyw wybodaeth bellach y credant sy’n angenrheidiol. Gall pob aelod ofyn am gyngor gan Ysgrifennydd yr Awdurdod a gweithwyr proffesiynol annibynnol ar draul S4C. Darperir hyfforddiant i aelodau newydd yn ôl yr angen.

Employment policy

The Authority is an equal opportunities employer. It does not tolerate discrimination on the grounds of gender, race, colour, disability, ethnic or socio-economic background, age, family circumstances, marital status, part time or full time workers, religion, political persuasion, sexual orientation, use of language or other irrelevant distinction and is committed to work with diversity in a positive way. The principles of fair and open competition will apply and appointments will be made on merit.

Employee involvement and consultation

There are a number of ways in which S4C informs and consults with its employees:

- 1) through regular meetings where information is disseminated by members of the Management Team and employees have an opportunity to air views;
- 2) through meetings with employees where the Chief Executive reports on progress and future plans and members of staff are encouraged to ask questions;
- 3) through use of the company-wide e-mail and intranet systems;
- 4) through normal collective bargaining with BECTU (for technical employees). S4C also recognises Equity (for continuity announcers) and the NUJ (for Press Office staff).

Corporate governance report

The Authority is committed to applying the highest principles of corporate governance commensurate with its size.

Compliance

The Authority has complied throughout the year with the Code provisions set out in Section 1 of the U.K. Corporate Governance Code so far as they are applicable to the Authority.

Application of principles

The Authority has applied the principles of good governance contained in the U.K. Corporate Governance Code.

The Authority provides leadership of S4C’s activities within a framework of prudent and effective controls which enables risk to be assessed and managed. The Authority sets S4C’s strategic aims, ensures that the necessary financial and human resources are in place for S4C to meet its objectives and reviews management performance.

The Authority

As an independent broadcasting authority, the Authority has full responsibility for ensuring that, in a public service and commercial environment, the statutory functions of S4C are discharged in accordance with the Authority’s policies and the requirements of the Broadcasting Acts 1990 and 1996 and the Communications Act 2003.

The Authority comprises the Chair and up to eight members, all of whom are appointed by the Secretary of State for Culture, Olympics, Media and Sport following consultation with the Welsh Government. They bring a breadth of experience and knowledge and are independent of the Management Team and of any business or other relationship which could interfere with the exercise of their independent judgement. This structure ensures that the members’ decision making cannot be dominated by an individual or small group.

The biographical details, together with attendance records of the Authority members are included in the Annual Report. Remuneration details for the Authority members can be found at Note 4 of the Statement of Accounts.

A register stating the members’ interests appears on S4C’s website, s4c.co.uk. Copies are available for inspection at the offices of S4C in Cardiff and Caernarfon.

As part of their role as members of the Authority, members constructively challenge and help develop proposals on strategy. Authority members scrutinise the performance of management in meeting agreed goals and objectives and monitor the reporting of performance. They satisfy themselves on the integrity of financial information and that financial controls and systems of risk management are robust and defensible.

The Authority meets formally throughout the year, normally monthly and has a schedule of matters specifically reserved to it for decision, and a full work programme to enable it to monitor the performance of S4C and take strategic decisions at appropriate points in the corporate planning cycle.

All meetings of the Authority are usually attended by the Chief Executive, the Secretary to the Authority, the Director of Commissioning and the Director of Finance. The Management Team supplies the Authority members with appropriate and timely information and the members are free to seek any further information they consider necessary. All members have access to advice from the Secretary to the Authority and independent professionals at the expense of S4C. Training and induction is available for new members as necessary.

Mae'r Awdurdod wedi sefydlu'r pwyllgorau canlynol i'w helpu i gyflawni ei ddyletswyddau:

- Pwyllgor Archwilio a Rheoli Risg
- Pwyllgor Personel a Chydnabyddiaeth
- Pwyllgor Cwynion a Chydymffurfiaeth
- Pwyllgor Cynnwys

Cyhoeddir bwletin o'i drafodaethau a'i benderfyniadau yn dilyn pob cyfarfod a chynhelir cyfarfodydd cyhoeddus agored yn aml mewn gwahanol rannau o Gymru. Yn ei Gynllun Gwaith Blynyddol mae'r Awdurdod wedi ymrwymo i ddarganfod dulliau ychwanegol o ddarparu gwybodaeth amserol i randdeiliaid.

Effeithiolrwydd yr Awdurdod

Mae'r Awdurdod wedi ymrwymo i gynnal asesiad rheolaidd manwl o'i berfformiad a pherfformiad ei bwyllgorau a'r aelodau. Ym mis Awst 2010 comisiynodd yr Awdurdod Syr Jon Shortridge KCB i gynnal adolygiad o'i drefniadau llywodraethiant corfforaethol yn dilyn asesiad cynharach o lywodraethiant corfforaethol yn ystod 2010. Cyflwynodd Syr Jon ei adroddiad i'r Awdurdod ym mis Tachwedd 2010. Roedd adroddiad Syr Jon yn sail i adolygiad trylwyr o berfformiad llywodraethiant corfforaethol S4C. Cyhoeddwyd argymhellion Syr Jon ynghyd ag ymateb a chynllun gweithredu yr Awdurdod yn eu cyfanrwydd ym mis Chwefror 2011. Mae'r adroddiad ac ymateb yr Awdurdod ar gael ar safle we S4C.

Mae'r broses o weithredu'r argymhellion yn parhau, a bydd yn cael ei adolygu'n gyson gan y Pwyllgor Archwilio a Rheoli Risg. Mae'r Awdurdod o'r farn y bydd y newidiadau hyn yn sicrhau y bydd gan S4C system gadarn a chynaliadwy o lywodraethiant corfforaethol sy'n addas ar gyfer heddiw, ac ar gyfer y trefniadau arfaethedig sydd i'w rhoi mewn lle gydag Ymddiriedolaeth y BBC a'r ADCCh ar gyfer y cyfnod o 2013. Bydd y system hefyd yn galluogi aelodau'r Awdurdod i oruchwylio a bod yn gyfrifol am berfformiad presennol S4C a pherfformiad yn y dyfodol mewn modd effeithiol ac effeithlon. Bydd yr argymhellion hefyd yn sail yn y dyfodol i asesiadau o berfformiad yr Awdurdod ei hun.

Yn ystod 2011 cyfarfu'r Awdurdod 15 o weithiau. Yn ogystal ag ystyriaeth o'r materion a nodwyd gan Syr Jon, fe ddeliodd gyda nifer o faterion strategol a fydd yn berthnasol i berfformiad yr Awdurdod yn y dyfodol. Ymysg y materion hyn oedd penodiad cadeirydd i'r Awdurdod gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Gemau Olympaidd, Cyfryngau a Chwaraeon ym mis Mehefin, a'r broses drylwyr a ddilynodd a arweiniodd at benodi prif weithredwr parhaol ym mis Hydref. Rhoddwyd ystyriaeth gan yr Awdurdod a'i bwyllgorau i faterion cyllidebol yn ymwneud a gweithredu'r toriad i incwm S4C a ddigwyddodd yn ystod y flwyddyn, ynghyd a strategaeth gynnwys a chyllideb ddiwygiedig. Yn ogystal, rhoddodd yr Awdurdod sylw manwl i'r trafodaethau rhwng S4C, Ymddiriedolaeth y BBC a'r ADCCh yn ymwneud â threfniadau ariannu ac atebolrwydd S4C, a arweiniodd at gyhoeddi cytundeb ym mis Hydref rhwng yr Awdurdod ac Ymddiriedolaeth y BBC yn nodi prif egwyddorion ar gyfer y cytundeb gweithredu.

Y Prif Weithredwr a'r Tîm Rheoli

Yn unol â chyfrifoldeb cyffredinol yr Awdurdod, ac arolwg o bryd i'w gilydd, mae'r cyfrifoldeb dros ffurfio a gweithredu polisi manwl, yn unol â chylch gwaith a pholisi rhaglenni S4C a chynnal busnes S4C, wedi ei ddirprwyo i'r Prif Weithredwr a thrwyddo ef i'r Tîm Rheoli. Y Prif Weithredwr a'r Tîm Rheoli sy'n gyfrifol am sicrhau bod busnes S4C yn digwydd yn unol â pholisïau a threfniadau gweithredu a gymeradwywyd gan yr Awdurdod.

Yn ystod 2011, Cyfarwyddwr Cyllid S4C oedd Swyddog Cyfrifo S4C. Dechreuodd Prif Weithredwr parhaol ar ei waith ar 23 Ionawr 2012 ac fe ddaeth yn Swyddog Cyfrifo ar y dyddiad hwnnw. Mae'r Swyddog Cyfrifo yn atebol i'r ADCCh am faterion yn ymwneud ag ariannu statudol S4C ac, o'r herwydd, y person hwnnw sy'n gyfrifol am sicrhau'r defnydd gorau o arian a delir i S4C gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Gemau Olympaidd, Cyfryngau a Chwaraeon.

Rheoli risg a rheolaeth fewnol

Yr Awdurdod sy'n gyfrifol yn y pen draw am gynnal system gadarn o reolaeth fewnol i ddiogelu asedau S4C ac i adolygu'i heffeithiolrwydd. Bwriedir system o'r fath i reoli yn hytrach na dileu'r perygl o fethiant i gyflawni amcanion busnes. Mae cyfyngiadau cynhenid mewn unrhyw system reoli, ac felly dim ond sicrwydd rhesymol ac nid sicrwydd llwyr gall hyd yn oed y systemau mwyaf effeithiol ddarparu yn erbyn camddatganiad neu gollod sylweddol.

Yn sgil cyhoeddi arweiniad i gyfarwyddwyr ar reolaeth fewnol - Rheolaeth Fewnol; Arweiniad i Gyfarwyddwyr ar y Côd Cyfun (arweiniad Turnbull), mae'r Awdurdod yn cadarnhau bod proses barhaus i adnabod, gwerthuso a rheoli'r risgiau sylweddol a wynebir gan y grŵp, mewn lle ar gyfer y flwyddyn dan sylw a hyd at ddyddiad cymeradwy'r Datganiad Ariannol. Arolygir y broses hon yn gyson gan yr Awdurdod a'r Pwyllgor Archwilio a Rheoli Risg ac mae'n cydymffurfio â'r arweiniad.

The Authority has established the following committees to help it in the discharge of its responsibilities:

- Audit and Risk Management Committee
- Personnel and Remuneration Committee
- Complaints and Compliance Committee
- Content Committee

It publishes a bulletin of its discussions and decisions following each of its meetings and holds frequent open public meetings in different parts of Wales. In its Annual Work Plan, the Authority has committed to seek additional ways of providing timely information to stakeholders.

The Authority's effectiveness

The Authority has undertaken to conduct a regular and rigorous evaluation of its own performance and that of its committees and members. In August 2010 the Authority commissioned Sir Jon Shortridge KCB to undertake a review of its corporate governance arrangements following an earlier evaluation of its corporate governance during 2010. Sir Jon presented his report to the S4C Authority in November 2010. Sir Jon's review formed the basis of a thorough process of evaluation of the performance of S4C's corporate governance, and his recommendations and the Authority's response and action plan were published in their entirety in February 2011. The report and the Authority's response can be viewed on S4C's website.

The process of implementing the recommendations is ongoing and will be the subject of continuing review by the Audit and Risk Management Committee. The Authority believes that these reforms will ensure that S4C has a stable and sustainable system of corporate governance that is fit for purpose today, and under the proposed arrangements to be put in place with the BBC Trust and the DCMS for the period post-2013. The system will also enable Members of the Authority to properly oversee and account for the present and future performance of S4C in an effective and efficient way. The recommendations also form a basis for future evaluation of the Authority's own performance.

During 2011 the Authority met 15 times. In addition to consideration of the issues identified by Sir Jon's review, it dealt with a number of strategic issues that will impact upon the Authority's future performance. These included the appointment by the Secretary of State for Culture, Olympics, Media and Sport of a chair to the Authority in June and the subsequent thorough appointment process, which led to the appointment of a permanent chief executive in October. The Authority and its committees also considered budgetary matters relating to the implementation of the reduction in grant in aid that took place during the year, along with a revised content strategy and budget. The Authority also gave detailed consideration to the ongoing negotiations between S4C, the BBC Trust and the DCMS in relation to the future funding and accountability arrangements for S4C that culminated in the publication of an agreement in October between the Authority and the BBC Trust setting out the main principles upon which an operating agreement would be based.

The Chief Executive and the Management Team

Subject to periodic review and to the overall responsibility of the Authority, responsibility for the formulation and operation of detailed policy, in accordance with the S4C remit and programme policy and the conduct of the affairs of S4C, has been delegated to the Chief Executive and through him to the Management Team. The Chief Executive and the Management Team are responsible for ensuring that the affairs of S4C are conducted in accordance with policies and operating procedures approved by the Authority.

During 2011, S4C's Director of Finance was S4C's Accounting Officer. A permanent Chief Executive took up office on 23 January 2012 and became Accounting Officer on that date. The Accounting Officer is responsible to the DCMS in respect of the statutory funding of S4C and, as such, is the person responsible for the proper use of funds paid to S4C by the Secretary of State for Culture, Olympics, Media and Sport.

Risk management and internal control

The Authority is ultimately responsible for maintaining a sound system of internal control to safeguard the assets of S4C and for reviewing its effectiveness. Such a system is designed to manage, but not eliminate the risk of failure to achieve business objectives. There are inherent limitations in any control system and accordingly even the most effective systems can provide only reasonable and not absolute assurance against material misstatement or loss.

Following publication of guidance for directors on internal control, Internal Control; Guidance for Directors on the Combined Code (the Turnbull guidance), the Authority confirms that there is an ongoing process for identifying, evaluating and managing the significant risks faced by the group, that has been in place for the year under review and up to the date of approval of the Statement of Accounts, and that this process is regularly reviewed by the Authority and the Audit and Risk Management Committee and accords with the guidance.

Elfennau allweddol y system reolaeth fewnol yw:

Rheoli risg – yr amgylchedd rheoli

Mae'r Awdurdod, yn gweithredu drwy'r Pwyllgor Archwilio a Rheoli Risg, wedi sefydlu strwythur trefniadol sy'n diffinio cyfrifoldebau clir dros reolaeth fewnol.

Mae system gynhwysfawr o adroddiadau rheolaeth sy'n cynnwys paratoi cyllidebau blynyddol gan bob canolfan cost. Caiff y cyllidebau hyn eu cymeradwyo gan yr Awdurdod fel rhan o'r gyllideb gyffredinol am y flwyddyn. Caiff canlyniadau'r canolfannau cost eu hadrodd yn fisol a'u cymharu â'r gyllideb. Archwilir amrywiadau sylweddol o'r gyllideb os yn briodol. Paratoir rhagolygon o'r ymrwymadau yn rheolaidd drwy gydol y flwyddyn.

Trefnweithiau rheolaeth

Mae'r trefnweithiau gweithredol wedi'u dogfennu yn y Trefnweithiau Rheolaeth Fewnol. Mae goblygiadau newidiadau yn y gyfraith a rheoliadau'n cael eu hystyried yn y trefnweithiau hyn. Mae pob canolfan cost yn cynnal rheolaeth ariannol a threfnweithiau cymwys i'w hamgylchedd busnes sy'n cydymffurfio gyda'r safonau a'r canllawiau a gymeradwywyd gan yr Awdurdod.

Y broses fonitro

Mae'r Pwyllgor Archwilio a Rheoli Risg yn derbyn ac yn ystyried adroddiadau ar y system o reolaeth ariannol fewnol oddi wrth y rheolwyr a'r swyddogaeth archwiliad mewnol.

Mae'r Awdurdod yn cadarnhau iddo gynnal adolygiad o effeithiolrwydd system rheolaeth fewnol S4C ar gyfer y flwyddyn ariannol a hyd at ddyddiad yr adroddiad hwn yn unol â'r arweiniad a nodir yn Rheolaeth Fewnol; Arweiniad i Gyfarwyddwyr ar y Côd Cyfun (arweiniad Turnbull).

Yn benodol, mae wedi arolygu'r prosesau sydd wedi'u sefydlu ar gyfer adnabod a gwerthuso'r risgiau sylweddol sy'n effeithio ar y busnes ac wedi cytuno protocol ar gyfer monitro'r polisïau a'r drefn a ddefnyddir i reoli'r risgiau hyn yn y dyfodol. Mae hyn wedi'i atgyfnerthu drwy fabwysiadu dulliau sydd yn arwain staff yn eu hymddygiad busnes, gan gynnwys y Trefnweithiau Rheolaeth Fewnol a'r llawlyfr staff, a gymeradwywyd gan yr Awdurdod, sy'n darparu arweiniad ymarferol i'r holl staff. Mae yna hefyd bolisïau grŵp a threfn cyflogedigion ar gyfer adrodd ar a datrys unrhyw weithgareddau twyllodrus a amheuir.

Mae'r Tîm Rheoli yn gyfrifol am adnabod a gwerthuso'r risgiau sylweddol sy'n berthnasol i'w meysydd busnes, ynghyd â chynllunio a gweithredu rheolaeth fewnol briodol. Asesir y risgiau hyn ar sail barhaus a gallant fod yn gysylltiedig ag amrywiaeth o ffynonellau mewnol ac allanol gan gynnwys toriadau mewn goruchwyliaeth, amhariad ar y systemau gwybodaeth, cystadleuaeth, trychinebau naturiol a gofynion rheoleiddio.

Cynhaliwyd swyddogaeth archwilio fewnol drwy gydol y flwyddyn i ddarparu sicrwydd i'r Awdurdod ynglŷn â gweithrediad a dilysrwydd y system rheolaeth fewnol. Mae gweithrediadau cywiro arfaethedig yn cael eu monitro'n annibynnol gan y Pwyllgor Archwilio a Rheoli Risg i sicrhau bod y gwaith yn cael ei gwblhau mewn da bryd. Mae archwilwyr mewnol yn arolygu'n annibynnol y broses reoli a weithredir gan y rheolwyr gan adrodd i'r Swyddog Cyfrifo a'r Pwyllgor Archwilio a Rheoli Risg. Ni ddarganfuwyd unrhyw wendidau rheolaeth weithredol yn ystod y flwyddyn.

Mae'r Pwyllgor Archwilio a Rheoli Risg yn arolygu'r drefn sicrwydd, gan sicrhau y defnyddir cymysgedd briodol o dechnegau i gael y lefel sicrwydd y gofynnir amdani gan yr Awdurdod. Mae'r Pwyllgor Archwilio a Rheoli Risg yn cyflwyno'i gasgliadau i'r Awdurdod.

Mae'r Prif Weithredwr hefyd yn adrodd i'r Awdurdod ar ran y Tîm Rheoli ar newidiadau sylweddol yn y busnes a'r amgylchedd allanol sy'n effeithio ar risgiau sylweddol. Mae'r Cyfarwyddwr Cyllid ac Adnoddau Dynol yn cyflwyno gwybodaeth ariannol yn fisol i'r Awdurdod sy'n cynnwys y prif arwyddion ynglŷn â pherfformiad a risg. Pan nodir lle y gellid gwella'r system, mae'r Awdurdod yn ystyried yr argymhellion a wnaethpwyd gan y Tîm Rheoli a'r Pwyllgor Archwilio a Rheoli Risg.

Rheoli risg

Mae gan yr Awdurdod a'r Tîm Rheoli ddyletswyddau clir ar gyfer adnabod risgiau sy'n wynebu S4C ac ar gyfer rhoi prosesau mewn lle er mwyn monitro a lleihau'r fath risgiau. Mae'r Awdurdod a'r Tîm Rheoli yn cynnal fframwaith rheoli risg ar gyfer adnabod, asesu a rheoli (yn hytrach na dileu) risgiau sylweddol sy'n wynebu S4C. Mae'r fframwaith hyn wedi ei ddatblygu yn unol ag ymarfer da ar reolaeth fewnol a rheoli risg.

Mae'r broses o adnabod, asesu a rheoli risgiau sylweddol yn wreiddiol i weithrediad S4C. Mae'r Tîm Rheoli yn adnabod risgiau yn ei gyfarfod gweithredol wythnosol ac yn cofnodi risgiau materol yn y gofrestr risg. Yn ystod y flwyddyn, cynhaliodd S4C adolygiad cynhwysfawr o'r gofrestr risg, gan gynnwys ceisio cyngor arbenigol annibynnol am y broses o baratoi'r gofrestr ac asesu risgiau materol yn ogystal ag hyfforddiant ar gyfer aelodau'r Tîm Rheoli a staff eraill sy'n gyfrifol am ddiweddarau'r gofrestr risg. Mae diweddariadau materol o'r gofrestr risg yn cael eu hadrodd i'r Pwyllgor Archwilio a Rheoli Risg. Yn ystod y flwyddyn derbyniodd y Pwyllgor Archwilio a Rheoli Risg ddiweddariadau parthed rheoli risg a'r gofrestr risg gan swyddogion ac yn ogystal drwy gyfrwng adroddiadau'r archwilwyr mewnol, er mwyn galluogi'r pwyllgor i asesu proffil risg yr Awdurdod yn ystod y flwyddyn.

The key features of the system of internal control are as follows:

Risk management - control environment

The Authority, acting through the Audit and Risk Management Committee, has put in place an organisational structure with clearly defined responsibilities for internal control.

There is a comprehensive management reporting system which involves the preparation of annual budgets by all cost centres. These budgets are then approved by the Authority as part of the overall budget for the year. The results of the cost centres are reported monthly and compared to the budget. Significant variances from budget are investigated as appropriate. Forecasts of commitments are prepared regularly throughout the year.

Control procedures

Operational procedures are documented in the Internal Control Procedures Manual. The implications of changes in law and regulations are taken into account within these procedures. Each cost centre maintains financial controls and procedures appropriate to its own business environment conforming to the standards and guidelines approved by the Authority.

Monitoring process

The Audit and Risk Management Committee receives and considers reports on the system of internal financial control from management and the internal audit function.

The Authority confirms that it has conducted a review of the effectiveness of the system of internal controls of S4C for the financial year and up to the date of this report in accordance with the guidance set out in Internal Control; Guidance for Directors on the Combined Code (the Turnbull guidance).

In particular it has reviewed the processes in place for identifying and evaluating the significant risks affecting the business and has agreed the protocol for future monitoring of policies and procedures by which these risks are managed. This has been reinforced by the adoption of various procedures which guide staff on their business conduct, including the Internal Control Procedures Manual and the staff handbook, approved by the Authority, which provide practical guidance for all staff. There are also group policies and employee procedures for the reporting and resolution of suspected fraudulent activities.

The Management Team is responsible for the identification and evaluation of significant risks applicable to their areas of business, together with the design and operation of suitable internal controls. These risks are assessed on a continuous basis and may be associated with a variety of internal or external sources including control breakdowns, disruption in information systems, competition, natural catastrophe and regulatory requirements.

An internal audit function has been maintained throughout the year to provide assurance to the Authority as to the operation and validity of the system of internal control. Planned corrective actions are independently monitored by the Audit and Risk Management Committee for timely completion. Internal auditors independently review the control process implemented by management and report to the Accounting Officer and the Audit and Risk Management Committee. No material operational control weaknesses were reported during the year.

The Audit and Risk Management Committee reviews the assurance procedures, ensuring that an appropriate mix of techniques is used to obtain the level of assurance required by the Authority. The Audit and Risk Management Committee presents its findings to the Authority.

The Chief Executive also reports to the Authority on behalf of the Management Team on significant changes in the business and the external environment which affect significant risks. The Director of Finance and Human Resources provides the Authority with monthly financial information which includes key performance and risk indicators. Where areas for improvement in the system are identified, the Authority considers the recommendations made by the Management Team and the Audit and Risk Management Committee.

Risk assessment

The Authority and the Management Team have a clear responsibility for the identification of risks facing S4C and for putting in place procedures to monitor and mitigate such risks. The Authority and the Management Team operate a risk management framework for identifying, evaluating and managing (rather than eliminating) significant risks faced by S4C. This framework has been developed in accordance with relevant good practice guidance on internal controls and risk management.

The process of identifying, evaluating and managing significant risks is fundamental to the operation of S4C. The Management Team identifies risks during its weekly operational meetings and captures material risks and controls in a risk register. During the year S4C conducted a thorough review of its risk register, including seeking independent specialist advice on the process for compiling the risk register and assessing material risks, together with training for members of the Management Team and other staff responsible for updating the risk register. Material updates to the risk register are reported to the Audit and Risk Management Committee. During the year the Audit and Risk Management Committee received updates regarding risk management and the risk register from officers and also through the reports of the internal auditors so as to enable the committee to assess the Authority's risk profile during the year.

Y Pwyllgor Archwilio a Rheoli Risg

Mae’r Pwyllgor Archwilio a Rheoli Risg yn arolygu’r broses rheoli risg ac yn ystyried:

- awdurdod, adnoddau a chydlyniad pawb sydd ynghlwm wrth y gwaith o ddynodi, asesu a rheoli risgiau sylweddol a wynebir gan yr Awdurdod;

- yr ymateb i’r risgiau sylweddol a ddynodwyd gan y rheolwyr ac eraill;
- y gwaith monitro ar yr adroddiadau a dderbyniwyd gan y rheolwyr;
- y gofal am amgylchedd rheoli sy’n anelu at gadw rheolaeth briodol ar risg;
- y gweithdrefnau adrodd blynyddol.

Yn ogystal, mae’r Pwyllgor Archwilio a Rheoli Risg hefyd yn cadw mewn cysylltiad â’r holl newidiadau a wnaed i’r system ac yn cadw golwg ar agweddau y mae angen eu gwella. Mae’n cyflwyno adroddiadau ar y materion hyn i’r Awdurdod.

Cynhaliwyd pedwar cyfarfod rheolaidd o’r Pwyllgor yn ystod y flwyddyn. Nodir presenoldeb yr aelodau yn y cyfarfodydd hyn yn yr Adroddiad Blynyddol. Mae’r pwyllgor archwilio yn cyfarfod â’r archwilwyr mewnol ac allanol o leiaf unwaith y flwyddyn, heb y swyddogion, i drafod materion sy’n ymwneud â’r cylch gorchwyl ac unrhyw faterion sy’n deillio o’r archwiliad.

Mae cyfarfodydd ffurfiol y Pwyllgor Archwilio a Rheoli Risg wrth galon ei waith ond nid yw hynny’n ddigonol. Mae Cadeirydd y Pwyllgor, ac i raddau llai, yr aelodau eraill, yn cadw cysylltiad yn barhaus â’r unigolion allweddol sy’n ymwneud â llywodraethiant a gweithredu S4C, gan gynnwys Cadeirydd yr Awdurdod, Y Prif Weithredwr, y Cyfarwyddwr Cyllid a phrif bartner yr archwilwyr allanol.

Mae’r gwaith a gyflawnwyd yn ystod y flwyddyn yn cynnwys:

- Ystyried adolygiad Shortridge o lywodraethiant corfforaethol S4C, a pharatoi ymateb S4C i’r argymhellion;
- Ystyried a chymeradwyo cylch gorchwyl newydd i’r Pwyllgor ar sail argymhellion adroddiad Shortridge;
- Adolygu ac argymell cymeradwyo’r Adroddiad Blynyddol a Datganiad Ariannol yn dilyn trafodaethau â’r archwilwyr allanol;
- Adolygu cwmpas swyddogaethau’r archwiliadau mewnol ac allanol a thrafod y risgiau a wynebir gan S4C â’r archwilwyr mewnol ac allanol cyn dechrau’r gwaith archwilio perthnasol;
- Ystyried casgliadau’r archwilwyr mewnol ym maes ymarfer da yn benodol wrth gomisiynu, tendro a chaffael, cydymffurfiaeth rheoleiddio ac adnoddau dynol;
- Adolygiad o reolaethau ariannol mewnol S4C, ac adolygiad o’r systemau rheolaeth a rheoli risg, gan gynnwys y rhai sy’n ymwneud â’r prosesau adrodd ariannol; ac
- Adolygu cofrestr risg S4C, y broses o adnabod a chofnodi risgiau, a’r camau a gymerwyd gan y Tîm Rheoli i reoli a lleihau’r risgiau a’r canlyniadau i S4C.

Mae gan y Pwyllgor Archwilio a Rheoli Risg y prif gyfrifoldeb dros argymell penodiad, ailbenodiad a chael gwared â’r archwilwyr allanol. Yn ystod y flwyddyn cyhoeddwyd tendrau am wasanaethau archwilio mewnol ac allanol. Yn dilyn y broses tendro ail-benodwyd Grant Thornton fel archwilwyr allanol am gyfnod o dair blynedd ac ail-benodwyd PriceWaterhouse Coopers am dair blynedd fel archwilwyr mewnol. Roedd y ddau benodiad yn unol â gofynion y Memorandwm o Ddealltwriaeth rhwng y ADCCCh a’r Awdurdod.

Adrodd ariannol

Mae gan yr Awdurdod systemau rheolaeth fewnol a rheoli risg mewn perthynas â phrosesau adrodd ariannol y grŵp a phroses y grŵp i baratoi cyfrifon cyfunol. Mae’r Pwyllgor Archwilio a Rheoli Risg yn gyfrifol am arolygu a monitro’r prosesau hyn a gynlluniwyd i sicrhau bod y cwmni yn cydymffurfio ag adrodd rheoleiddio a gofynion ffeilio. Ar ddiwedd cyfnod yr adroddiad hwn gwerthusodd y pwyllgor archwilio, gyda chymorth y Prif Weithredwr a’r Cyfarwyddwr Cyllid, effeithiolrwydd cynllun a gweithrediad y rheolaethau datgelu a’r gweithdrefnau a gynlluniwyd i sicrhau bod y wybodaeth sydd angen datgelu mewn adroddiadau ariannol yn cael ei recordio, prosesu, crynhoi ac adrodd o fewn yr amserlen benodedig.

Pwyllgor Cyllideb

Mae’r Pwyllgor Cyllideb yn cynnwys y Prif Weithredwr a’r Tîm Rheoli. Diben y Pwyllgor Cyllideb yw trafod yn fanwl gyllideb blynyddol drafft S4C ac argymell drafft terfynol y gyllideb i’r Awdurdod ei gymeradwyo. Caiff cyllideb S4C ar gyfer pob blwyddyn ariannol (ac unrhyw ddiwygiadau wedyn) ei chymeradwyo gan yr Awdurdod.

Audit and Risk Management Committee.

The Audit and Risk Management Committee reviews the risk management and control process and considers:

- the authority, resources and co-ordination of those involved in the identification, assessment and management of significant risks faced by the Authority;

- the response to the significant risks which have been identified by management and others;
- the monitoring of the reports from management;
- the maintenance of a control environment directed towards the proper management of risk;
- the annual reporting procedures.

Additionally, the Audit and Risk Management Committee keeps abreast of all changes made to the system and follows up on areas which require improvement. It reports such matters to the Authority.

The committee held four regular meetings during the year. Attendance at these meetings is noted in the Annual Report. The audit committee meets at least annually with the internal and external auditors, without officers, to discuss matters relating to its remit and any issues arising from the audit.

Formal meetings of the Audit and Risk Management Committee are the heart of its work, but they are not sufficient. The Chair of the Committee, and to a lesser extent the other members of the committee, keep in touch on a continuing basis with the key individuals involved in S4C’s governance and operation, including the Authority Chair, the Chief Executive, the Director of Finance, and the external audit lead partner.

The work conducted during the year included:

- Consideration of the Shortridge review of S4C’s corporate governance, and preparation of S4C’s response to the recommendations;
- Consideration and approval of new terms of reference for the Committee, following the recommendations made by the Shortridge review;
- Review and recommendation for approval the Annual Report and Statement of Accounts after discussion with the external auditor;
- Review of the scope of the internal and external audit functions, and discussion of risks facing S4C with the internal and external auditors prior to commencement of the relevant audit work;
- Consideration of the findings of the internal auditors, in particular in relation to good practice in commissioning, tendering and procurement, regulatory compliance and human resources;
- Review of S4C’s internal financial controls, and a review of the internal control and risk management systems, including those in relation to the financial reporting processes; and
- Review of S4C’s risk register, the process of identifying and recording risks, and of steps taken by the Management Team to control and mitigate risks and their consequences for S4C.

The Audit and Risk Management Committee has primary responsibility for making a recommendation on the appointment, re-appointment and removal of the external auditors. During the year the Authority tendered for internal and external audit services. Following the tender process, Grant Thornton were re-appointed as the Authority’s external auditors for a period of three years, and PriceWaterhouse Coopers were re-appointed as internal auditors for a period of three years. Both appointments were made in accordance with the requirements of the Memorandum of Understanding between the DCMS and the Authority.

Financial reporting

The Authority has in place internal control and risk management systems in relation to the group’s financial reporting process and the group’s process for the preparation of consolidated accounts. The Audit and Risk Management Committee is responsible for overseeing and monitoring these processes, which are designed to ensure that the company complies with relevant regulatory reporting and filing provisions. As at the end of the period covered by this report, the Audit and Risk Management Committee, with the participation of the Chief Executive and Director of Finance, evaluated the effectiveness of the design and operation of disclosure controls and procedures designed to ensure that information required to be disclosed in financial reports is recorded, processed, summarised and reported within specified time periods.

Budget Committee

The Budget Committee comprises the Chief Executive and the Management Team. Its purpose is to discuss in detail the draft annual budget of S4C and to recommend a final draft budget to the Authority for approval. The budget of S4C for each financial year (and any subsequent amendments) is approved by the Authority.

[Cydnabyddiaeth](#)

Caiff cydnabyddiaeth a chyfnod penodiad y Cadeirydd ac aelodau'r Awdurdod eu pennu ym mhob achos gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Gemau Olympaidd, Cyfryngau a Chwaraeon.

Penderfynir cydnabyddiaeth y Prif Weithredwr a'r Ysgrifennydd i'r Awdurdod gan yr Awdurdod. Mae cydnabyddiaeth y Tîm Rheoli yn cael ei benderfynu gan y Prif Weithredwr o fewn fframwaith a gytunwyd gan Bwyllgor Personél a Chydnabyddiaeth yr Awdurdod. Yn ystod y flwyddyn aelodaeth y Pwyllgor Personél a Chydnabyddiaeth oedd Bill Davies (Cadeirydd), Syr Roger Jones, Cenwyn Edwards, Rheon Tomos a Glenda Jones.

Caiff cyflogau aelodau staff eraill eu pennu gan y Prif Weithredwr a'r Tîm Rheoli o fewn y gyllideb flynyddol sy'n cael ei chymeradwyo gan yr Awdurdod.

Caiff codiadau cyffredinol yng nghyflogau aelodau staff i gyd eu pennu gan yr Awdurdod ar argymhelliad y Prif Weithredwr a'r Tîm Rheoli.

[Atebolrwydd ac archwilio](#)

Mae'r Awdurdod yn cyflwyno asesiad cytbwys o sefyllfa a rhagolygon S4C yn y wybodaeth y mae'n ofynnol iddo ei chyflwyno yn ôl gofynion statudol.

Aelodau'r Pwyllgor Archwilio a Rheoli Risg yn ystod y flwyddyn oedd Rheon Tomos (Cadeirydd), Syr Roger Jones, Dyfrig Jones, John Davies a Winston Roddick, sydd i gyd yn aelodau anweithredol annibynnol.

Mae cylch gwaith y Pwyllgor yn cynnwys cadw golwg ar gwmpas a chanlyniadau'r archwiliadau allanol a mewnol a'u heffeithiolrwydd o ran cost.

Bydd y Pwyllgor yn sicrhau annibyniaeth yr archwilwyr mewnol ac yn arolygu annibyniaeth a gwrthrychedd yr archwilwyr allanol. Mae hyn yn cynnwys arolygu natur a graddfa gwasanaethau an-archwiliol a ddarperir gan yr archwilwyr allanol i'r Awdurdod, gan geisio sicrhau cydbwysedd o ran gwrthrychedd a gwerth am arian.

Bydd Cadeirydd yr Awdurdod, y Prif Weithredwr, yr Ysgrifennydd i'r Awdurdod a'r Cyfarwyddwr Cyllid ac Adnoddau Dynol yn bresennol yng nghyfarfodydd y Pwyllgor Archwilio a Rheoli Risg fel arfer. Gall aelodau eraill o'r Awdurdod hefyd fynychu'r cyfarfodydd hyn.

[Busnes Byw](#)

Gan ystyried y llythyr am y drefn ariannu a dderbyniwyd gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Gemau Olympaidd, Cyfryngau a Chwaraeon ym mis Hydref 2010 sy'n rhoi manylion cyfanswm y cyllid arfaethedig i S4C hyd at 31 Mawrth 2015, a'r dyletswydd ar yr Ysgrifennydd Gwladol o dan Adran 31 Deddf Cyrff Cyhoeddus 2011 i sicrhau y bydd Awdurdod S4C yn cael ei dalu swm y mae'n ystyried sy'n ddigonol ar gyfer y gost i'r Awdurdod pob blwyddyn i ddarparu gwasanaethau cyhoeddus yr Awdurdod, ac i drefnu darlledu neu ddsbarthu'r gwasanaethau hynny, mae gan yr Awdurdod ddisgwyliad rhesymol fod gan S4C adnoddau digonol i ddal ati i weithredu hyd y gellir rhagweld. Am y rheswm hwnnw, mae'n parhau i baratoi Datganiad Ariannol ar sail bod yn fusnes byw.

[Datganiad Cyfrifoldebau – Paratoi Datganiadau Cyllidol](#)

- Mae'n ofyniad hanfodol o dan gyfraith cwmnïau'r Deyrnas Unedig i gyfarwyddwyr sicrhau bod datganiadau ariannol am bob blwyddyn ariannol yn cael eu paratoi gan roi darlun gwir a theg o sefyllfa eu cwmni ar ddiwedd y flwyddyn ariannol ac o'r elw neu golled am y cyfnod hwnnw.
- At hynny, mae'n ofynnol i gyfarwyddwyr:
 - fabwysiadu polisiau cyfrifo addas a'u defnyddio'n gyson;
 - lunio arfarniadau a gwneud amcangyfrifon yn rhesymol ac yn ddoeth;
 - gydymffurfio â safonau cyfrifo sy'n gymwys;
 - baratoi'r datganiadau ariannol ar sail busnes sy'n fyw oni bai ei bod yn anaddas i gymryd bod y cwmni am barhau mewn busnes.
- Mae cyfarwyddwyr hefyd yn gyfrifol am:
 - sicrhau bod cofnodion cyfrifo digonol yn cael eu cadw i ddiogelu asedau'r cwmni;
 - gymryd camau rhesymol i atal ac i ddarganfod twyll ac unrhyw afreoleidd-dra arall.

Cyn belled â bod y cyfarwyddwyr yn ymwybodol:

nid oes unrhyw wybodaeth berthnasol nad yw archwilwyr y grŵp yn ymwybodol ohonno; ac mae'r cyfarwyddwyr wedi cymryd pob cam y dylent fod wedi ei gymryd er mwyn gwneud eu hunain yn ymwybodol o unrhyw wybodaeth archwiliadol berthnasol ac i sefydlu fod yr archwilwyr yn ymwybodol o'r wybodaeth yna.

[Remuneration](#)

The remuneration and term of appointment of the Chair and the members of the Authority is determined in each case by the Secretary of State for Culture, Olympics, Media and Sport.

The remuneration of the Chief Executive and the Secretary to the Authority is determined by the Authority. The remuneration of the Management Team is determined by the Chief Executive within a framework agreed by the Personnel and Remuneration Committee of the Authority. Members of the Personnel and Remuneration Committee during the year were Bill Davies (Chair), Sir Roger Jones, Cenwyn Edwards, Rheon Tomos and Glenda Jones.

The salaries of other members of staff are determined by the Chief Executive and the Management Team within the annual budget approved by the Authority.

General salary increases for all members of staff are determined by the Authority on the recommendation of the Chief Executive and the Management Team.

[Accountability and audit](#)

The Authority presents a balanced assessment of S4C's position and prospects in the information required to be presented by statutory requirements.

Members of the Audit and Risk Management Committee of the Authority during the year comprised Rheon Tomos (Chair), Sir Roger Jones, Dyfrig Jones, John Davies and Winston Roddick. All are independent non-executive members.

The terms of reference of the Committee include keeping under review the scope and results of both the internal and external audits and their cost effectiveness.

The Committee ensures the independence of the internal auditors and reviews the independence and objectivity of the external auditors. This includes reviewing the nature and extent of non-audit services supplied by the external auditors to the Authority, seeking to balance objectivity and value for money.

The Chair of the Authority, the Chief Executive, the Secretary to the Authority and the Director of Finance and Human Resources normally attend meetings of the Audit and Risk Management Committee. Other Authority members may also attend these meetings.

[Going Concern](#)

Having regard to the funding settlement letter received from the Secretary of State for Culture, Olympics, Media and Sport in October 2010 which details the proposed total funding of S4C up to 31 March 2015, and the duty placed upon the Secretary of State by Section 31 of the Public Bodies Act 2011 to ensure that the Authority is paid an amount which he considers sufficient to cover the cost to the Authority each year of providing the Authority's public services, and arranging for the broadcasting or distribution of those services, the Authority has a reasonable expectation that S4C has adequate resources to continue in operational existence for the foreseeable future. For this reason, it continues to adopt the going concern basis in preparing the Statement of Accounts.

[Statement of Responsibilities – Preparation of Financial Statements](#)

- There is an overriding requirement under United Kingdom company law for directors to ensure that financial statements are prepared for each financial year which give a true and fair view of the state of affairs of their company as at the end of the financial year and of the profit or loss for that period.
- In addition, directors are required:
 - to adopt appropriate accounting policies and apply them consistently;
 - to make judgements and estimates reasonably and prudently;
 - to comply with applicable accounting standards;
 - to prepare the financial statements on a going concern basis unless it is inappropriate to assume that the company will continue in business.
- It is the responsibility of directors to:
 - ensure that adequate accounting records are maintained to safeguard the assets of the company;
 - take reasonable steps to prevent and detect fraud and other irregularities.

In so far as the directors are aware:

there is no relevant audit information of which the group's auditors are unaware; and the directors have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Mae'r cyfarwyddwyr yn gyfrifol am gynhالياeth a chywirdeb yr wybodaeth gorfforaethol ac ariannol sydd wedi ei chynnwys ar wefan y cwmni. Gall deddfwriaeth y Deyrnas Unedig sydd yn rheoli paratoi a dosbarthu datganiadau ariannol fod yn wahanol i ddeddfwriaeth mewn awdurdodaethau eraill.

Yn achos S4C, mae'r cyfrifoldeb am baratoi Datganiad Ariannol yn disgyn ar yr Awdurdod fel corff statudol o dan Ddeddf Darlledu 1990 Atodlen 6 paragraffau 12 a 13 (fel yr addaswyd gan Adran 81 Deddf Darlledu 1996, Deddf Cwmnïau 1989 (Cymhwyster ar gyfer Apwyntiad i fod yn Archwilwyr Cwmni) (Diwygiadau Canlyniadol) Rheoliadau 1991 a pharagraff 71 rhan 1 Atodlen 15 Deddf Cyfathrebiadau 2003).

Mae'r Prif Weithredwr, yng hyd â'r Cyfarwyddwr Cyllid, yn rhinwedd ei swyddogaeth fel Swyddog Cyfrifo, yn gyfrifol am sicrhau bod y Datganiad Ariannol yn cael ei baratoi, ac am weithredu'r camau rheoli.

Mae'r Awdurdod yn cadarnhau bod Datganiad Ariannol S4C yn cydymffurfio â'r holl ofynion priodol. Mae'r Awdurdod yn ystyried ei fod yn cyflawni ei gyfrifoldebau ym mhob un o'r agweddau uchod.

[Archwilwyr](#)

Mae Grant Thornton UK LLP, sydd yn cynnig eu hunain fel archwilwyr yn unol ag Adran 56 (3) a pharagraffau 12 (2) a (3) Atodlen 6 Deddf Darlledu 1990 (fel yr addaswyd), wedi mynegi eu parodrwydd i barhau yn y swydd. Ceir eu hadroddiad ar y Datganiad Ariannol a Llywodraethiant Corfforaethol ar dudalennau 100 i 101.

Ar orchymyn yr Awdurdod

Ian Jones

Prif Weithredwr
10 Gorffennaf 2012

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In the case of S4C, responsibility for the preparation of a Statement of Accounts is placed on the Authority as a statutory body by the Broadcasting Act 1990 Schedule 6 paragraphs 12 and 13 (as amended by Section 81 of the Broadcasting Act 1996, the Companies Act 1989 (Eligibility for Appointment as Company Auditor) (Consequential Amendments) Regulations 1991 and paragraph 71 part 1 of Schedule 15 to the Communications Act 2003).

The Chief Executive, as Accounting Officer, together with the Director of Finance, has responsibility for ensuring that the Statement of Accounts is prepared and for the implementation of controls.

The Authority confirms that S4C's Statement of Accounts complies with all appropriate requirements. The Authority considers that it is discharging its responsibilities in all the above respects.

[Auditors](#)

Grant Thornton UK LLP, who offer themselves for reappointment in accordance with Section 56 (3) and paragraphs 12 (2) and (3) of Schedule 6 to the Broadcasting Act 1990 (as amended), have expressed their willingness to continue in office. Their report on the Statement of Accounts and Corporate Governance is given on pages 100 to 101.

By order of the Authority

Ian Jones

Chief Executive
10 July 2012

Adroddiad yr Archwilwyr annibynnol i Aelodau Awdurdod S4C

Rydym wedi archwilio Datganiad Ariannol S4C ar gyfer y flwyddyn a ddaeth i ben ar 31 Rhagfyr 2011, sy'n cynnwys y cyfrif elw a cholled cyfun, y mantolen gyfun, mantolen S4C, y datganiad o lif arian cyfun, y datganiad cyfanswm yr enillion a cholledion cydnabyddedig a'r nodiadau cysylltiedig. Y fframwaith adrodd ariannol a weithredwyd wrth eu paratoi yw'r gyfraith berthnasol a Safonau Cyfrifo'r Deyrnas Unedig (Arfer Cyfrifyddu a Dderbynnir yn Gyffredinol yn y Deyrnas Unedig).

Caiff yr adroddiad hwn ei gyflwyno i aelodau'r Awdurdod yn unig, fel corff, yn unol â pharagraff 13 (2) Atodlen 6 Deddf Darlledu 1990 (fel yr addaswyd). Cynhaliwyd ein gwaith archwilio er mwyn i ni allu datgan i aelodau'r Awdurdod ynghylch y materion hynny y mae gofyn i ni ddatgan yn eu cylch mewn adroddiad archwilwyr, ac nid am unrhyw ddiben arall. I'r graddau llawn a ganiateir gan y gyfraith, nid ydym yn derbyn nac yn cymryd cyfrifoldeb dros unrhyw un ac eithrio'r Awdurdod ac aelodau'r Awdurdod fel corff, am ein gwaith archwilio, ar gyfer yr adroddiad hwn, neu am y safbwyntiau a ffurfiwyd gennym.

Cyfrifoldebau priodol aelodau'r Awdurdod a'r archwilwyr

Fel yr esbonnir yn llawn yn y Datganiad Cyfrifoldebau ar dudalennau 96 i 99, mae aelodau'r Awdurdod yn gyfrifol am baratoi'r Datganiad Ariannol ac am fodloni eu hunain eu bod yn cynnig darlun cywir a theg. Ein cyfrifoldeb ni yw archwilio'r Datganiad Ariannol yn unol â chyfraith berthnasol a'r Safonau Rhyngwladol ynghylch Archwilio (DU ac Iwerddon). Mae'r safonau hynny yn gofyn ein bod yn cydymffurfio gyda Safonau Moesegol i Archwilwyr y Bwrdd Arferion Archwilio (APB).

Cwmpas yr archwiliad o'r Datganiadau Ariannol

Darparir disgrifiad o gwmpas archwiliad datganiadau ariannol ar wefan APB sef www.frc.org.uk/apb/scope/private.cfm.

Barn am y Datganiad Ariannol

Yn ein barn ni, mae'r Datganiad Ariannol:

- yn cynnig darlun cywir a theg o sefyllfa'r Awdurdod a S4C ar 31 Rhagfyr 2011 ac o ganlyniad yr Awdurdod ar gyfer y flwyddyn a ddaeth i ben ar yr adeg honno;
- wedi cael ei baratoi'n gywir yn unol ag Arfer Cyfrifyddu a Dderbynnir yn Gyffredinol yn y Deyrnas Unedig; ac
- wedi cael ei baratoi yn unol â gofynion Deddf Darlledu 1990 (fel yr addaswyd) a Chyfarwyddyd yr Ysgrifennydd Gwladol ar Gyfrifon.

Barn am fater arall a ragnodir gan

Ddeddf Darlledu 1990 (fel yr addaswyd)

Yn ein barn ni, mae'r wybodaeth a nodir yn yr Adroddiad Blynyddol ar gyfer y flwyddyn ariannol y caiff y Datganiadau Ariannol eu paratoi ar ei chyfer, yn cyd-fynd gyda'r Datganiad Ariannol.

Materion y mae gofyn i ni adrodd yn eu cylch drwy eithriad

Nid oes gennym unrhyw beth i'w adrodd ynghylch y materion canlynol, lle y mae Deddf Darlledu 1990 (fel yr addaswyd) yn mynnu ein bod yn adrodd i chi os yw'r canlynol wedi digwydd yn ein barn ni:

- nid oes cofnodion cyfrifyddu digonol wedi cael eu cadw, neu ni chafwyd ffurflenni sy'n ddigonol ar gyfer ein harchwiliad gan ganghennau nad ydym wedi ymweld â nhw; neu
- nid yw Datganiad Ariannol yr Awdurdod yn cyd-fynd gyda'r ffurflenni a'r cofnodion cyfrifyddu; neu
- nid yw datgeliadau penodol ynghylch tâl aelodau a nodir gan y gyfraith wedi cael eu gwneud; neu
- nid ydym wedi cael yr holl wybodaeth a'r esboniadau y mae angen i ni eu cael ar gyfer ein harchwiliad.

J. Geraint Davies
Archwiliwr Statudol Uwch
dros ac ar ran Grant Thornton UK LLP
Archwiliwr Statudol, Cyfrifwyr Siartredig
Caerdydd
10 Gorffennaf 2012

Independent Auditor's report to the Members of the S4C Authority

We have audited the Statement of Accounts of S4C for the year ended 31 December 2011 which comprises the consolidated profit and loss account, the consolidated and S4C balance sheets, the consolidated cash flow statement, the statement of total recognised gains and losses and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the Authority's members, as a body, in accordance with paragraph 13 (2) of Schedule 6 to the Broadcasting Act 1990 (as amended). Our audit work has been undertaken so that we might state to the Authority's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Authority and the Authority's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of Authority members and auditors

As explained more fully in the Statement of Responsibilities set out on pages 96 to 99, the Authority members are responsible for the preparation of the Statement of Accounts and for being satisfied that it gives a true and fair view. Our responsibility is to audit the Statement of Accounts in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the Statement of Accounts

A description of the scope of an audit of financial statements is provided on the APB's website at www.frc.org.uk/apb/scope/private.cfm.

Opinion on the Statement of Accounts

In our opinion the Statement of Accounts:

- gives a true and fair view of the state of the Authority's and S4C's affairs as at 31 December 2011 and of the Authority's result for the year then ended;
- has been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- has been prepared in accordance with the requirements of the Broadcasting Act 1990 (as amended) and the Secretary of State's Account Direction.

Opinion on other matter prescribed

by the Broadcasting Act 1990 (as amended)

In our opinion the information given in the Annual Report for the financial year for which the Statement of Accounts is prepared is consistent with the Statement of Accounts.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Broadcasting Act 1990 (as amended) requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the Statement of Accounts of the Authority is not in agreement with the accounting records and returns; or
- certain disclosures of members' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

J. Geraint Davies
Senior Statutory Auditor
for and on behalf of Grant Thornton UK LLP
Statutory Auditor, Chartered Accountants
Cardiff
10 July 2012

Cyfrif Elw a Cholled Cyfun am y flwyddyn a derfynodd 31 Rhagfyr 2011

	Nodyn	2011 £000	2010 £000
Incwm Cronfa'r Gwasanaeth Cyhoeddus a Throsiant y Gronfa Gyffredinol	2	93,060	104,399
Trosiant yr Awdurdod		93,060	104,399
Costau'r gwasanaeth rhaglenni		(89,813)	(97,217)
Costau darlledu a dosbarthu		(4,045)	(3,007)
Costau uniongyrchol eraill		(1,436)	(1,356)
(Colled)/elw gros		(2,234)	2,819
Costau gweithredu a gweinyddu	3	(3,853)	(4,015)
Colled gweithredol	3	(6,087)	(1,196)
Eitem eithriadol	2a	530	(5,869)
		(5,557)	(7,065)
Llog net	5	169	238
Colled ar weithgareddau cyffredin cyn trethiant		(5,388)	(6,827)
Trethiant ar golled ar weithgareddau cyffredin	6	-	-
Colled ar ôl trethiant		(5,388)	(6,827)
Trosglwyddiad o Gronfa'r Gwasanaeth Cyhoeddus	14	3,911	886
Cadwyd yn y Gronfa Gyffredinol	14	(1,477)	(5,941)

Mae'r nodiadau ar dudalennau 112 i 143 yn ffurfio rhan o'r Datganiad Ariannol.

Consolidated Profit and Loss account for the year ended 31 December 2011

	Note	2011 £000	2010 £000
Public Service Fund Income and General Fund Turnover	2	93,060	104,399
Turnover of the Authority		93,060	104,399
Cost of programme service		(89,813)	(97,217)
Transmission and distribution costs		(4,045)	(3,007)
Other direct costs		(1,436)	(1,356)
Gross (loss)/profit		(2,234)	2,819
Operational and administrative expenses	3	(3,853)	(4,015)
Operating loss	3	(6,087)	(1,196)
Exceptional item	2a	530	(5,869)
		(5,557)	(7,065)
Net interest	5	169	238
Loss on ordinary activities before taxation		(5,388)	(6,827)
Taxation on loss on ordinary activities	6	-	-
Loss after taxation		(5,388)	(6,827)
Transfer from the Public Service Fund	14	3,911	886
Retained in the General Fund	14	(1,477)	(5,941)

The notes on pages 112 to 143 form part of the Statement of Accounts.

Mantolen Gyfun ar 31 Rhagfyr 2011

	Nodyn	£000	2011 £000	£000	2010 £000
Asedau Sefydlog					
Asedau diriaethol	8	6,956		7,172	
Buddsoddiadau	9	157		131	
			7,113		7,303
Asedau Cyfredol					
Stoc	10	14,986		16,182	
Dyledwyr	11	2,069		2,196	
Buddsoddiadau	12	862		27,631	
Arian yn y banc ac mewn llaw		28,829		4,514	
		46,746		50,523	
Credydwyr: symiau i'w talu o fewn blwyddyn	13	(13,222)		(9,501)	
Asedau Cyfredol Net			33,524		41,022
Ased Pensiwn	21		2,300		1,600
Cyfanswm Asedau llai Rhwymedigaethau			42,937		49,925
Cronfeydd					
Cronfa'r Gwasanaeth Cyhoeddus	14		21,202		26,713
Cronfa Gyffredinol	14		21,735		23,212
Cyfanswm Cronfeydd			42,937		49,925
Cymeradwywyd y Datganiad Ariannol gan yr Awdurdod ar 10 Gorffennaf 2012.					

Huw Jones
Cadeirydd

Ian Jones
Prif Weithredwr

Mae'r nodiadau ar dudalennau 112 i 143 yn ffurfio rhan o'r Datganiad Ariannol.

Consolidated Balance Sheet at 31 December 2011

	Note	£000	2011 £000	£000	2010 £000
Fixed Assets					
Tangible assets	8	6,956		7,172	
Investments	9	157		131	
			7,113		7,303
Current Assets					
Stock	10	14,986		16,182	
Debtors	11	2,069		2,196	
Investments	12	862		27,631	
Cash at bank and in hand		28,829		4,514	
		46,746		50,523	
Creditors: amounts falling due within one year	13	(13,222)		(9,501)	
Net Current Assets			33,524		41,022
Pension Asset	21		2,300		1,600
Total Assets less Liabilities			42,937		49,925
Reserves					
Public Service Fund	14		21,202		26,713
General Fund	14		21,735		23,212
Total Reserves			42,937		49,925

The Statement of Accounts was approved by the Authority on 10 July 2012.

Huw Jones
Chairman

Ian Jones
Chief Executive

The notes on pages 112 to 143 form part of the Statement of Accounts.

Mantolen S4C ar 31 Rhagfyr 2011

	Nodyn	£000	2011 £000	£000	2010 £000
Asedau Sefydlog					
Asedau diriaethol	8	6,956		7,172	
Buddsoddiadau	9	-		-	
			6,956		7,172
Asedau Cyfredol					
Stoc	10	14,986		16,182	
Dyledwyr	11	2,124		6,545	
Arian yn y banc ac mewn llaw		7,466		4,122	
		24,576		26,849	
Credydwyr: symiau i'w talu o fewn blwyddyn	13	(12,630)		(8,908)	
Asedau Cyfredol Net			11,946		17,941
Ased Pensiwn	21		2,300		1,600
Cyfanswm Asedau llai Rhwymedigaethau			21,202		26,713
Cronfeydd					
Cronfa'r Gwasanaeth Cyhoeddus	14		21,202		26,713
Cronfa Gyffredinol	14		-		-
Cyfanswm Cronfeydd			21,202		26,713
Cymeradwywyd y Datganiad Ariannol gan yr Awdurdod ar 10 Gorffennaf 2012.					

Huw Jones
Cadeirydd

Ian Jones
Prif Weithredwr

Mae'r nodiadau ar dudalennau 112 i 143 yn ffurfio rhan o'r Datganiad Ariannol.

S4C Balance Sheet at 31 December 2011

	Note	£000	2011 £000	£000	2010 £000
Fixed Assets					
Tangible assets	8	6,956		7,172	
Investments	9	-		-	
			6,956		7,172
Current Assets					
Stock	10	14,986		16,182	
Debtors	11	2,124		6,545	
Cash at bank and in hand		7,466		4,122	
		24,576		26,849	
Creditors: amounts falling due within one year	13	(12,630)		(8,908)	
Net Current Assets			11,946		17,941
Pension Asset	21		2,300		1,600
Total Assets less Liabilities			21,202		26,713
Reserves					
Public Service Fund	14		21,202		26,713
General Fund	14		-		-
Total Reserves			21,202		26,713

The Statement of Accounts was approved by the Authority on 10 July 2012.

Huw Jones
Chairman

Ian Jones
Chief Executive

The notes on pages 112 to 143 form part of the Statement of Accounts.

Datganiad Llif Arian Cyfun am y flwyddyn a derfynodd 31 Rhagfyr 2011

	Nodyn	2011 £000	2010 £000
Allanlif net ariannol o weithgareddau gweithredol	15	(2,819)	(1,521)
Enillion ar fuddsoddiadau a chostau benthyciadau Llog a dderbyniwyd		67	238
Mewnlif net ariannol o enillion ar fuddsoddiadau a chostau benthyciadau		67	238
Trethiant		-	-
Pryniant cyfalafol a buddsoddiadau ariannol			
Pryniant asedau sefydlog diriaethol		(464)	(584)
Gwerthiant asedau sefydlog diriaethol		8	1
Gwireddu buddsoddiad		27,523	-
Mewnlif/(allanlif) net ariannol o bryniant cyfalafol a buddsoddiadau ariannol		27,067	(583)
Cynnydd/(lleihad) mewn arian	16	24,315	(1,866)

Mae'r nodiadau ar dudalennau 112 i 143 yn ffurfio rhan o'r Datganiad Ariannol.

Consolidated Cash Flow Statement for the year ended 31 December 2011

	Note	2011 £000	2010 £000
Net cash outflow from operating activities	15	(2,819)	(1,521)
Returns on investments and servicing of finance			
Interest received		67	238
Net cash inflow from returns on investments and servicing of finance		67	238
Taxation		-	-
Capital expenditure and financial investments			
Purchase of tangible fixed assets		(464)	(584)
Sale of tangible fixed assets		8	1
Realisation of investment		27,523	-
Net cash inflow/(outflow) from capital expenditure and financial investment		27,067	(583)
Increase/(decrease) in cash	16	24,315	(1,866)

The notes on pages 112 to 143 form part of the Statement of Accounts.

Prif Ddatganiad Arall—Datganiad Cyfanswm yr Enillion a Cholledion Cydnabyddedig (STRGL)

	2011 £000	2010 £000
Colled ar weithgareddau cyffredin ar ôl trethiant	(5,388)	(6,827)
Trosglwyddiad o Gronfa Gwasanaeth Cyhoeddus	3,911	886
Newid yng ngwerth marchnadol y buddsoddiad asedau cyfredol	-	883
(Colledion)/enillion actiwaraidd ar asedau a rhwymedigaethau'r cynllun pensiwn	(1,600)	200
Cyfanswm y colledion cydnabyddedig yn ystod y flwyddyn	(3,077)	(4,858)

Mae'r nodiadau ar dudalennau 112 i 143
yn ffurfio rhan o'r Datganiad Ariannol.

Other Primary Statement—Statement of Total Recognised Gains and Losses (STRGL)

	2011 £000	2010 £000
Loss on ordinary activities after taxation	(5,388)	(6,827)
Transfer from the Public Service Fund	3,911	886
Change in market value of current asset investment	-	883
Actuarial (loss)/gain on the pension scheme assets and liabilities	(1,600)	200
Total recognised losses for the year	(3,077)	(4,858)

The notes on pages 112 to 143 form
part of the Statement of Accounts.

Nodiadau i'r Cyfrifon am y Flwyddyn a Derfynodd 31 Rhagfyr 2011

1. Polisiâu Cyfrifo

Gwelir isod brif bolisiau cyfrifo'r Awdurdod.

(a) Sail paratoi'r Datganiad Ariannol

Paratowyd y Datganiad Ariannol o dan y confensiwn costau hanesyddol addasedig ac yn unol â pharagraff 12 (1) Atodlen 6 Deddf Darlledu 1990 (fel yr addaswyd), y Cyfarwyddyd Cyfrifon a ryddhawyd gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Gemau Olympaidd, Cyfryngau a Chwaraeon a safonau cyfrifo perthnasol. Ceir copi o'r Cyfarwyddyd Cyfrifon o Swyddfa'r Wasg yn S4C.

(b) Sail cyfuno

Mae'r Datganiad Ariannol cyfun yn ymgorffori rhai S4C a'i his-ymgymeriadau (gweler nodyn 9) a luniwyd hyd at 31 Rhagfyr 2011. Caiff elw neu golledion ar drafodion grŵp eu dileu'n llawn. Pan gaiff is-gwmni ei brynu, caiff holl asedau a rhwymedigaethau'r is-gwmni sy'n bodoli ar ddyddiad ei brynu eu cofnodi yn ôl eu gwerthoedd teg gan adlewyrchu eu cyflwr ar y dyddiad hwnnw.

(c) Incwm

(i) Cynhwysir incwm o'r Adran dros Ddiwylliant, Cyfryngau a Chwaraeon yn y cyfrif elw a cholled pan y'i derbynnir.

(ii) Mae incwm arall, sydd yn cynnwys incwm o werthu amser hysbysebu, hawliau mewn rhaglenni teledu, nawdd, marsiantio, cyhoeddi, a gweithgareddau buddsoddi yn cael ei gydnabod yn y cyfrif elw a cholled ar sail gronol.

(ch) Costau rhaglenni

Caiff costau rhaglenni'r gwasanaeth cyhoeddus sydd wedi'u comisiynu eu dileu'n llwyr ar y darllediad cyntaf neu pan ddaw yn glir na fydd darllediad.

(d) Stoc rhaglenni a stoc arall

Mae costau uniongyrchol a gyfyd wrth gomisiynu neu brynu rhaglenni i'r gwasanaeth cyhoeddus sydd heb eu darlledu yn ymddangos fel stoc, ar ôl darparu ar gyfer gwariant ar ddeunydd nad yw'n debygol o gael ei ddarlledu. Am gyfres o raglenni, mae'r dosraniad stoc rhwng rhaglenni a orffennwyd ond heb eu darlledu a rhaglenni ar ganol eu cynhyrchu wedi ei seilio ar gyfanswm y gost hyd yn hyn ynghyd â chost gytundebol pob pennod a gwblhawyd.

Diffinnir cost uniongyrchol fel taliadau a wnaed neu sy'n ddyledus i gwmnïau cynhyrchu neu gyflenwyr rhaglenni.

(dd) Incwm a dderbyniwyd cyn y gwariant perthynol

Oherwydd y polisiâu uchod, derbyniwyd incwm o'r Adran dros Ddiwylliant, Cyfryngau a Chwaraeon cyn cynnwys yr holl gostau yn y cyfrif elw a cholled. Ar ddyddiad y fantolen, trosglwyddir unrhyw incwm a dderbynnir ymlaen llaw i Gronfa'r Gwasanaeth Cyhoeddus. Pan mae costau perthynol yn codi, trosglwyddir symiau cyfatebol o incwm perthnasol o Gronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled. Mae'r cyfrif elw a cholled felly yn cynnwys trosglwyddiad net i Gronfa'r Gwasanaeth Cyhoeddus, neu oddi wrtho, yn adlewyrchu'r trosglwyddiadau hyn.

(e) Buddsoddiadau

Cyfrifir buddsoddiadau yn ôl yr hyn a dalwyd amdanynt llai unrhyw symiau sydd wedi'u dileu.

(f) Asedau sefydlog diriaethol

Cyfrifir asedau sefydlog diriaethol yn ôl yr hyn a dalwyd amdanynt ynghyd ag unrhyw gostau prynu perthnasol, llai dibrisiant. Caiff dibrisiant ei gyfrif er mwyn dileu cost yr ased sefydlog diriaethol llai gweddill ei werth yn gyfartal dros y cyfnod yr amcangyfrifir y caiff ei ddefnyddio. Mae'r prif gyfraddau a ddefnyddir i'r diben hwn fel a ganlyn:

Offer a chyfarpar 20%

Adeiladau rhyddfrait dros 40 mlynedd

Caiff gwelliannau i adeiladau ar brydles fer eu dileu'n gyfartal dros gyfnod y brydles. Ni ddibrisir tir rhyddfrait.

(ff) Cyfraniadau pensiwn

Cynllun budd diffiniedig

Mae'r costau pensiwn a godir ar y cyfrif elw a cholled wedi'u seilio ar y dulliau a damcaniaethau actiwaraidd sydd â'r amcan o wasgaru costau pensiwn disgwylidig dros fywydau gwasanaethol y gweithwyr sydd yn y cynllun, er mwyn sicrhau bod y gost pensiwn rheolaidd yn cynrychioli canran sylweddol llyfn o'r gyflogres bensiynadwy gyfredol a'r dyfodol disgwylidig. Gwastateir amrywiaethau o'r gost reolaidd dros weddill cyfartaledd bywydau gwasanaethol gweithwyr cyfredol y cynllun.

Notes to the Accounts for the year ended 31 December 2011

1. Accounting policies

The principal accounting policies of the Authority are set out below.

(a) Basis of preparation of Statement of Accounts

The Statement of Accounts has been prepared under the modified historical cost convention and in compliance with paragraph 12 (1) of Schedule 6 to the Broadcasting Act 1990 (as amended), the Accounts Direction issued by the Secretary of State for Culture, Olympics, Media and Sport and applicable accounting standards. A copy of the Accounts Direction can be obtained from S4C's Press Office.

(b) Basis of consolidation

The consolidated Statement of Accounts incorporate those of S4C and of its subsidiary undertakings (see note 9) drawn up to 31 December 2011. Profits or losses on intra - group transactions are eliminated in full. On acquisition of a subsidiary, all of the subsidiary's assets and liabilities which exist at the date of acquisition are recorded at their fair values reflecting their condition at that date.

(c) Income

(i) Income from the Department for Culture, Media and Sport is credited to the profit and loss account when it is received.

(ii) Other income, which includes income from sales of airtime, rights in television programmes, sponsorship, merchandising, publishing and investment activities, is recognised in the profit and loss account on an accruals basis.

(d) Cost of programmes

The cost of commissioned public service programmes is wholly written off on first transmission or as soon as it becomes apparent that no transmission will result.

(e) Programme and other stocks

Direct costs incurred in the commissioning or purchase of public service programmes as yet untransmitted are carried forward as stock, after providing for expenditure on material which is unlikely to be transmitted. For a series of programmes, the allocation of stock between programmes completed but not yet transmitted and programmes in the course of production is based on total costs to date and the contractual cost per completed episode.

Direct cost is defined as payments made or due to production companies or programme suppliers.

(f) Income received in advance of related expenditure

As a result of the above policies, income from the Department for Culture, Media and Sport is received in advance of all costs being charged to the profit and loss account. At the balance sheet date, any income received in advance is transferred to the Public Service Fund. As the related costs are charged, there is a corresponding transfer of the relevant income from the Public Service Fund to the profit and loss account. The profit and loss account therefore contains a net transfer to or from the Public Service Fund comprising these transfers.

(g) Investments

Investments are included at cost less amounts written off.

(h) Tangible fixed assets

Tangible fixed assets are stated at cost, together with any incidental expenses of acquisition, less depreciation. Depreciation is calculated so as to write off the cost of the asset less its residual value on a straight line basis over its estimated useful life. The principal annual rates used for this purpose are as follows:

Plant and equipment 20%

Freehold buildings over 40 years

Improvements to short leasehold buildings are amortised on a straight line basis over the remaining period of the lease. Freehold land is not depreciated.

(i) Pension contributions

Defined benefit scheme

The pension costs charged against the profit and loss account are based on the actuarial methods and assumptions designed to spread the anticipated pension costs over the service lives of the employees in the scheme, so as to ensure that the regular pension cost represents a substantially level percentage of the current and expected future pensionable payroll. Variations from regular cost are spread over the average remaining service lives of current employees in the scheme.

Cynllun cyfraniadau diffiniedig

Mae'r costau pensiwn a godir ar y cyfrif elw a cholled yn cynrychioli swm y cyfraniadau sy'n daladwy i'r cynllun ar gyfer y cyfnod cyfrifo.

(g) Asedau wedi eu prydlesu

Caiff rhenti sydd yn daladwy o dan brydlesi gweithredol eu cynnwys yn gyfartal dros gyfnod y brydles drwy'r cyfrif elw a cholled.

(ng) Trethiant

Paratowyd y Datganiad Ariannol ar y sail na chodir unrhyw dreth ar symiau a dderbynia S4C oddi wrth yr Adran dros Ddiwylliant, Cyfryngau a Chwaraeon.

Codir treth gorfforaeth ar elw sy'n cael ei gynhyrchu gan is-yngymeriadau.

(h) Arian tramor

Cynhwysir asedau a rhwymedigaethau mewn arian tramor yn ôl y gyfradd gyfnewid ar ddyddiad y fantolen.

Cynhwysir trafodion yn ôl y gyfradd gyfnewid ar y dyddiad mae'n digwydd. Mae gwahaniaethau cyfnewid sy'n codi o werthiannau tramor a chyfnewid arian yn cael eu dangos yn y cyfrif elw a cholled.

(i) Buddsoddiadau asedau cyfredol

Caiff buddsoddiadau asedau cyfredol eu cofnodi yn ôl yr hyn a dalwyd amdanynt i ddechrau, yna cânt eu hailbriso yn unol â'u gwerth ar y farchnad agored ar ddiwedd pob blwyddyn. Caiff unrhyw elw neu golled heb ei wireddu sy'n codi o ganlyniad i'r buddsoddiadau, ei gydnabod yn uniongyrchol mewn ecwiti, trwy gyfrwng datganiad cyfanswm yr enillion a cholledion cydnabyddedig.

2. Gwybodaeth rannol - dosbarthu busnes

Derbynnir incwm Cronfa'r Gwasanaeth Cyhoeddus er mwyn i'r Awdurdod gyflawni ei gyfrifoldebau gwasanaeth cyhoeddus (o fewn ystyr Adran 207 Deddf Cyfathrebiadau 2003). Mae trosiant y Gronfa Gyffredinol yn cynrychioli'r incwm a grëwyd gan weithgareddau masnachol a gweithgareddau nad ydynt yn rhan o'r gwasanaeth cyhoeddus fel y cantiateir o dan Adran 206 Deddf Cyfathrebiadau 2003 a'r darpariaethau trawsnewidiol ym mharagraff 27 Atodlen 18 Deddf Cyfathrebiadau 2003.

Defined contribution scheme

The pension costs charged to the profit and loss account represent the amount of the contributions payable to the scheme in respect of the accounting period.

(j) Leased assets

Operating lease rentals are charged to the profit and loss account on a straight line basis over the lease term.

(k) Taxation

The Statement of Accounts is prepared on the basis that taxation is not levied in relation to amounts received by S4C from the Department for Culture, Media and Sport.

Profits generated by subsidiary undertakings are subject to corporation tax.

(l) Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated at the rates of exchange ruling at the balance sheet date. Transactions are translated at the rate ruling at the date of the transaction. Exchange differences arising on translation and transactions in foreign currencies are dealt with through the profit and loss account.

(m) Current asset investments

Current asset investments are initially recorded at cost and are revalued to their open market value at each year end. Any unrealised gain or loss arising on the investments shall be recognised directly in equity, through the statements of total recognised gains and losses.

2. Segmental information - classes of business

Public Service Fund income is received in order that the Authority may fulfil its public service responsibilities (within the meaning of Section 207 of the Communications Act 2003). General Fund turnover represents the income generated from commercial and other non-public service activities as permitted under Section 206 of the Communications Act 2003 and the transitional provisions contained in paragraph 27 of Schedule 18 to the Communications Act 2003.

Incwm Cronfa'r Gwasanaeth Cyhoeddus a throsiant y Gronfa Gyffredinol

	£000	2011 £000	£000	2010 £000
Incwm Cronfa'r Gwasanaeth Cyhoeddus				
Incwm a dderbyniwyd oddi wrth ADdCCh	90,000		101,647	
Incwm arall	59		68	
		90,059		101,715
Trosiant y Gronfa Gyffredinol				
Gwerthiant rhaglenni a hysbysebu	2,330		2,410	
Cyhoeddi a marsiandïo	153		274	
Eraill	518		-	
		3,001		2,684
Trosiant y grŵp		93,060		104,399
Ceir isod ddadansoddiad o drosiant y Gronfa Gyffredinol yn ôl marchnad ddaearyddol:		2011 £000		2010 £000
Y Deyrnas Unedig		2,821		2,489
Gweddill Ewrop		80		84
Unol Daleithiau America		16		21
Gweddill y Byd		84		90
		3,001		2,684

Colled gweithredol

	£000	2011 £000	£000	2010 £000
Cronfa'r Gwasanaeth Cyhoeddus				
Gweithgareddau Cronfa'r Gwasanaeth Cyhoeddus	(6,932)		(2,519)	
		(6,932)		(2,519)
Cronfa Gyffredinol				
Gwerthiant rhaglenni a hysbysebu	775		562	
Cyhoeddi a marsiandïo	49		257	
Gweithgareddau eraill	21		504	
		845		1,323
		(6,087)		(1,196)

Asedau net

	£000	2011 £000	£000	2010 £000
Cronfa'r Gwasanaeth Cyhoeddus				
Gweithgareddau Cronfa'r Gwasanaeth Cyhoeddus	21,202		26,713	
		21,202		26,713
Cronfa Gyffredinol				
Gwerthiant rhaglenni a hysbysebu	305		340	
Cyhoeddi a marsiandïo	20		155	
Gweinyddiaeth	38		1	
Gweithgareddau eraill	21,372		22,716	
		21,735		23,212
		42,937		49,925

Public Service Fund income and General Fund turnover

	£000	2011 £000	£000	2010 £000
Public Service Fund income				
Income received from the DCMS	90,000		101,647	
Other income	59		68	
		90,059		101,715
General Fund turnover				
Programme and airtime sales	2,330		2,410	
Publishing and merchandising	153		274	
Other	518		-	
		3,001		2,684
Group turnover		93,060		104,399
An analysis of General Fund turnover by geographical market is given below:		2011 £000		2010 £000
United Kingdom		2,821		2,489
The rest of Europe		80		84
United States of America		16		21
Rest of the World		84		90
		3,001		2,684

Operating loss

	£000	2011 £000	£000	2010 £000
Public Service Fund				
Public Service Fund activities	(6,932)		(2,519)	
		(6,932)		(2,519)
General Fund				
Programme and airtime sales	775		562	
Publishing and merchandising	49		257	
Other activities	21		504	
		845		1,323
		(6,087)		(1,196)

Net assets

	£000	2011 £000	£000	2010 £000
Public Service Fund				
Public Service Fund activities	21,202		26,713	
		21,202		26,713
General Fund				
Programme and airtime sales	305		340	
Publishing and merchandising	20		155	
Administration	38		1	
Other trading activities	21,372		22,716	
		21,735		23,212
		42,937		49,925

2a. Eitem eithriadol

Cydnabuwyd ar ôl colled gweithredol:

	2011 £000	2010 £000
Enillion ar fuddsoddiad ased cyfredol	530	-
Gostyngiad parhaol mewn gwerth buddsoddiad	-	(5,869)
	530	(5,869)

3. Colled gweithredol

Nodir y colled gweithredol ar ôl:

	2011 £000	2010 £000
Cost y gwasanaeth rhaglenni		
Dibrisiant ac amorteiddio	418	372
Costau staffio	7,304	7,215
Taliadau prydlesi gweithredol	48	60
Teithio a chynhaliaeth	120	106

Costau gweithredu a gweinyddu

Costau staffio	1,334	1,364
Dibrisiant	308	320
Taliadau i'r archwilwyr:		
Gwasanaethau archwilio	63	59
Gwasanaethau eraill	13	8
Costau gweinyddu eraill	2,036	2,177
Taliadau prydlesi gweithredol:		
Tir ac adeiladau	33	32
Arall	24	20
Teithio a chynhaliaeth	42	35
	3,853	4,015

Mae'r dadansoddiad o gostau gweithredu a gweinyddu fel a ganlyn:

	2011 £000	2010 £000
Costau Cronfa'r Gwasanaeth Cyhoeddus	3,772	3,867
Costau'r Gronfa Gyffredinol	81	148
	3,853	4,015

2a. Exceptional item

Recognised below operating loss:

	2011 £000	2010 £000
Gain on current asset investment	530	-
Permanent diminution in valuation of investment	-	(5,869)
	530	(5,869)

3. Operating loss

Operating loss is stated after:

	2011 £000	2010 £000
Cost of programme service		
Depreciation and amortisation	418	372
Staff costs	7,304	7,215
Operating lease costs	48	60
Travel and subsistence	120	106

Operational and administrative expenses

Staff costs	1,334	1,364
Depreciation	308	320
Auditors' remuneration:		
Audit services	63	59
Other services	13	8
Other administrative expenses	2,036	2,177
Operating lease costs:		
Land and buildings	33	32
Other	24	20
Travel and subsistence	42	35
	3,853	4,015

The operational and administrative expenses can be analysed as follows:

	2011 £000	2010 £000
Public Service Fund expenses	3,772	3,867
General Fund expenses	81	148
	3,853	4,015

4. Aelodau a swyddogion cyflogedig

Mae cyfanswm cydnabyddiaeth swyddogion cyflogedig yn ystod y flwyddyn yn cynnwys:

	2011 £000	2010 £000
Cyflogau gros (yn cynnwys taliadau a wnaed o dan y cynllun diswyddiadau gwirfoddol)	7,123	7,041
Cyfraniadau YG y cyflogwr	658	706
Cyfraniadau pensiwn y cyflogwr	866	832
	<u>8,647</u>	<u>8,579</u>

Yn ystod y flwyddyn cyflogwyd ar gyfartaledd yn y meysydd canlynol:

	Rhif Dynion	2011 Rhif Menywod	Rhif Dynion	2010 Rhif Menywod
Comisiynu	8	8	8	10
Darlledu a Dosbarthu	38	26	42	30
Cyfathrebu	10	11	10	12
Cyllid, Gweinyddiaeth, Adnoddau Dynol	4	14	4	14
Materion Busnes	2	9	2	10
Corfforaethol a Pholisi Masnachol	6	9	4	12
	<u>68</u>	<u>77</u>	<u>70</u>	<u>88</u>

Cyfanswm teithio a chynhaliaeth a dalwyd i swyddogion cyflogedig yn ystod 2011 oedd £134,691 (2010 - £123,897).

Cydnabyddiaeth yr aelodau

Roedd cyfanswm cydnabyddiaeth aelodau'r Awdurdod am y flwyddyn fel a ganlyn:

	2011 £000	2010 £000
Cyfanswm y taliadau	<u>127</u>	<u>129</u>
	<u>127</u>	<u>129</u>

4. Members and employees

Total employee remuneration during the year comprised:

	2011 £000	2010 £000
Gross salaries (including payments made under the voluntary redundancy scheme)	7,123	7,041
Employer's NI contributions	658	706
Employer's pension contributions	866	832
	<u>8,647</u>	<u>8,579</u>

The average number of employees during the year was employed as follows:

	Number Male	2011 Number Female	Number Male	2010 Number Female
Commissioning	8	8	8	10
Broadcast and Distribution	38	26	42	30
Communications	10	11	10	12
Finance, Administration, Human Resources	4	14	4	14
Business Affairs	2	9	2	10
Corporate and Commercial Policy	6	9	4	12
	<u>68</u>	<u>77</u>	<u>70</u>	<u>88</u>

Total travel and subsistence reimbursed to employees during 2011 was £134,691 (2010 - £123,897).

Members' remuneration

Total remuneration of the Authority members for the year was as follows:

	2011 £000	2010 £000
Total remuneration	<u>127</u>	<u>129</u>
	<u>127</u>	<u>129</u>

Cydnabyddiaeth yr aelodau (Parhad)

Dangosir taliadau i aelodau'r Awdurdod am y flwyddyn isod:

	Cyfanswm 2011 £	Cyfanswm 2010 £
Bill Davies	9,650	9,650
Eira Davies	-	2,413
John Davies	9,650	7,238
Cenwyn Edwards	9,650	9,650
Dyfrig Jones	9,650	9,650
Dr Glenda Jones	9,650	7,238
Huw Jones	29,531	-
John Walter Jones	-	49,024
Syr Roger Jones	8,658	9,650
Dr Chris Llewelyn	-	2,413
Winston Roddick CB QC	9,650	9,650
Rheon Tomos	31,050	12,379

Penodwyd John Davies a Dr Glenda Jones ym mis Ebrill 2010

Ymdeolodd Eira Davies a Chris Llewelyn ym mis Mawrth 2010

Ymdeolodd John Walter Jones ym mis Rhagfyr 2010

Ymdeolodd Syr Roger Jones ym mis Tachwedd 2011

Penodwyd Rheon Tomos yn Gadeirydd dros dro o fis Rhagfyr 2010 tan Mehefin 2011 a pharhaodd fel aelod o'r Awdurdod ar ôl Mehefin 2011

Penodwyd Huw Jones yn Gadeirydd ym mis Mehefin 2011

Yn ystod y flwyddyn, hawliodd Aelodau'r Awdurdod y treuliau canlynol wrth gyflawni eu dyletswyddau.

Treuliau aelodau'r Awdurdod

	Teithio £	Cynhaliath £	Lletygarwch £	2011 £	2010 £
Bill Davies	1,446	338	33	1,817	2,357
Eira Davies	-	-	-	-	368
John Davies	2,439	364	-	2,803	1,389
Cenwyn Edwards	2,313	1,026	-	3,339	4,673
Dyfrig Jones	1,422	2,161	-	3,583	3,612
Glenda Jones	418	36	-	454	147
John Walter Jones	-	-	-	-	2,135
Huw Jones	2,695	2,878	253	5,826	-
Syr Roger Jones	205	8	-	213	302
Dr Chris Llewelyn	308	-	-	308	128
Winston Roddick CB QC	623	196	-	819	396
Rheon Tomos	840	295	-	1,135	446
Cyfanswm	12,709	7,302	286	20,297	15,953

Members' remuneration (Continued)

The remuneration of the Authority members during the year is shown below:

	Total 2011 £	Total 2010 £
Bill Davies	9,650	9,650
Eira Davies	-	2,413
John Davies	9,650	7,238
Cenwyn Edwards	9,650	9,650
Dyfrig Jones	9,650	9,650
Dr Glenda Jones	9,650	7,238
Huw Jones	29,531	-
John Walter Jones	-	49,024
Sir Roger Jones	8,658	9,650
Dr Chris Llewelyn	-	2,413
Winston Roddick CB QC	9,650	9,650
Rheon Tomos	31,050	12,379

John Davies and Dr Glenda Jones were appointed in April 2010

Eira Davies and Chris Llewelyn retired in March 2010

John Walter Jones retired in December 2010

Sir Roger Jones retired in November 2011

Rheon Tomos was appointed Acting Chair from December 2010 to June 2011 and continued as an Authority member after June 2011

Huw Jones was appointed Chair in June 2011

During the year, the Authority Members incurred the following expenses in the performance of their duties.

Authority members' expenses

	Travel £	Subsistence £	Hospitality £	2011 £	2010 £
Bill Davies	1,446	338	33	1,817	2,357
Eira Davies	-	-	-	-	368
John Davies	2,439	364	-	2,803	1,389
Cenwyn Edwards	2,313	1,026	-	3,339	4,673
Dyfrig Jones	1,422	2,161	-	3,583	3,612
Glenda Jones	418	36	-	454	147
John Walter Jones	-	-	-	-	2,135
Huw Jones	2,695	2,878	253	5,826	-
Syr Roger Jones	205	8	-	213	302
Dr Chris Llewelyn	308	-	-	308	128
Winston Roddick CB QC	623	196	-	819	396
Rheon Tomos	840	295	-	1,135	446
Total	12,709	7,302	286	20,297	15,953

Dangosir taliadau i aelodau'r Tîm Rheoli yn ystod y flwyddyn isod:

	Cyflogau gros £000	Buddiannau £000	Cyfanswm 2011 £000	Cyfanswm 2010 £000
Arwel Ellis Owen	115	-	115	53
Rhian Gibson	-	-	-	*129
Delyth Wynne Griffiths	80	5	85	78
Iona Jones	41	-	41	158
Garffild Lloyd Lewis	88	4	92	89
Elin Morris	96	-	96	92
Kathryn Morris	84	5	89	92
Arshad Rasul	98	7	105	110
Clive Jones (Anweithredol)	13	-	13	25

*Yn cynnwys £27,700 taliad yn lle rhybudd

Derbyniodd Delyth Wynne Griffiths hefyd daliad o £132,220 o dan y cynllun diswyddo gwirfoddol

Ymddiswyddodd Rhian Gibson ym mis Hydref 2010

Penodwyd Arwel Ellis Owen ym mis Gorffennaf 2010

Gadawodd Clive Jones ym mis Mehefin 2011

Daeth cytundeb cyflogaeth Iona Jones i ben ym mis Ionawr 2011

Treuliau aelodau'r Tîm Rheoli

	Teithio £	Cynhaliath £	Lletygarwch £	2011 £	2010 £
Rhian Gibson	-	-	-	-	794
Delyth Wynne Griffiths	729	362	-	1,091	2,787
Iona Jones	-	-	-	-	2,841
Garffild Lloyd Lewis	4,796	17,555	171	22,522	15,646
Elin Morris	1,755	361	20	2,136	882
Kathryn Morris	1,023	605	-	1,628	799
Arwel Ellis Owen	4,726	1,424	173	6,323	2,558
Arshad Rasul	2,985	1,519	-	4,504	3,321
Clive Jones (Anweithredol)	464	13	-	477	733
Cyfanswm	16,478	21,839	364	38,681	30,361

Dangosir manylion hawliau o dan gynllun budd diffiniedig a chyfraniadau i gynllun cyfraniadau diffiniedig ar gyfer aelodau'r Tîm Rheoli yn ystod y flwyddyn ar y dudalen nesaf.

The remuneration of the Management Team during the year is shown below:

	Gross pay £000	Benefits in kind £000	Total 2011 £000	Total 2010 £000
Arwel Ellis Owen	115	-	115	53
Rhian Gibson	-	-	-	*129
Delyth Wynne Griffiths	80	5	85	78
Iona Jones	41	-	41	158
Garffild Lloyd Lewis	88	4	92	89
Elin Morris	96	-	96	92
Kathryn Morris	84	5	89	92
Arshad Rasul	98	7	105	110
Clive Jones (non executive)	13	-	13	25

*Includes £27,700 payment in lieu of notice

Delyth Wynne Griffiths also received a payment of £132,220 under the voluntary redundancy scheme.

Rhian Gibson resigned in October 2010

Arwel Ellis Owen joined in July 2010

Clive Jones left in June 2011

Iona Jones' contract of employment came to an end in January 2011

Management Team members' expenses

	Travel £	Subsistence £	Hospitality £	2011 £	2010 £
Rhian Gibson	-	-	-	-	794
Delyth Wynne Griffiths	729	362	-	1,091	2,787
Iona Jones	-	-	-	-	2,841
Garffild Lloyd Lewis	4,796	17,555	171	22,522	15,646
Elin Morris	1,755	361	20	2,136	882
Kathryn Morris	1,023	605	-	1,628	799
Arwel Ellis Owen	4,726	1,424	173	6,323	2,558
Arshad Rasul	2,985	1,519	-	4,504	3,321
Clive Jones (non executive)	464	13	-	477	733
Total	16,478	21,839	364	38,681	30,361

Details of defined benefit entitlements and contributions to defined contribution schemes for the Management Team during the year are shown on the next page.

Cynllun cyfraniadau diffiniedig Cyfraniadau S4C		Cynllun budd diffiniedig Gwerthoedd blynnyddol					Gwerthoedd trosglwyddo
2011	2010	Pensiwn Cronedig ar 31/12/11	Cynnydd yn y pensiwn cronedig yn y flwyddyn	Gwerth trosglwyddo ar 31/12/11	Gwerth trosglwyddo ar 31/12/10	Cynnydd yn y gwerth trosglwyddo llai cyfraniadau'r aelodau yn y flwyddyn	
£000	£000	£000	£000	£000	£000	£000	

Rhian Gibson	-	9	-	-	-	-
Delyth Wynne Griffiths	20	-	35	7	581	405
Iona Jones	1	15	-	-	-	-
Garffild Lloyd Lewis	9	8	-	-	-	-
Elin Morris	11	9	-	-	-	-
Kathryn Morris	22	-	42	1	959	831
Arshad Rasul	16	10	-	-	-	-

Daeth Delyth Wynne Griffiths a Kathryn Morris yn aelodau gohiriedig y cynllun budd diffiniedig pan gaewyd y cynllun ar 31 Mai 2011 gan ymuno gyda'r cynllun cyfraniadau diffiniedig ar 1 Mehefin 2011.

5. Llog net

	2011 £000	2010 £000
Llog a dderbynnir		
- ar adnau tymor byr	169	38
- Incwm cyllido net parthed y cynllun pensiwn budd diffiniedig	-	200
	169	238

6. Trethiant

Paratowyd y Datganiad Ariannol ar y sail na chodir unrhyw drethiant ar symiau a dderbynia S4C oddi wrth yr Adran dros Ddiwylliant, Cyfryngau a Chwaraeon.

	2011 £000	2010 £000
Treth gorfforaeth y Deyrnas Unedig ar 26.49% (2010 - 28%)	-	-
Cymwysiadau i'r tâl trethiant am y cyfnodau blaenorol	-	-
Tâl trethiant cyfredol am y cyfnod	-	-

	2011 £000	2010 £000
Colled ar weithgareddau cyffredin cyn trethiant	(5,388)	(6,827)
Colled ar weithgareddau cyffredin wedi'i lluosoi â'r gyfradd treth safonol yn y DU o 26.49% (2010 - 28%)	(1,427)	(1,912)
Effeithiau:		
Costau na ellir eu tynnu at ddibenion treth	16	1,788
Newidiadau amseru eraill	375	(124)
Trosglwyddo i incwm gohiriedig	1,036	248

Tâl trethiant cyfredol am y cyfnod

-

-

Defined contribution scheme S4C contributions		Defined benefit scheme Annual values					Transfer values		
2011	2010	Accrued Pension at 31/12/11	Increase in accrued pension in the year	Transfer value at 31/12/11	Transfer value at 31/12/10	Increase in transfer value less member's contribution in the year			
£000	£000	£000	£000	£000	£000	£000			

Rhian Gibson	-	9	-	-	-	-
Delyth Wynne Griffiths	20	-	35	7	581	405
Iona Jones	1	15	-	-	-	-
Garffild Lloyd Lewis	9	8	-	-	-	-
Elin Morris	11	9	-	-	-	-
Kathryn Morris	22	-	42	1	959	831
Arshad Rasul	16	10	-	-	-	-

Delyth Wynne Griffiths and Kathryn Morris became deferred members of the defined benefit scheme on its closure on 31 May 2011 and joined the defined contribution scheme on 1 June 2011.

5. Net interest

	2011 £000	2010 £000
Interest receivable		
-short term deposits	169	38
-Net finance income relating to defined benefit scheme	-	200
	169	238

6. Taxation

The Statement of Accounts is prepared on the basis that taxation is not levied in relation to amounts received by S4C from the Department for Culture, Media and Sport.

	2011 £000	2010 £000
United Kingdom corporation tax at 26.49% (2010 - 28%)	-	-
Adjustment to taxation charge in respect of previous periods	-	-
Current taxation for the period	-	-

	2011 £000	2010 £000
Loss on ordinary activities before taxation	(5,388)	(6,827)
Loss on ordinary activities multiplied by standard rate of tax in the UK of 26.49% (2010 - 28%)	(1,427)	(1,912)
Effects of:		
Expenses not deductible for tax purposes	16	1,788
Other timing differences	375	(124)
Transfer from deferred income	1,036	248

Current taxation for period

-

-

7. Colled sy'n berthnasol i S4C

Mae'r Awdurdod wedi mabwysiadu adran 408 Ddeddf Cwmnïau 2006 ac nid yw wedi cynnwys cyfrif elw a cholled S4C yn y Datganiad Ariannol hwn. Mae colled S4C am y flwyddyn yn £8.511m (2010 - £2.086m). Ceir gwybodaeth bellach yn nodyn 14.

8. Asedau sefydlog diriaethol Yr Awdurdod a S4C

	Cyfanswm	Tir ac Adeiladau		Offer a Chyfarpar
		Rhyddfrait	Prydles Fer	
	£000	£000	£000	£000
Cost				
Ar 1 Ionawr 2011	18,474	9,165	209	9,100
Ychwanegiadau	510	-	-	510
Gwerthiannau	-	-	-	-
Ar 31 Rhagfyr 2011	18,984	9,165	209	9,610
Dibrisiant				
Ar 1 Ionawr 2011	11,302	3,433	209	7,660
Cost am y flwyddyn	726	197	-	529
Gwerthiannau	-	-	-	-
Ar 31 Rhagfyr 2011	12,028	3,630	209	8,189
Gwerth llyfr net				
Ar 31 Rhagfyr 2011	6,956	5,535	-	1,421
Ar 31 Rhagfyr 2010	7,172	5,732	-	1,440

Tir ac adeiladau

Pafliwn S4C ar faes y Sioe Amaethyddol Frenhinol yn Llanelwedd yw'r eiddo dan brydles fer.

Mae eiddo dan ryddfrait yn ymwneud â phencadlys S4C ym Mharc Tŷ Glas a Lambourne Crescent, Llanisien. Mae gwerth £1,791,257 o dir rhyddfrait wedi ei gynnwys o dan y pennawd tir ac adeiladau rhyddfrait. Nid yw hwn wedi ei ddibrisio.

Asedau a ddibrisiwyd yn llawn

Ar 31 Rhagfyr 2011, mae asedau sefydlog yn cynnwys asedau a gostiodd £6,814,822 (2010 - £6,671,186) a ddibrisiwyd yn llawn ond a gâi eu defnyddio o hyd.

Mae'r Awdurdod wedi ystyried gwerth yr asedau sefydlog diriaethol heb eu hailbriso. Mae'r Awdurdod yn fodlon nad yw cyfanswm gwerth yr asedau yma ar yr amser hwn yn sylweddol wahanol na'r cyfanswm a fynegwyd ar gyfer yr asedau yn y Datganiad Ariannol.

7. Loss attributable to S4C

The Authority has adopted section 408 of the Companies Act 2006 and has not included S4C's profit and loss account in this Statement of Accounts. S4C's loss for the year is £8.511m (2010 - £2.086m). Further information is given in note 14.

8. Tangible fixed assets The Authority and S4C

	Total	Land and Buildings		Plant and Equipment
		Freehold	Short Leasehold	
	£000	£000	£000	£000
Cost				
At 1 January 2011	18,474	9,165	209	9,100
Additions	510	-	-	510
Disposals	-	-	-	-
At 31 December 2011	18,984	9,165	209	9,610
Depreciation				
At 1 January 2011	11,302	3,433	209	7,660
Charge for year	726	197	-	529
Disposals	-	-	-	-
At 31 December 2011	12,028	3,630	209	8,189
Net book amount				
At 31 December 2011	6,956	5,535	-	1,421
At 31 December 2010	7,172	5,732	-	1,440

Land and buildings

The short leasehold building is S4C's pavilion at the Royal Welsh Showground, Llanelwedd.

Freehold property relates to S4C's headquarters at Parc Tŷ Glas and Lambourne Crescent, Llanishen. Included in freehold land and buildings is freehold land of £1,791,257 which has not been depreciated.

Fully depreciated assets

At 31 December 2011, fixed assets includes assets at a cost of £6,814,822 (2010 - £6,671,186) which were fully depreciated but still in use.

The Authority has considered the value of tangible fixed assets without revaluing them. The Authority is satisfied that the aggregate value of those assets at the time was not significantly different than the aggregate amount at which they are stated in the Statement of Accounts.

9. Buddsoddiadau asedau sefydlog

Mae cyfanswm buddsoddiadau asedau sefydlog yn cynnwys:

	Yr Awdurdod		S4C	
	2011	2010	2011	2010
	£	£	£	£
Buddsoddiadau asedau sefydlog	131,025	6,000,000	3	3
Ychwanegiad/(lleihad parhaol) yng ngwerth y buddsoddiad	25,826	(5,868,975)	-	-
	<u>156,851</u>	<u>131,025</u>	<u>3</u>	<u>3</u>

Buddsoddiadau asedau sefydlog
S4C

Cyfranddaliadau mewn
ymgymeriadau grŵp
£

Cost a gwerth llyfr net ar 1 Ionawr 2011	3
Ychwanegiadau	-
<u>Cost a gwerth llyfr net ar 31 Rhagfyr 2011</u>	<u>3</u>

Ar 31 Rhagfyr 2011, roedd yr Awdurdod yn dal 20% neu fwy o ecwiti'r canlynol:

	Gwlad ymgorffori	Dosbarth y cyfranddaliad a ddaliwyd	Canran a ddaliwyd		Natur y busnes
			Gan y prif ymgymeriad	Gan yr Awdurdod	
S4C Masnachol Cyf	Cymru a Lloegr	Cyffredin	100%	100%	Darparu gwasanaethau rheoli i is-gwmnïau masnachol
S4C Digital Media Ltd	Cymru a Lloegr	Cyffredin	-	100%	Cwmni buddsoddi
S4C Rhyngwladol Cyf	Cymru a Lloegr	Cyffredin	-	100%	Gwerthu gofod hysbysebu a rhaglenni
S4C2 Cyf	Cymru a Lloegr	Cyffredin	-	100%	Darparu gwasanaethau darlledu digidol a darparu gwasanaethau darlledu digidol

Mae'r is-ymgymeriadau i gyd wedi eu cyfuno yn y Datganiad Ariannol. Maent i gyd yn is-ymgymeriadau yn rhinwedd cyfranddaliadau o 100%.

Mae gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Gemau Olympaidd, y Cyfryngau a Chwaraeon hawl mynediad llawn i ddatganiadau ariannol holl is-ymgymeriadau yr Awdurdod sydd mewn bodolaeth nawr neu a greir yn y dyfodol.

10. Stoc

Mae'r stoc rhaglenni heb eu darlledu a stoc arall fel a ganlyn:

	Yr Awdurdod		S4C	
	2011	2010	2011	2010
	£000	£000	£000	£000
Rhaglenni ar ganol eu cynhyrchu	11,859	5,257	11,859	5,257
Rhaglenni a orffennwyd ond eto i'w darlledu	3,127	10,925	3,127	10,925
	<u>14,986</u>	<u>16,182</u>	<u>14,986</u>	<u>16,182</u>

9. Fixed asset investments

Total fixed asset investments comprise:

	Authority		S4C	
	2011	2010	2011	2010
	£	£	£	£
Fixed asset investments	131,025	6,000,000	3	3
Increase/(permanent diminution) in valuation of investment	25,826	(5,868,975)	-	-
	<u>156,851</u>	<u>131,025</u>	<u>3</u>	<u>3</u>

Fixed asset investments
S4C

Shares in
group undertakings
£

Cost and net book amount at 1 January 2011	3
Additions	-
<u>Cost and net book amount at 31 December 2011</u>	<u>3</u>

At 31 December 2011 the Authority held 20% or more of the equity of the following:

	Country of incorporation	Class of share capital held	Proportion held		Nature of business
			By parent undertaking	By the Authority	
S4C Masnachol Cyf	Wales and England	Ordinary	100%	100%	provision of management services to commercial subsidiaries
S4C Digital Media Ltd	Wales and England	Ordinary	-	100%	Investment company
S4C Rhyngwladol Cyf	Wales and England	Ordinary	-	100%	Selling of airtime and programmes
S4C2 Cyf	Wales and England	Ordinary	-	100%	Digital broadcasting and provision of digital broadcasting services

All of the subsidiary undertakings have been consolidated in the Statement of Accounts. All are wholly owned subsidiary undertakings.

The Secretary of State for Culture, Olympics, Media and Sport has a full right of access to the financial statements of all the Authority's subsidiary undertakings in existence now, or set up in the future.

10. Stock

Stock of untransmitted programmes and other stock comprise the following:

	Authority		S4C	
	2011	2010	2011	2010
	£000	£000	£000	£000
Programmes in course of production	11,859	5,257	11,859	5,257
Programmes completed but not yet transmitted	3,127	10,925	3,127	10,925
	<u>14,986</u>	<u>16,182</u>	<u>14,986</u>	<u>16,182</u>

11. Dyledwyr

	Yr Awdurdod		S4C	
	2011 £000	2010 £000	2011 £000	2010 £000
Dyledwyr masnachol	417	539	575	4,927
Benthyciadau i swyddogion	4	5	4	5
Taliadau nawdd cymdeithasol a threthi eraill	2	7	2	7
TAW	1,052	1,002	1,052	996
Blaendaliadau ac incwm cronedig	594	643	491	610
	2,069	2,196	2,124	6,545

Mae'r benthyciadau i swyddogion o dan y Cynllun Beicio i'r Gwaith.

12. Buddsoddiadau asedau cyfredol

	Yr Awdurdod		S4C	
	2011 £000	2010 £000	2011 £000	2010 £000
Buddsoddiad mewn rhaglenni – hawliau dosbarthu	862	611	-	-
Cronfa fuddsoddi	-	27,020	-	-
	862	27,631	-	-

Gwnaeth y cwmni flaendaliadau o £269,500 ar gytundebau cyd-gynhyrchu yn ystod y flwyddyn. Adferodd y cwmni £18,405 o'r buddsoddiad yn ystod y flwyddyn.

Cronfa fuddsoddi:

	Yr Awdurdod		S4C	
	2011 £000	2010 £000	2011 £000	2010 £000
Cronfa fuddsoddi at 1 Ionawr	27,020	26,137	-	-
Newid yn werth masnachol y buddsoddiad	503	883	-	-
Gwerthiant buddsoddiad	(27,523)	-	-	-
	-	27,020	-	-

13. Credydwyr: symiau i'w talu o fewn blwyddyn

	Yr Awdurdod		S4C	
	2011 £000	2010 £000	2011 £000	2010 £000
Credydwyr masnachol	807	1,041	770	905
Credydwyr rhaglenni	2,119	656	2,119	656
Taliadau nawdd cymdeithasol a threthi eraill	184	195	184	195
TAW	55	1	-	-
Credydwyr eraill	248	291	-	-
Symiau cronedig	9,809	7,317	9,557	7,152
	13,222	9,501	12,630	8,908

11. Debtors

	Authority		S4C	
	2011 £000	2010 £000	2011 £000	2010 £000
Trade debtors	417	539	575	4,927
Loans to employees	4	5	4	5
Social security and other taxes	2	7	2	7
VAT	1,052	1,002	1,052	996
Prepayments and accrued income	594	643	491	610
	2,069	2,196	2,124	6,545

The loans to employees are under the Cycle to Work Scheme.

12. Current asset investments

	Authority		S4C	
	2011 £000	2010 £000	2011 £000	2010 £000
Investment in programmes – distribution rights	862	611	-	-
Investment fund	-	27,020	-	-
	862	27,631	-	-

The company made advances of £269,500 on co-production agreements during the year. The company recovered £18,405 of the investment in the year.

Investment fund:

	Authority		S4C	
	2011 £000	2010 £000	2011 £000	2010 £000
Investment fund at 1 January	27,020	26,137	-	-
Change in market value of investment	503	883	-	-
Sale of investment	(27,523)	-	-	-
	-	27,020	-	-

13. Creditors: amounts falling due within one year

	Authority		S4C	
	2011 £000	2010 £000	2011 £000	2010 £000
Trade creditors	807	1,041	770	905
Programme creditors	2,119	656	2,119	656
Social security and other taxes	184	195	184	195
VAT	55	1	-	-
Other creditors	248	291	-	-
Accruals	9,809	7,317	9,557	7,152
	13,222	9,501	12,630	8,908

14. Cronfeydd yr Awdurdod

	Cronfa'r Gwasanaeth -----Cyhoeddus-----				Cronfa Gyffredinol	
	Pensiwn FRS 17 £000	Asedau Sefydlog £000	Stoc £000	Eraill £000	Cyfanswm £000	
	Ar 1 Ionawr 2011	1,600	7,172	16,182	1,759	23,212
Gweddill y Gronfa Gyffredinol am y flwyddyn	-	-	-	-	1,523	1,523
Trosglwyddiad Cronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled	700	(216)	(1,196)	(7,799)	-	(8,511)
Trosglwyddiad i Gronfa'r Gwasanaeth Cyhoeddus	-	-	-	3,000	(3,000)	-
Ar 31 Rhagfyr 2011	2,300	6,956	14,986	(3,040)	21,735	42,937

Cronfeydd S4C

	Cronfa'r Gwasanaeth -----Cyhoeddus-----				Cronfa Gyffredinol	
	Pensiwn FRS 17 £000	Asedau Sefydlog £000	Stoc £000	Eraill £000	Cyfanswm £000	
	Ar 1 Ionawr 2011	1,600	7,172	16,182	1,759	-
Gweddill y Gronfa Gyffredinol am y flwyddyn	-	-	-	-	3,000	3,000
Trosglwyddiad Cronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled	700	(216)	(1,196)	(7,799)	-	(8,511)
Trosglwyddiad i Gronfa'r Gwasanaeth Cyhoeddus	-	-	-	3,000	(3,000)	-
Ar 31 Rhagfyr 2011	2,300	6,956	14,986	(3,040)	-	21,202

Trosglwyddwyd cyfanswm o £3.911m o'r Gronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled yn 2011 (2010 - £0.886m). Mae hyn yn cynnwys trosglwyddiad o'r Gronfa Gyffredinol o £3.000m (2010 - £1.400m), trosglwyddiad o Gronfa'r Gwasanaeth Cyhoeddus o £8.511m (2010 - £2.086m) fel y dangosir uchod a'r £1.600m enillion actwaraid (2010 - £0.200m).

15. Allanlif net ariannol o weithgareddau gweithredol

	2011 £000	2010 £000
Colled gweithredol	(6,087)	(1,196)
Elw o werthu asedau sefydlog	(8)	-
Dibrisiant ac amorteiddio	726	692
Lleihad mewn stoc	1,196	648
Lleihad/(cynnydd) mewn dyledwyr	229	(29)
Cynnydd/(lleihad) mewn credydwyr	1,376	(1,542)
Cynnydd mewn buddsoddiadau	(251)	(94)
Allanlif net ariannol o weithgareddau gweithredol	(2,819)	(1,521)

14. Authority reserves

	Public Service -----Fund-----				General Fund	
	FRS 17 Pension £000	Fixed Assets £000	Stock £000	Other £000	Total £000	
	At 1 January 2011	1,600	7,172	16,182	1,759	23,212
General Fund surplus for the year	-	-	-	-	1,523	1,523
Public Service Fund transfer to profit and loss account	700	(216)	(1,196)	(7,799)	-	(8,511)
Transfer to Public Service Fund	-	-	-	3,000	(3,000)	-
At 31 December 2011	2,300	6,956	14,986	(3,040)	21,735	42,937

S4C reserves

	Public Service -----Fund-----				General Fund	
	FRS 17 Pension £000	Fixed Assets £000	Stock £000	Other £000	Total £000	
	At 1 January 2011	1,600	7,172	16,182	1,759	-
General Fund surplus for the year	-	-	-	-	3,000	3,000
Public Service Fund transfer to profit and loss account	700	(216)	(1,196)	(7,799)	-	(8,511)
Transfer to Public Service Fund	-	-	-	3,000	(3,000)	-
At 31 December 2011	2,300	6,956	14,986	(3,040)	-	21,202

In total £3.911m has been transferred to the profit and loss account from the Public Service Fund in 2011 (2010 - £0.886m). This comprises the £3.000m (2010 - £1.400m) transfer from the General Fund, the £8.511m (2010 - £2.086m) Public Service Fund transfer set out above and the actuarial gain of £1.600m (2010 - £0.200m).

15. Net cash outflow from operating activities

	2011 £000	2010 £000
Operating loss	(6,087)	(1,196)
Profit on sale of fixed assets	(8)	-
Depreciation and amortisation	726	692
Decrease in stock	1,196	648
Decrease/(increase) in debtors	229	(29)
Increase/(decrease) in creditors	1,376	(1,542)
Increase in investments	(251)	(94)
Net cash outflow from operating activities	(2,819)	(1,521)

16. Cysoniad y llif arian net â'r symudiad mewn cronfeydd net

	2011 £000	2010 £000
Cynnydd/(lleihad) arian yn ystod y flwyddyn	24,315	(1,866)
Newidiadau i gronfeydd o ganlyniad i lifariannu Cronfeydd net ar 1 Ionawr 2011	24,315 4,514	(1,866) 6,380
Cronfeydd net ar 31 Rhagfyr 2011	28,829	4,514

17. Dadansoddiad o'r newidiadau mewn cronfeydd net

	Ar 01/01/11 £000	Llifarian 2011 £000	Ar 31/12/11 £000
Arian mewn llaw ac yn y banc	4,514	24,315	28,829

18. Ymrwymadau prydlesi gweithredol

Mae gan yr Awdurdod yr ymrwymadau canlynol dan brydlesi gweithredol yn daladwy yn ystod y flwyddyn ariannol hyd at 31 Rhagfyr 2012:

	2011 £000	2010 £000
Tir ac Adeiladau Cyfnod y brydles yn dirwyn i ben: 2012	8	8
2013 - 2016	25	24
	33	32
Prydlesi gweithredol eraill Cyfnod y brydles yn dirwyn i ben: 2012	24	6
2013 - 2016	17	52
	41	58

19. Ymrwymadau cyfalafol – yr Awdurdod ac S4C

Nid oedd gan yr Awdurdod ac S4C unrhyw ymrwymadau cyfalafol ar 31 Rhagfyr 2011 nac ar 31 Rhagfyr 2010.

20. Ymrwymadau rhaglenni – yr Awdurdod ac S4C

Ar 31 Rhagfyr 2011, yr oedd yr Awdurdod ac S4C wedi ymrwymo'n gytundebol i wario'r symiau a ganlyn ar raglenni:

	2011 £000	2010 £000
Ymrwymadau rhaglenni	6,227	14,323

21. Cynllun pensiwn

Cynllun cyfraniadau diffiniedig

Mae'r Awdurdod yn gweithredu cynllun pensiwn cyfraniadau diffiniedig er budd gweithwyr.

Mae asedau'r cynllun yn cael eu gweinyddu gan ymddiriedolwyr mewn cronfeydd unigol sy'n annibynnol o rai'r Awdurdod. Cafwyd tâl pensiwn o £729,991 ar gyfer y flwyddyn yn diweddu 31 Rhagfyr 2011 yn seiliedig ar gyfraniad y cwmni o 10% o gyflogau pensiynedig (2010 - £462,302).

16. Reconciliation of net cash flow to movement in net funds

	2011 £000	2010 £000
Increase/(decrease) in cash in the year	24,315	(1,866)
Change in funds resulting from cashflows Net funds at 1 January 2011	24,315 4,514	(1,866) 6,380
Net funds at 31 December 2011	28,829	4,514

17. Analysis of changes in net funds

	At 01/01/11 £000	Cashflow 2011 £000	At 31/12/11 £000
Cash in hand and at bank	4,514	24,315	28,829

18. Operating lease commitments

The Authority has the following commitments under operating leases which are due during the financial year to 31 December 2012:

	2011 £000	2010 £000
Land and Buildings Lease period expiring: 2012	8	8
2013 - 2016	25	24
	33	32
Other operating leases Lease period expiring: 2012	24	6
2013 - 2016	17	52
	41	58

19. Capital commitments – Authority and S4C

The Authority and S4C had no capital commitments at either 31 December 2011 or 31 December 2010.

20. Programme commitments – Authority and S4C

At 31 December 2011, the Authority and S4C had the following contractual commitments for expenditure on programmes:

	2011 £000	2010 £000
Programme commitments	6,227	14,323

21. Pension scheme

Defined contribution scheme

The Authority operates a defined contribution pension scheme for the benefit of employees.

The assets of the scheme are administered by trustees in individual funds independent of those of the Authority. The pension charge for the year ended 31 December 2011 amounted to £729,991 arising from the company contribution rate of 10% of pensionable salaries (2010 - £462,302).

Cynllun budd diffiniedig

Mae'r Awdurdod yn gweithredu cynllun budd diffiniedig, sydd yn rhan o Gynllun Pensiwn Staff Ofcom (CTA gynt), i bob aelod o staff cymwys. Mae asedau'r cynllun yn cael eu gweinyddu gan ymddiriedolwyr mewn cronfa sy'n annibynnol o rai'r Awdurdod.

Cafwyd tâl pensiwn o £136,290 ar gyfer y flwyddyn yn diweddu 31 Rhagfyr 2011 (2010 - £369,610).

Cododd cyfraniad y cyflogwr i 33.4% ar 01 Ionawr 2008 tra oedd cyfraniad yr aelodau yn 5.5% trwy'r flwyddyn.

Ar 31 Mai 2011, caewyd y cynllun budd diffiniedig i groniad yn y dyfodol. Trosglwyddwyd holl aelodau gweithredol i'r cynllun cyfraniadau diffiniedig.

Seilir costau a rhwymedigaethau'r cynllun ar brisiad actiwaraid. Cynhaliwyd y prisiad actiwaraid llawn diweddaraf ar 31 Mawrth 2009 gan actwari annibynnol cymwys.

Y prif ragdybiaethau a ddefnyddiwyd gan yr actwari oedd:

	2011	2010	2009
Chwyddiant	3.2%	3.5%	3.6%
Cyfradd disgownt rhwymedigaethau'r cynllun	4.8%	5.4%	5.6%
Cyfradd cynnydd mewn pensiynau cysylltiedig yn llawn a'r mynegai pris manwerthu	3.2%	3.5%	3.6%
Cyfradd cynnydd mewn pensiynau sydd â mynegai pris cyfyng	3.1%	3.4%	3.5%
Cyfradd cynnydd mewn cyflogau am y flwyddyn ganlynol	n/a	4.0%	4.1%

Ar sail y rhagdybiaethau a ddefnyddiwyd ar gyfer disgwyliadau einioes, disgwylir i bensiynwr sydd yn awr yn 60 fyw am 27.4 blwyddyn bellach (2010 – 27.3 blwyddyn). Darparir lwfans ar gyfer gwelliannau yn y dyfodol parthed disgwyliadau einioes.

Mae'r swm sy'n gynwysedig yn y fantolen yn tarddu o oblygiadau'r Awdurdod i'r cynllun fel â ganlyn:

	2011		2010		2009	
	Cyfradd enillion	Gwerth £	Cyfradd enillion	Gwerth £	Cyfradd enillion	Gwerth £
Buddsoddiadau ecwiti	6.5%	5,800,000	7.6%	5,900,000	7.6%	13,800,000
Bondiau Llywodraeth	2.5%	6,900,000	3.6%	9,800,000	-	-
Bondiau Corfforaethol	5.1%	2,100,000	5.1%	1,600,000	-	-
Blwydd-daliadau yswiriedig	4.4%	12,700,000	5.0%	8,500,000	5.2%	8,280,000
Arian	0.2%	500,000	1.3%	200,000	1.8%	920,000
		2011 £		2010 £		
Cyfanswm gwerth marchnadol yr asedau		28,000,000		26,000,000		
Gwerth presennol rhwymedigaethau'r cynllun		(25,700,000)		(24,400,000)		
Aсед pensiwn net		2,300,000		1,600,000		

Yn unol ag FRS 17, dangosir y cynllun ar y fantolen ar 31 Rhagfyr 2011 fel ased net o £2.3m (2010 - £1.6m).

Defined benefit scheme

The Authority operates a defined benefit scheme, which is part of the Ofcom (former ITC) Staff Pension plan, for all qualifying employees. The assets of the scheme are administered by trustees in a fund independent from those of the Authority.

The pension charge of the year ended 31 December 2011 amounted to £136,290 (2010 - £369,610).

The employer's contribution rate was increased to 33.4% on 01 January 2008 with the members' contribution remaining at 5.5% throughout the year.

On 31 May 2011 the defined benefit scheme was closed to future accrual. All active members have been transferred into the defined contribution scheme.

Costs and liabilities of the scheme are based on actuarial valuations. The latest full actuarial valuation was carried out at 31 March 2009, by a qualified independent actuary.

The main assumptions used by the actuary were:

	2011	2010	2009
Price inflation	3.2%	3.5%	3.6%
Discount rate for scheme liabilities	4.8%	5.4%	5.6%
Rate of increase in fully RPI-linked pensions	3.2%	3.5%	3.6%
Rate of increase in pensions with limited price indexation	3.1%	3.4%	3.5%
Rate of increase in salaries for forthcoming year	n/a	4.0%	4.1%

On the basis of the assumptions used for life expectancy, a male pensioner currently aged 60 would be expected to live for a further 27.4 years (2010 – 27.3 years). Allowance is made for future improvements in life expectancy.

The amount included in the balance sheet arising from the Authority's obligations in respect of the plan is as follows:

	2011		2010		2009	
	Rate of Return	Value £	Rate of return	Value £	Rate of return	Value £
Equities	6.5%	5,800,000	7.6%	5,900,000	7.6%	13,800,000
Government bonds	2.5%	6,900,000	3.6%	9,800,000	-	-
Corporate bonds	5.1%	2,100,000	5.1%	1,600,000	-	-
Insured annuities	4.4%	12,700,000	5.0%	8,500,000	5.2%	8,280,000
Cash	0.2%	500,000	1.3%	200,000	1.8%	920,000
		2011 £		2010 £		
Total market value of assets		28,000,000		26,000,000		
Present value of scheme liabilities		(25,700,000)		(24,400,000)		
Net pension asset		2,300,000		1,600,000		

Under FRS17, the scheme is represented on the balance sheet at 31 December 2011 as a net asset of £2.3m (2010 - £1.6m).

Mae'r symiau a gydnabuwyd yn y cyfrif elw a cholled fel y canlynol:

	2011 £	2010 £
Cost gwasanaeth presennol	-	300,000
Enillion disgwylidig ar asedau'r cynllun pensiwn	(1,200,000)	(1,500,000)
Llog ar rwymedigaethau'r cynllun pensiwn	1,200,000	1,300,000
Costau gwasanaeth blaenorol	-	200,000
Cyfanswm costau gweithredol	-	300,000

Cynhwysir y symiau a godwyd neu a gredydwyd yn y cyfrif elw a cholled yn incwm a thaliadau gweithredol ac o fewn llog a daladwy.

Mae newidiadau i werth presennol oblygiadau'r budd diffiniedig fel y canlynol:

	2011 £	2010 £
Oblygiadau agoriadol y budd diffiniedig	24,400,000	22,900,000
Cost gwasanaeth presennol	100,000	300,000
Llog ar rhwymedigaethau'r cynllun pensiwn	1,300,000	1,300,000
Buddion a dalwyd	(600,000)	(900,000)
Cyfraniadau gan aelodau'r cynllun	-	100,000
Colledion actiwaraidd ar rwymedigaethau	1,500,000	500,000
Costau gwasanaeth blaenorol	-	200,000
Curtailments	(1,000,000)	-
Oblygiadau terfynol y budd diffiniedig	25,700,000	24,400,000

Mae newidiadau i werth farchnad asedau'r cynllun fel y canlynol:

	2011 £	2010 £
Gwerth farchnad asedau'r cynllun ar ddechrau'r cyfnod	26,000,000	23,000,000
Enillion disgwylidig asedau'r cynllun	1,300,000	1,500,000
Cyfraniadau'r cyflogwr	1,400,000	1,600,000
Cyfraniadau'r cyflogedig	-	100,000
Buddion a dalwyd	(600,000)	(900,000)
(Colledion)/enillion actiwaraidd ar asedau	(100,000)	700,000
Gwerth farchnad asedau'r cynllun ar ddiwedd y cyfnod	28,000,000	26,000,000

Prif gategoriâu buddsoddiadau asedau'r cynllun, fel % o gyfanswm asedau'r cynllun:

	31 Rhagfyr 2011	31 Rhagfyr 2010
Buddsoddiadau ecwiti	21%	23%
Buddsoddiadau gilt	25%	37%
Bondiau corfforaethol	7%	6%
Arian	2%	1%
Blwydd-daliadau yswiriedig	45%	33%

The amounts recognised in the profit and loss account are as follows:

	2011 £	2010 £
Current service cost	-	300,000
Expected return on pension scheme assets	(1,200,000)	(1,500,000)
Interest on pension scheme liabilities	1,200,000	1,300,000
Past service cost	-	200,000
Total operating charges	-	300,000

The amounts charged or credited to the profit and loss account were included in the operating income and charges and within interest payable.

Changes in the present value of the defined benefit obligation are as follows:

	2011 £	2010 £
Opening defined benefit obligations	24,400,000	22,900,000
Current service cost	100,000	300,000
Interest on pension scheme liabilities	1,300,000	1,300,000
Benefits paid	(600,000)	(900,000)
Contributions by plan members	-	100,000
Actuarial losses on liabilities	1,500,000	500,000
Past service cost	-	200,000
Curtailments	(1,000,000)	-
Closing defined benefit obligations	25,700,000	24,400,000

Changes in the market value of the scheme assets are as follows:

	2011 £	2010 £
Market value of scheme assets at start of period	26,000,000	23,000,000
Expected return on scheme assets	1,300,000	1,500,000
Contributions by employer	1,400,000	1,600,000
Contributions by employees	-	100,000
Benefits paid	(600,000)	(900,000)
Actuarial (losses)/gains on assets	(100,000)	700,000
Market value of scheme assets at end of period	28,000,000	26,000,000

The major categories of investments of plan assets, as a % of total plan assets:

	31 December 2011	31 December 2010
Equities	21%	23%
Gilt investments	25%	37%
Corporate bonds	7%	6%
Cash	2%	1%
Insured Annuities	45%	33%

Gwir enillion asedau'r cynllun:

	31 Rhagfyr 2011 £	31 Rhagfyr 2010 £
Enillion disgwylidiedig asedau'r cynllun	1,200,000	1,500,000
Enillion actiwaraidd ar asedau	(100,000)	700,000
Gwir enillion ar asedau'r cynllun	1,100,000	2,200,000

Colledion o £1.6m (2010 enillion – £0.2m) yw'r cyfanswm a gydnabuwyd yn y datganiad cyfanswm enillion a cholledion cydnabyddedig (STRGL) ar gyfer 2011.

Colled o £3.4m (2010 - £1.8m) yw'r swm cronodig gydnabuwyd yn y STRGL ar 31 Rhagfyr 2011.

Dadansoddiad hanesyddol gwerthoedd asedau, rhwymedigaethau'r cynllun, cyfanswm y diffyg a phrofiad enillion a cholledion:

	2011 £	2010 £	2009 £	2008 £	2007 £
Gwerth farchnad asedau'r cynllun	28,000,000	26,000,000	23,000,000	18,000,000	20,200,000
Rhwymedigaethau'r cynllun	25,700,000	24,400,000	22,900,000	17,700,000	20,200,000
Gweddill/(diffyg) yn y cynllun	2,300,000	1,600,000	100,000	300,000	-
Profiad (colledion)/enillion ar asedau'r cynllun	(100,000)	700,000	3,000,000	(5,600,000)	(800,000)
Canran o asedau'r cynllun	0%	3%	13%	(31%)	(4%)
Profiad enillion/(colledion) ar rhwymedigaethau'r cynllun	100,000	(100,000)	700,000	-	-
Canran gwerth presennol rhwymedigaethau'r cynllun	(1%)	0%	3%	0%	0%

22. Rhwymedigaethau amodol - yr Awdurdod ac S4C

Ar 31 Rhagfyr 2011, nid oedd rhwymedigaethau amodol (2010 - £dim).

Actual return on scheme assets:

	31 December 2011 £	31 December 2010 £
Expected return on scheme assets	1,200,000	1,500,000
Actuarial (loss)/gain on assets	(100,000)	700,000
Actual gain on scheme assets	1,100,000	2,200,000

The amount recognised in the statement of total recognised gains and losses (STRGL) for 2011 is a loss of £1.6m (2010 gain – £0.2m).

The cumulative amount recognised within the STRGL as at 31 December 2011 is a loss of £3.4m (2010 - £1.8m).

Historical analysis of asset values, scheme liabilities, overall deficit and experience gains and losses:

	2011 £	2010 £	2009 £	2008 £	2007 £
Market value of scheme assets	28,000,000	26,000,000	23,000,000	18,000,000	20,200,000
Scheme liabilities	25,700,000	24,400,000	22,900,000	17,700,000	20,200,000
Surplus/(deficit) in scheme	2,300,000	1,600,000	100,000	300,000	-
Experience (losses)/gains on scheme assets	(100,000)	700,000	3,000,000	(5,600,000)	(800,000)
Percentage of plan assets	0%	3%	13%	(31%)	(4%)
Experience gains/(losses) on scheme liabilities	100,000	(100,000)	700,000	-	-
Percentage of the present value of the plan liabilities	(1%)	0%	3%	0%	0%

22. Contingent liabilities – Authority and S4C

At 31 December 2011, there were no contingent liabilities (2010 - £nil).

Aelodau'r Awdurdod (ym mis Gorffennaf 2012)

Huw Jones
Cadeirydd

Rheon Tomos
Bill Davies
John Davies
Cenwyn Edwards
Dyfrig Jones
Dr Glenda Jones
Winston Roddick CB QC

Phil Williams
Ysgrifennydd yr Awdurdod

Tîm Rheoli (ym mis Gorffennaf 2012)

Ian Jones
Prif Weithredwr

Garffld Lloyd Lewis
Cyfarwyddwr Cyfathrebu, Marchnata a Phartneriaethau

Elin Morris
Cyfarwyddwr Polisi Corfforaethol

Kathryn Morris
Cyfarwyddwr Cyllid

Dafydd Rhys
Cyfarwyddwr Comisiynu

Yn ystod 2011, daliwyd swyddi gweithredol eraill ar y Tîm Rheoli fel a ganlyn:

Arwel Ellis Owen
Prif Weithredwr dros dro
(tan ddiwedd Ionawr 2012)

Meirion Davies / Geraint Rowlands
Cyfarwyddwyr Comisiynu Dros Dro

Delyth Wynne Griffiths
Cyfarwyddwr Materion Busnes

Arshad Rasul
Cyfarwyddwr Darlledu a Dosbarthu

Clive Jones
Cyfarwyddwr Anweithredol
(tan Mehefn 2011)

Golygyddion Cynnwys
(yn ystod 2011)

Bethan Eames
Golygydd Cynnwys Ffuglen

Gaynor Davies
Golygydd Cynnwys Adloniant

Geraint Rowlands
Golygydd Cynnwys Chwaraeon

Medwyn Parri
Pennaeth Digwyddiadau a Theledu Achlysur

Meirion Davies
Pennaeth Cynnwys

Rob Nicholls
Golygydd Cynnwys Diwylliant

Siân Eirian
Pennaeth Gwasanaethau Plant

Tweli Griffiths
Golygydd Cynnwys Gwleidyddol a Materion Cyfoes

Members of the Authority (in July 2012)

Huw Jones
Chairman

Rheon Tomos
Bill Davies
John Davies
Cenwyn Edwards
Dyfrig Jones
Dr Glenda Jones
Winston Roddick CB QC

Phil Williams
Secretary to the Authority

Management Team (in July 2012)

Ian Jones
Chief Executive

Garffld Lloyd Lewis
Director of Communication, Marketing and Partnerships

Elin Morris
Director of Corporate and Commercial Policy

Kathryn Morris
Director of Finance

Dafydd Rhys
Director of Commissioning

During 2011, other executive Management Team positions held were as follows:

Arwel Ellis Owen
Interim Chief Executive
(until end January 2012)

Meirion Davies / Geraint Rowlands
Interim Directors of Commissioning

Delyth Wynne Griffiths
Director of Business Affairs

Arshad Rasul
Director of Broadcasting and Distribution

Clive Jones
Non-executive Director
(until June 2011)

Content Editors (during 2011)

Bethan Eames
Content Editor Fiction

Gaynor Davies
Content Editor Entertainment

Geraint Rowlands
Content Editor Sport

Medwyn Parri
Head of Events and Event Television

Meirion Davies
Head of Content

Rob Nicholls
Content Editor Culture

Siân Eirian
Head of Childrens Services

Tweli Griffiths
Content Editor Political and Current Affairs

Cysylltu â ni

Mae S4C wastad yn falch i glywed barn ein gwylwyr.

Os ydych yn dymuno cyflwyno eich barn am ein rhaglenni neu os ydych eisiau gwybodaeth bellach, fe fyddem yn falch i glywed gennych.

Fe allwch gysylltu ag S4C dros y ffôn, drwy ebost, twitter, facebook neu drwy lythyr.

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Facebook

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