



Statement of Programme Policy 2020 and Annual Review of 2019

SECTION 1: ANNUAL REVIEW 2019

Introduction and Strategy

Our news and programming output was once more dominated by political coverage across 2019. Parliamentary discussions about the Brexit Withdrawal Agreement dominated the early part of the year followed by the change of Prime Minister during the summer and the UK General Election during the autumn.

ITV Cymru Wales once more remained Wales' most watched peak time channel with a substantial growth in audiences for our public service content online and across social media platforms

In addition to news, we commissioned a wide variety of programming across current affairs, factual and documentary genres. They involved around twenty different series and programmes reflecting the depth and diversity of Welsh life - and usually broadcast at the heart of the peak time schedule. A highlight was *Code Blue: Murder*, the result of a three year partnership between ITV Cymru Wales, the ITV Studios company Multi Story Media and South Wales Police. The two one hour films focused on the work of the Major Crime Team. They were broadcast in Wales and across the ITV network, winning an RTS Cymru Award for best factual programme.

Tier 2 Arrangements

We broadcast four hours of news programmes a week for audiences in Wales, in line with our licence commitments. These included our flagship Wales at Six, our Sunday morning Newsweek Wales programme and a range of bulletins for audiences during the early morning, lunchtime, the late evening and weekends.

We also delivered our Programmes licence requirement for 156 slots including 41 hours of current affairs and 78 slots in peak.

Significant change

There was no significant change to the licence.

Innovation, Experiment & Creativity

2019 has seen a wide variety of innovation, experiment and creativity across news and programme strands both on air and behind the scenes. This has allowed us to increase audience engagement and deepen the quality of our story telling.

The deployment of LiveU units which carry broadcast quality video over mobile and broadband has been developed so that we can broadcast entire live on-location programmes with the technology. This was especially useful for our political coverage in both English and Welsh from Westminster as politicians discussed the post Brexit settlement and the change of Prime Minister. The intense international media interest meant that on some evenings, we would not have been able to broadcast by any other method. The same technology was used for further programming across Wales in the countdown to the UK election with Special live on location Sharp Ends from Wrexham and Anglesey and special Y Byd yn ei Le programmes (The World in its Place) from Cardigan and Holyhead. The same technology allowed us to broadcast live from multiple locations during the news programme from across the Royal Welsh Showground.

We have also introduced upgraded drone units which can offer live video pictures of ongoing incidents or events. They proved especially useful across our coverage of the Royal Welsh Show.

The Rugby World Cup saw a range of innovations with a three strong team of multi skilled journalists, producers and reporters spending eight weeks touring Japan alongside the Wales rugby squad, filming, editing and sending back pre-recorded packages and appearing live into our programmes when required.

Our studio in Cardiff Bay was adapted to broadcast a range of special live programmes around the Rugby World Cup and also an Election Welsh Leaders' debate.

We streamed our Rugby World Cup programming across our social media platforms giving it audiences well beyond Wales. We also further intensified online and social media training across our journalistic team with a week long digital festival in July.

In February 2019 we appointed our first ever Content Editor with specific responsibility for building new audiences on new platforms and on our website. We launched a range of new podcasts based on our long running political series, Sharp End and a new interview series, Welsh Lives. We also introduced a series of digital only interviews under the banner Point of View with a range of interviewees speaking about their role in a wide range of controversial issues or about their part in increasing awareness around diverse issues. We commissioned daily videos for our social media channels on the successful efforts of Welsh cycling legend Geraint Thomas in winning the Tour de

France. We also made bespoke digital preview programmes on our social media platforms ahead of our Rugby World Cup on air broadcasts

The drive for greater quality and quantity of public service content online has found substantial audiences. We had more than 55 million social media video views on Twitter and Facebook during 2019, with 21 million minutes of viewing on Facebook alone.

We recruited a trainee staff camera operator - the first in many years. New cameras with enhanced picture quality and operability were deployed to our team of on screen journalists. Those journalists have also made use of iPhones and Osmo, broadcast quality mini cameras to assist in storytelling where full size kit could not be used. A new online archive system, CAT-DV allows journalists and programme makers direct online access to archive footage wherever they are working.

In November 2019 staff in Wales and across ITV began rolling out a new Smart Working campaign. This allows team members to work remotely for almost all tasks apart from those directly involved with gallery production of our studio based programmes.

News

Our news service reached 60% of the Welsh population in 2019 and Ofcom research has shown that it is the second most important source of news in Wales, behind the BBC. Our main news programme for Wales attracted 50,000 **more** viewers in 2019 (158,000) than it did in 2009 and has substantially grown its share of the audience.

The news programmes devoted considerable time and resources to explaining key developments in discussions around the Brexit settlement and likely impact on Wales. We also closely chronicled the change in Prime Minister, the European elections and the UK election campaign in Wales as well as two parliamentary by-elections in Newport West and Brecon and Radnorshire.

We also dedicated extended coverage, and in some cases special news programmes to a wide range of high profile news stories which impacted on communities across Wales. These included the decision to close the Ford engine plant in Bridgend; the death of the footballer Emiliano Sala and his pilot in a plane crash; the inquest into the death of former Welsh Government minister Carl Sargeant and a review into maternity services at the Cwm Taf Health Board.

Our news team also developed a wide range of bespoke content for use on air and online. This included a special programme on the burns unit of Swansea's Morriston Hospital, an exclusive investigation into the carrying of knives by young men in our urban communities and a special report on breastfeeding that was shown and discussed at the All Party Parliamentary Group on Infant feeding and Inequalities in the UK Parliament.

Other highlights and special news programmes came from Welsh sport including the Grand Slam and 6 Nations campaign; the Rugby World Cup in Japan and coverage of Geraint Thomas in the Tour de France.

Current Affairs and other programmes

The success of our award winning network crime series *Code Blue: Murder* is noted at the beginning of this report. Our non-news programmes have brought viewers a rich variety of content both within our long established brands, *Wales This Week*, *Coast & Country* and *Sharp End* and also in shorter run series and one off programmes.

The UK general election in December 2019 saw a wide variety of bespoke programming explaining the issues - and the differences made by devolution - for Welsh voters. We hosted a live election debate, contributed to the ITV Election Interviews and special live on location programming in both English and Welsh.

Sharp End has been a key vehicle in giving audiences trusted, engaging and insightful journalism both on air and, through key team members, online and across social media as well. We broadcast nearly fifty episodes of the series including the election programming noted above.

Wales This Week broadcast fourteen films covering a diverse range of issues and engaging human stories. They included the remarkable account of a survivor of child sexual exploitation and how police are tackling online grooming; the impact on the closure of Ford's Bridgend engine plant; the fight to catch con men who prey on our elderly and the challenges and support for youngsters growing up as transgender.

Coast & Country, our celebration of Welsh rural and maritime communities, involved 25 episodes across 2019. It has fulfilled its remit to bring a wide variety of stories, many of them encouraging a greater interest in the open air. The impact of climate change on the Welsh environment has been an ongoing theme as has efforts to restore endangered species of flora and fauna.

We launched a new series of programmes featuring compelling interviews with 'ordinary people who have experienced extraordinary things' in the spring of 2019. *Welsh Lives* saw presenter Adeola Dewis conduct a series of inspiring and uplifting conversations. Early guests included a woman who had grown up learning how to cope with massive childhood burns to a family who are looking for a lifesaving bone marrow transplant for their son.

The stories gave a rich seam of material to share with our growing online and social media audiences - some of them being viewed tens of thousands of times.

A wide variety of other shorter run series were scheduled during 2019 including two that celebrated life in some of Wales most important tourism destinations. *The Village* was a six part series telling the behind the scene story of life in Portmeirion, a beautiful Italianate village in Gwynedd. *Return to the Mountain*, another six-part series, documented some of the many different people living and working around Snowdon. Both were commissioned for network transmission after being carried by our service in Wales.

Other series included a five part series, *Missing*, looking at the work of the missing persons unit of Dyfed-Powys Police; *Fire Station 20* (3x30) highlighting the work of one South Wales fire stations; *Wales at War* (3 x 30) and *Lest We Forget* (3x30), both commemorating the sacrifice of Welsh people in World War II and the memories of those who survive. *Lest We Forget* commemorated the 75th anniversary of D-day by taking a veteran back to the beaches of Normandy, alongside two children who are family friends. They narrated the series, reflecting on what they learnt along the way, and

this innovative and heart-warming format picked up a gold award in the Heroes section of the New York Festivals TV and Film Awards.

We also televised a special programme on the St David Awards, the national awards of Wales in association with the Welsh Government.

The Bafta Cymru Awards in September 2019 saw four nominations for programming commissioned or made by the ITV Cymru Wales team and a fifth nomination for an ITV network drama.

Cultural and other Diversity

Cultural and other diversity remains a central element of our story commissioning and our employment and community outreach programmes. In October 2019, ITV Cymru Wales won the Employer of the Year Award at the Welsh Government Apprenticeship Awards. Several of our former apprentices have gone on to find full time positions with ITV and other production companies, further widening the cultural and socio-economic diversity of our employee base.

We were nominated in the Broadcaster of the Year category of the Creative Diversity Network Awards. Our entry consisted of Dock of the Bay, a series celebrating the multi cultural heritage of Cardiff Bay, The End of Down's Syndrome a Wales This Week programme and the 'Becoming Me' series of special news reports, alongside our work to make our workforce more inclusive with our apprenticeship programme and initiatives such as Breaking Into News.

We further developed our media partnership with the Welsh Women's equality charity Chwarae Teg (Fair Play) and their Womenspire Awards. This involved coverage of their launch for nominations, a media familiarisation day for finalists and extensive coverage of the awards themselves on air and online.

Our media partnership with Pride Cymru, Wales' biggest single celebration of diversity, saw us carry a range of bespoke reports from people in different parts of the LGBT+ community that had more than 200,000 views on social media. There was extensive coverage on air and online across the Pride Cymru weekend with a substantial proportion of the ITV Wales team taking part in the celebration Pride Parade.

In partnership with S4C we recruited two trainee journalists to work with our Welsh language current affairs team and to create bespoke online content under the Hansh brand. We also support the 'Breaking into News' initiative run by The Media Trust, with past participants going on to get permanent jobs in our newsroom. In this year we worked with a former doctor who produced a compelling report on the mental health support available for doctors, sharing his own experience and that of a retired surgeon.

We hosted the opening event of the National Assembly's Democracy Week festival, Gwlad.

Underlying much of this work is our relationship with members of our Diversity Panels in Cardiff and in North Wales. They represent a wide variety of faith groups, mental health and disability charities

and other minority communities. Programme makers meet with them on a regular basis and value the feedback that they share about both the content we make and behind the scenes initiatives that we are developing.

Media Literacy

We continued our partnership with Eastern High School in Cardiff for a further year through the Business in the Community initiative. This links employers with schools, and has led to ITV coaching GCSE pupils ahead of their English exams, holding CV and mock interview days. ITV Wales staff led a series of lessons helping over 100 pupils prepare for their GCSE presentations. We also hosted a newsroom visit by pupils as a reward for their hard work. In late 2018 this partnership, which was established in 2016, led to a gold award in the Careers Wales Valued Partner Awards.

We hosted a visit by young people from two other Cardiff schools at our Open Newsroom Day. This is an ITV-wide initiative designed to encourage diversity in applications and interest in working for ITV.

We hosted a media familiarisation day for the Wales BAME Mentoring scheme run by the Ethnic Minorities and Youth Support Team Wales. We also supported many of the finalists of the Womenspire Awards with similar training.

Students from the School of Journalism, Media and Culture at Cardiff University were offered the chance to work with 'Llais y Maes' a digital news service that we produce in partnership with S4C at the National Eisteddfod.

S4C

Our commercial relationship with S4C saw us once more making innovative and award winning current affairs and factual programming in the Welsh Language for broadcast and for use on social media platforms. We have also continued to train Welsh language journalists and to use our English language platforms to promote the Welsh language content that we make.

Our political series *Y Byd yn ei Le (The World in its Place)* expanded during 2019 to include live and pre-recorded discussion programmes, special reports on the independence debate in Scotland and an hour long live special from the Senedd on the 20th anniversary of devolution in Wales with a further special programme on the European elections.

Y Byd ar Bedwar (The World on Four) continued its long and distinguished track record of award winning journalism with an investigation of alleged historical sex abuse on Caldey Island off Pembrokeshire. This won the News and Current Affairs category in the RTS Cymru Awards.

Ein Byd (Our World) returned for a third series of programmes bringing a more contemporary style of current affairs. Issues included living with mental health issues such as anxiety attacks, fighting through rehab after living with cocaine addiction and the real lives of so called social media influencers.

Cefn Gwlad (Countryside) continued to grow in its new format involving a team of presenters. The series has been a cornerstone of S4C's schedule since the station was launched. It continues to be one of their most popular strands.

Online, our Welsh language digital journalists, operating as part of S4Cs *Hansh* brand continued to generate innovating content designed for a younger audience across social media.

SECTION 2: STATEMENT OF PROGRAMME POLICY 2020

ITV Cymru Wales had embarked on an exciting year of innovative programming on air and new digital formats for content online when the pandemic began to affect all of our lives in March 2020.

We had also planned an extensive range of partnerships and activities involving community engagement and increased cultural and other diversity.

As the first lockdown was introduced we re-organised our programme making teams to ensure that we could maintain our main broadcasting strands covering news, weekly current affairs programmes in English and Welsh and an expanded online service.

We reached out to the Welsh Government, the Welsh NHS and many other organisations to ensure that we were able to offer a first class news and information service while keeping safe our teams and our contributors.

In particular we have focused on our key role as one of the few media organisations supplying a full, all-Wales information service on the different measures being taken by authorities in the devolved administration to tackle the disease.

This service has seen substantial numbers coming to our online and social media platforms in particular with in-depth coverage of those measures often being the most well-read items on a daily basis.

We also supported our community partners in continuing their work despite lockdown restrictions. We carried the Womenspire gender equality Awards on our social media platforms when it could no longer invite a live audience. Media familiarisation sessions offered to a diverse range of organisations are now being hosted online.

Meanwhile, network programming commissioned from Wales celebrated the attractions of our countryside, with an emphasis on visiting when it was safe to do so. The ITV network broadcast our six part series, *The Village* on people living and working in the Italianate village of Portmeirion in Gwynedd in the spring. Another six part series *Wonders of the Coast Path* was broadcast in Wales around Easter and in early summer as communities were coming out of lockdown across the UK.