



Annual Review of 2021

SECTION 1: ANNUAL REVIEW 2021

Introduction and Strategy

The Covid-19 pandemic continued as the defining story of 2021, and our news and current affairs output was once more mostly dominated by the ever changing public health situation and associated government restrictions in Wales.

ITV Cymru Wales remained Wales' most watched peak time commercial channel with a weekly reach of 1.6m people in all time. We are growing digital audiences for Welsh news and current affairs year on year, and page views on our website and news app exceeded 1 million in every month of the year.

In addition to the news, we commissioned a wide variety of programming across current affairs, factual and documentary genres, reflecting the depth and diversity of Welsh life - broadcasting the majority at the heart of the peak time schedule to maximise the audiences for trusted information about Wales.

On the ITV Network a particular highlight in 2021 was the ratings success of drama *The Pembrokeshire Murders* which was produced and filmed in Wales by ITV Studios, telling a uniquely Welsh story. The launch episode was watched by 11.2 million people in the first week of broadcast in early 2021– the biggest new ITV drama launch since 2006. The documentary that accompanied the series - and which was produced by ITV Wales has been watched by more than 7m in the UK and along with the drama has been sold to more than 30 countries.

Tier 2 Arrangements

We broadcast four hours of news programmes a week for ITV audiences in Wales in line with our licence commitments. These include our flagship Wales At Six at 18:00 on weekdays and a range of bulletins for audiences during the early morning, lunchtime, the late evening and weekends. We also deliver 1.5 hours of current affairs and factual programmes each week. Outside of our licence we also produce news for digital audiences and have up to 50 hours of

commissions for current affairs and factual programming from various broadcasters including S4C, BBC and ITV Network.

Significant change

There was no significant change to the licence.

Innovation, Experiment & Creativity

The pandemic sparked a wide range of innovation, experiment and creativity in focussing and adapting news gathering and programme making in ways which ensured Covid safe working for our teams and our programme participants. Zoom remained a useful tool for conducting interviews with contributors when they could not be gathered in person.

ITV Cymru Wales introduced Smart Working back in 2019, allowing team members to work remotely for almost all tasks apart from those directly involved with gallery production of our studio based programmes. Smarter Working continued to accelerate and develop during 2021, and we saw an increased uptake of remote technology across ITV News. Journalists and Programme producers were given the tools to allow them to prepare and edit from home, and Craft Editors used new technology to remote into the office system.

The drive for greater quality and quantity of public service content online has found substantial audiences. We had more than 3 million minutes of Facebook video views in 2021, and nearly 2 million video views on Twitter.

In 2021, our team of journalists were trained up to use *Premiere Pro*, an agile user friendly editing solution. This was the first stage in a £33 million pound investment that ITV is making in new technology for ITV News, in Wales and across its news regions across the UK. This forward-looking solution will position us for the future, and provide an integrated system that will enable ITV Network and ITV Nations and Regions colleagues to work ever more closely together to cover stories for our audience.

News

ITV's Nations and Regions news programmes at 6pm have more viewers now than in 2015. In 2021, the public's appetite for trusted, impartial information on the unfolding pandemic and changing government restrictions remained strong in Wales. Ofcom's Media Nations Report 2021 showcased that ITV Cymru Wales is the second most important source of news in Wales, behind the BBC.

Our news programmes continued to devote considerable time and resources to explaining key developments, restrictions and information on Covid-19. The Welsh Government's press conferences were streamed live on ITV Cymru Wales' Facebook page, and our Political Editor, Adrian Masters and other key correspondents provided regular and accessible analysis for our

audience. Live interviews on Wales at Six with key figures across the health and other emergency services frequently ran to several minutes - allowing full and clear explanations of policy decisions and stories from the 'front line' of how the pandemic was being tackled. Our coverage and scrutiny highlighted to ITV viewers and website users the emerging differences between the approach of the Welsh and other UK administrations.

This approach enabled us to document the impact of the pandemic across Wales with a wide variety of highly informative, deeply moving and even, on occasion, amusing ways. One of the things that makes ITV's approach distinctive is to tell its stories through the people who are affected. Many families shared their stories of loss - and survival. Senior medical figures talked in detail about how they were tackling the virus on their wards. The news programmes carried early warnings from care home owners about the lack of personal protective equipment. It provided early detailed coverage of the concerns being raised within the BAME community about the disproportionate effects of the virus.

This approach continued across the year - varying where necessary to explain areas of divergence between the UK governments about easing lockdown restrictions and then re-imposing measures as the pandemic worsened again during the autumn. We secured access to hospital wards across Wales to take audiences to a front line of the pandemic and reveal what medical staff and patients were experiencing. We joined the First Minister's covid reviews from communities, schools, homes and businesses - offering those directly affected by the policy changes the chance to have their questions to Ministers answered by our journalists.

Our National Correspondent Rob Osborne's warm and life-affirming reporting of the meals on wheels deliveries in lockdown introduced the world to Mary, who captured the hearts of the nation and whose interview went viral. Despite the challenging circumstances, Mary was praised for her bubbly personality and uplifting outlook on life during a very lonely and difficult time for so many people. Mary sadly passed away at the end of last year at the age of 83.

We closely chronicled the Senedd Election in May 2021, and to mark the significance of 16 and 17 year olds voting for the first time, Wales at Six devoted an entire programme to teenagers in a forward-thinking production. Their concerns, challenges and solutions were heard directly from young people across Wales, who joined our production, reporting and presentation team to amplify their voices in a way never seen before in this format. One of our Production Journalists took the election to a new and younger audience by her innovative and impactful Senedd instagram series.

We also dedicated extended coverage, and in some cases special news programmes to a wide range of high profile news stories in 2021 which impacted on communities across Wales. These included:

- **Swansea Mayhill Riots** - Hundreds of people gathered in Mayhill during the violent disorder in May, which led to police being attacked and homes damaged.

- **Jack Lis Dog Attack** - A 10-year-old schoolboy died after being attacked by a dog at a friend's house in Penyrheol in November.
- **Hottest Day** - Following a period of weather records, the first ever extreme heat warning was given for the majority of Wales as temperatures soared in July 2021.
- **COP 26** - A team in Glasgow supported the home grown newsgathering in which we explored how the climate emergency is impacting life here in Wales.

Current Affairs and other programmes

In 2021 the programmes team returned a full licence schedule, despite restrictions being in place for much of the year. Attempting to embrace the things we had learned and the things that had worked during the pandemic, we continued our *Wales This Week* studio shows whilst in lockdown at the beginning of 2021, and whilst the series returned to its more familiar film led content later in 2021, the studio model, allowing the team to tell different stories in different ways has now become another tool and will be seen regularly going forward where topics and suitability allow.

New technologies and the audience acceptance of them accelerated at pace since the pandemic began and whilst necessity dictated that many guests for political shows such as our long running political series *Sharp End* were all remote for a time, we are maximising our new abilities to do multiple remote interviews, to make sure that our shows are more accessible, allowing people to appear from their homes has made our programmes more relevant and inclusive than ever before. The *Sharp End* team also branched out from a studio based, discussion-led show to follow the First Minister Mark Drakeford over the course of several days as he dealt with the pandemic.

The pandemic and the ongoing lockdowns and precautions were nowhere more keenly felt than in the nation's care homes. From December 2020 to March 2021, we had exclusive access to a care home in Bridgend, as they went through a Christmas without relatives and under the tightest of controls, to the hope that vaccinations bought, and the moment when they could see loved ones again for the first time in months. Adhering to the highest privacy and health and safety protocols to ensure the safety of all participants the film was a highly emotive glimpse into what residents and staff endured during Covid. The film, produced by Nicola Hendy, won the TV News and Current Affairs Programme of the Year award at the recent *Wales Media Awards*. Indeed ITV Wales programmes - in Welsh and in English - took all 3 nominations in this category.

In 2021 we also reintroduced a series presented by our Political Editor Adrian Masters, *Face to Face*, a chat show format where he delves into the lives of some notable people in Welsh public life from the world of politics and far beyond. Some notable guests in 2021 and so far in 2022 have included former First Minister Carwyn Jones, Welsh secretary Simon Hart, entertainers Max Boyce and Mal Pope, Wales' Chief Medical Officer Frank Atherton, Race Council Cymru founder Uzo Iwobi and Welsh international footballer Jess Fishlock.

We also provided build ups to every Welsh game in the delayed 2020 *Euros*, with our Sports Presenter Beth Fisher anchoring the shows which saw analysis from the likes of Jayne Ludlow, Hal Robson-Kanu, Neil Taylor and Rob Earnshaw.

We continued to produce a variety of current affairs content in Welsh for S4C. Our political series *Y Byd Yn Ei Le* produced 6 Senedd Election special programmes with Guto Harri's analysis of the political parties and the team travelling around Wales giving a voice to the Welsh electorate. The series also delivered live programmes from Westminster reacting to developments at Downing Street following the revelations of parties during Covid. We looked at some wider themes such as the future of cancer services in Wales and the debate around investing in nuclear power plants for Wales.

In addition to a second series of the digital first youth commission 'Grid', we secured additional funding from the BFI's Youth Audiences Content Fund in partnership with S4C to produce bespoke content on the Election for first time voters, including the 16 and 17 years olds who were given the right to vote for the first time in Wales. With an emphasis on reaching the diverse communities in Wales, "*Etholiad '21 : Taswn i'n Brif Weinidog Cymru...*" captured the views of the youth of Wales about politics and the issues that matter to them.

Y Byd ar Bedwar focussed on some of the wider effects of the pandemic in the health sector with a programme on the growing waiting lists in mental health care and the challenges in social care. Other highlights included presenter Dot Davies reflecting on her personal experiences of the Menopause, a programme which sparked a wider conversation across Wales raising awareness of the menopause within workplaces.

Online and across social media

In an ever growing digital world, we, along with other broadcasters, are working hard to evolve and adapt in order to meet the pressing challenges facing commercial public service media. Our news website www.itv.com/wales is delivering significant growth for trusted, impartial news about Wales that can be accessed by audiences anywhere, anytime on mobile devices. In 2020, page views doubled to 20 million and this growth continued in every area of our digital operation in 2021.

Following the success of our journalist traineeship for S4C's youth platform Hansh, the partnership with S4C was carried on again in September 2021, with two new Welsh speaking journalists recruited to the team. The trainees have been creating bespoke digital content for S4C's social platform *DIM SBIN*, making politics and current affairs accessible to new audiences around Wales. During the Cop 26 climate change conference they focussed on giving young people explainers and updates on TikTok and Instagram to reach new audiences.

ITV Cymru Wales' news content is now being shared with S4C's news app and website in a new digital partnership. Welsh language articles and video from the ITV news team gives the service plurality and diversity, reaching new audiences on different platforms.

ITV network commissions from Wales

2021 was a hugely significant and exciting period for our network production arm with more commissions than ever before from a range of broadcasters including ITV, BBC3 and S4C.

The year began with with *The Pembrokeshire Murders : Catching the Game Show Killer*, a documentary to compliment ITV's hit drama *The Pembrokeshire Murders* which was ITV's most successful drama launch since *Broadchurch*. Our documentary enjoyed equal success with over 7 million views on the ITV Hub so far making it one of the most watched real crime documentaries. The documentary has also been sold globally to numerous countries.

The team continues to develop its reputation for delivering high quality, compelling documentaries that are made in Wales using the very best Welsh talent.

In 2021 ITV Cymru Wales went into production with seven hours of prime time commissions from ITV Network: *Cold Case Forensics*, explores the casebook of one of the UK's leading forensic scientists Dr Angela Gallop. *Cold Case Detectives* follows a team of detectives at South Wales Police as they investigate unsolved crimes and In *Maude's Memory* takes popular actor Jason Watkins who lost his little daughter Maude to sepsis on a journey to better understand the devastating condition.

Our team of producers have also been following the rugby academies of the Ospreys and Scarlets for a major six part series for both BBC 3 and BBC Cymru Wales called *Ruck Stars*.

A Year in the Beacons narrated by Dame Sian Phillips brought the story of the people who live and work in this extraordinary environment to a network audience on ITV having premiered on ITV Cymru Wales.

In the Summer on 2021 *No Body Recovered* for ITV Network told the story of a ground breaking Welsh murder investigation and was a coproduction for S4C. This relationship will see a new cold case investigation told for both ITV Network and S4C in 2022.

All Around Britain, the Sunday morning magazine which showcases the very best of ITV News content from around the UK, returned for a second series having launched in 2020. The series was produced in Wales for the ITV network.

The hit series *I'm a Celebrity...Get me out of here!* returned to Gwrych Castle near Abergele and became one of 2021's most popular shows on ITV. It also made a significant contribution to the local economy both in terms of the direct and indirect spend with local businesses and the promotional benefit of key Welsh tourist attractions being featured across prime time television.

Cultural and other Diversity

ITV Cymru Wales sought to support a range of cultural and diversity partners despite the pandemic restrictions across 2021.

As a significant employer and broadcaster in Wales, we have a crucial role to play to use our platform to reflect the diversity of modern Wales. This is essential if we are to remain relevant to our audiences, attract the best possible talent and creative ideas and maintain our role at the heart of popular culture. We value what we measure and we monitor the diversity of our on-screen portrayal with the data then relayed on a daily basis to our news and current affairs teams so that colleagues are aware of where the opportunities for improvement lie.

As a part of our [Social Purpose Strategy](#) ITV Cymru Wales is proud to be involved in several initiatives to increase diversity both on screen and behind the scenes. For the last decade we have had a vibrant Diversity Panel that brings together a wide range of stakeholders in Wales to inform our content strategy and commissioning decisions. We operate two Diversity Panels - one in North Wales and one in South Wales - who meet several times a year. The panel members act as 'critical friends' to programme-makers and our online service. They let us know if we get something wrong, but also offer praise for coverage that they feel stands out. They also help flag stories in their communities and find us diverse contributors. Members range across a broad reach of NGOs and individuals whose expertise covers LGBT+, Race, Mental Health, Disability and more. The diversity panels continued to meet virtually during 2021 and resulted in more people than ever being able to join, both from ITV Cymru Wales staff and new panel members.

We are an award winning employer of apprentices working in partnership with *Sgil Cymru*, with most of our recruits coming from an under-represented background and going on to either secure permanent roles within ITV or other media companies in Wales. We were delighted to have been awarded for the Best Apprenticeship Scheme at the recent 2021 CIPD Awards, where we were highly commended for our efforts in increasing diversity and inclusion as part of the scheme.

In 2021 we focussed our acclaimed *ITV News Trainee Scheme* to people with a disability and along with Creative Wales and other broadcasters, ITV has financially contributed to the founding of a pilot project to increase diversity in tv and film in Wales. The *Culture Connect Wales* initiative aims to create a bespoke network for those from Black, Asian and Minority Ethnic communities, as well as engaging with partners to provide practical advice and opportunities and widening the knowledge of the sector and the opportunities it provides.

In 2021, we also welcomed 3 paid interns to the team for a month, with the aim of giving young people experience of what we do to help improve their chances of securing their first role in media and journalism.

We worked closely with Welsh gender equality organisation, *Chwarae Teg* in 2021 as a media

partner to their *Womenspire Awards*. This involved on air, online and social media coverage of the launch of their search for nominations and a series of special reports highlighting the work of some of their finalists.

One of our reporters and presenters Alexandra Hartley, hosted two online media familiarisation days for the finalists to better understand how to gain coverage of their many different community projects. Our news presenter, Andrea Byrne, then co-hosted the Awards virtual event which we carried on our own social media channels. This allowed us to offer extended coverage of the work of the wide variety of finalists who had been nominated by many diverse communities.

Climate Action

ITV has committed to becoming a Net Zero business by 2030, and has set ambitious environmental targets for the areas most material to the business - carbon emissions, waste, sourcing and sustainable culture. Other targets outlined in our [Social Purpose Strategy](#) include: zero single-use plastics used in operations, productions and the supply chain; supporting SME suppliers to improve their environmental impact and ensuring all staff and freelancers are provided with environmental awareness training.

ITV Cymru Wales is proud to have succeeded in reducing the environmental impact of all its programmes by them achieving *albert accreditation* certification. Founded in 2011, BAFTA's sustainability initiative recognises programmes that demonstrate how they are reducing the carbon footprint of a production. Albert's aim is to achieve environmental sustainability, which requires making responsible decisions that will manage any negative impact on the environment.

Long running productions such as *Wales This Week*, *Coast & Country* and *Sharp End* have all achieved provisional or final albert certification, as well as programmes such as *Fishlock's Choice* and *Face to Face*. It follows ITV News across the nations and regions becoming the first UK news organisation to gain the certification in 2020.

Media Literacy

Pandemic restrictions prevented us hosting our regular programme of studio visits and community outreach work. The cancellation of public events including the National Eisteddfod, the Royal Welsh Show and face to face careers events also limited our media literacy work during 2021. We look forward to a gradual reintroduction of these projects as Covid restrictions ease.

Public Input

Our strong and growing social media presence is increasingly allowing us to identify stories and contributions from our online audiences.

SECTION 2: STATEMENT OF PROGRAMME POLICY 2022

Introduction and Strategy

ITV Cymru Wales enters 2022 with a clear focus to produce trusted, independent news and current affairs for television and digital audiences in Wales. We take seriously the role we have and recognise - as others do - that in doing so it brings with it plurality to national news and current affairs provision in Wales.

News

ITV Cymru Wales will continue to deliver a leading news service and will respond quickly to breaking lines following political developments to include exclusive reports and informed analysis. We will also provide relevant coverage of the most topical and popular events in Wales.

Three major stories and themes seem set to dominate the Welsh news agenda during 2022. As the Covid-19 public health crisis falls away, we'll be following the extensive impact the virus has had on health, the economy and our way of living as the country continues to recover.

The second major story will be the growing cost of living crisis. Our aim is to appoint a dedicated Cost of Living Correspondent and Producer to bring our audience all the latest news and explainers on energy bills, inflation and much more amid the growing cost of living crisis.

And the other major story will be the progress of our international sporting teams both at the Commonwealth Games - and hopefully at the Football World Cup in Qatar in November.

All of these crucial stories will be approached in the same way by the editorial team, by focusing on the people in our communities who are directly affected. We will be embedded in communities, offering a voice to those who often go unseen or unheard and putting their issues and concerns to politicians. The success of our approach in the Welsh Government covid press briefings, where the use of technology allows us to speak to politicians directly from communities, will continue to form a large part of our planning and thinking in telling the big stories again this year.

Current Affairs and other programmes

ITV Cymru Wales is planning a full range of current affairs and factual programmes in English and Welsh across 2022.

Our long running rural interests series *Coast & Country* continues and the team looks forward to being back at the Royal Welsh Show as it returns in 2022. We will also see the return of Eisteddfod coverage with two programmes scheduled to cover the long awaited event in Tregaron.

In Spring 2022 we will be launching a new arts show *Backstage*, largely missing from English language programming in Wales. Looking mostly at up and coming artists from all genres and backgrounds in Wales, we hope it will offer an insight into the huge diversity and range of talent in the nation. We will also be releasing much of the material digitally before its broadcast transmission.

After the success of a programme in 2020 where adventurer and former rugby player Richard Parks asked *Can I be Welsh and Black?* he returns to talk frankly about his struggles with mental health since the pandemic began. *Richard Parks: Climbing out of Lockdown* will see him talking to well known Welsh people about their mental health experiences too.

Our weekly political series *Sharp End* will run through most of the year when parliaments are meeting in Wales and Westminster. Special topical *Sharp End* programmes will also be produced and aired over the course of 2022, the first of which will transmit in March and look at Lord Kinnock as he celebrates his 80th birthday.

The series presented by our Political Editor Adrian Masters, *Face to Face*, will also continue in 2022 as he delves into the lives of some notable people in Welsh public life from the world of politics and far beyond.

Two of the most popular and long standing series that we make for S4C are also expected to be recommissioned in 2022. The multi award winning *Y Byd ar Bedwar*, a cornerstone of Welsh language current affairs since the founding of the channel in 1982 will feature Dot Davies and Sion Jenkins investigating stories that matter to the people of Wales. In February 2022 in a *Y Byd ar Bedwar* special on the Ukraine crisis, Iolo ap Dafydd will travel to the border in Poland to report on the refugee crisis.

Cefn Gwlad (Countryside) another of the channel's longest running series will also return with a short run during the summer and a longer series later in the year. Mari Lovegreen and new presenter, Ifan Jones Evans, will be anchoring the series.

ITV network commissions from Wales

The team continues to develop its reputation for delivering high quality, compelling documentaries that are made in Wales using the very best Welsh talent. A small piece of history will be made with ITV Cymru Wales' first commission for BBC Cymru Wales with the six part series *Rookie Cops*. With exclusive access to new recruits at Dyfed Powys Police, the series is expected in the Spring of 2022 on BBC1 Wales and on iPlayer and follows the new officers as they find their feet on the beat. For BBC3 and BBC Wales our team of producers have been following the rugby academies of the Ospreys and Scarlets for a six part series called *Ruck Stars* which is expected to air in 2022.

Prime time commissions for ITV Network include *Cold Case Forensics*, which explores the casebook of one of the UK's leading forensic scientists Dr Angela Gallop. Whilst another series

Cold Case Detectives follows a team of detectives at South Wales Police as they investigate unsolved crimes. Both series are expected to be aired on ITV and ITV Hub in the second half of 2022.

Online and across social media

In the English language, our digital team will continue to build on the huge growth in audience to the ITV News Wales website over the past few years. The online team's focus will remain on informing, educating and updating viewers of the big news events that affect them and champion local and human interest stories from underrepresented communities. Social media remains a critical tool in gaining the trust and interest of the younger generation as well as the online news service our website provides.

For S4C, the successful Digital News partnership launched in 2021 will continue with News content from ITV Cymru Wales showcased on S4C's website and app. This follows on from the growth of our online current affairs content aimed at younger audiences under S4C's Hansh brand.

Innovation, Experiment and Creativity

While there are many advantages of more remote working, a hybrid version is how we envisage most colleagues will operate, so they continue to develop, share ideas and maintain their wellbeing by collaborating in person, as well as enjoy greater flexibility. We also expect to confirm more details of our multi-million pound investment in new technology that will enable teams to collaborate better than ever before.

Diversity & Inclusion

We will continue to carry out a wide range of cultural and other diversity initiatives over the course of 2022.

We will continue our partnership with the equality organisation Chwarae Teg for the Womenspire 2022 awards. This involves on air, online and social media coverage of their search for nominations and a series of special reports highlighting the work of some of their finalists. We will host media familiarisation days for the finalists to better understand how to gain coverage of their many different community projects. The Awards Ceremony in September 2022 will be carried on our own social media channels, allowing us to offer extended coverage of the work of the wide variety of finalists who have been nominated by many diverse communities.

We have also been working closely with Mencap Cymru as we prepare to launch a brand new partnership with them in 2022 with the aim of helping to remove barriers to disabled people seeking to work in the TV and Broadcasting industry. By working together, we want to raise better awareness amongst employers to ensure that people with a learning disability have greater access to employment opportunities.

We hope to continue with online media familiarisation days for diverse community groups across Wales and will take part in other media literacy projects and careers events where possible.

We will also continue to meet with our Diversity Panels in both North and South Wales, listening to their feedback as 'critical friends' to further shape our story choice and programme making decisions to respond to the needs of all our audiences.

We are an award winning employer of apprentices working in partnership with Sgil Cymru, with most of our recruits coming from an under-represented background and going on to either secure permanent roles within ITV or other media companies in Wales. We'll be welcoming a new intake of apprentices 2022, continuing with our ethos of bringing new digital skills and insights into what we do.

Public Input

We will continue to use social media to engage our audience in a two way conversation about our content and story choices.

We will continue with our regular polling in a newly refreshed partnership with Cardiff University's Wales Governance Centre. **Barn Cymru** is a collaborative partnership between ITV Cymru Wales, the Wales Governance Centre at Cardiff University, and the leading polling agency YouGov. The recently refreshed partnership aims to provide an insight into people's beliefs, attitudes and opinions and to gain real-time feedback on public views in Wales.

ENDS
