



BBC Wales
Management Review
2015/16



“The challenge we have been set is clear: to hear more of the stories of Wales on our screens across Wales, and right across the UK.”



If you wish to find out more about the BBC's year – including full financial statements and performance against other public commitments – then please visit www.bbc.co.uk/annualreport

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Front cover
Hinterland

Director's introduction

“The past year has seen a passionate debate about the future of the BBC in Wales. That is to be warmly welcomed.”



Looking back, perhaps last year was the calm before the storm. An opportunity to savour Wales' qualification for Euro 2016 without knowing the extraordinary, pulsating story that was later to unfold in France. An opportunity to provide unrivalled coverage of the UK General Election just a year before our political institutions were rocked to the core by the EU referendum.

There have been many creative highlights along the way: the return of *Sherlock* and *Hinterland*, the brilliance of *War & Peace* (adapted by Rhiwbina's favourite son, Andrew Davies), a glorious *BBC Cardiff Singer of the World*, and the debut of a brand new BBC Wales competition, *BBC Young Dancer*. Our news output has also continued to shine a light on events at home and further afield, including *Newyddion 9*'s authoritative coverage of the Paris terrorist attacks.

It was the year our very special orchestra thrilled audiences across South America as part of our celebrations of Patagonia 150. And it was the year we made a record contribution to the BBC's network screens and kicked-off one of the biggest regeneration projects Cardiff has ever seen, with our new base at Central Square.

The past year has also seen a passionate debate about the future of the BBC in Wales. That is to be warmly welcomed. Public broadcasting will only thrive and sustain if we are passionate in its defence, robust in its scrutiny, and unapologetically ambitious for what it can deliver and the change it can drive.

The challenge we have been set is clear: to hear more of the stories of Wales on our screens across Wales, and right across the UK. This is just the sort of creative challenge we relish.

My thanks to everybody who has contributed to the BBC's ongoing success in Wales and has raised their voice in support of the organisation at such an important moment.

A handwritten signature in black ink, appearing to read 'Rhodri', written in a cursive style.

Rhodri Talfan Davies
Director, BBC Wales

Two minute summary

Facts and figures about the performance and output of BBC Wales

BBC Wales on the networks

Audience for *Sherlock* on New Year's Day on all platforms



BBC Wales Sport

The number of views for BBC Wales Sport on Facebook in the week Wales qualify for Euro 2016 & play Australia at Rugby World Cup



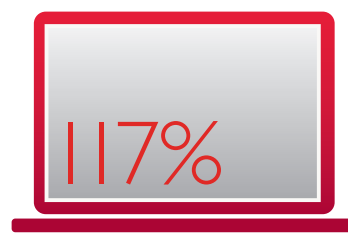
Audience appreciation

The appreciation score (out of 100) for *Nigel Owens: True to Myself*



Welsh language online

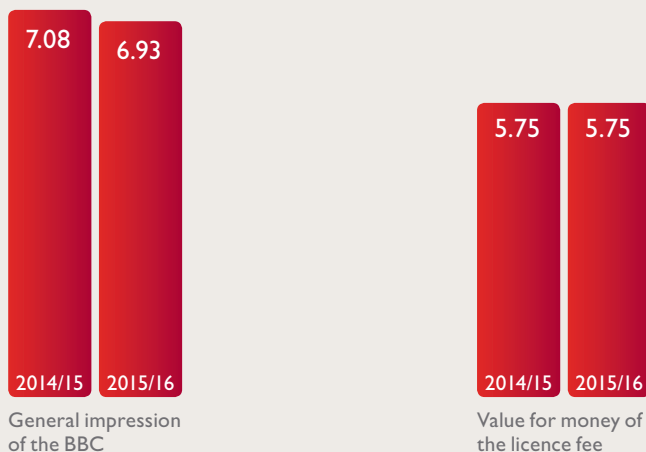
Percentage increase in weekly unique browsers for Welsh language websites, compared to 2014-15



Approval of the BBC in Wales

(mean score out of 10)

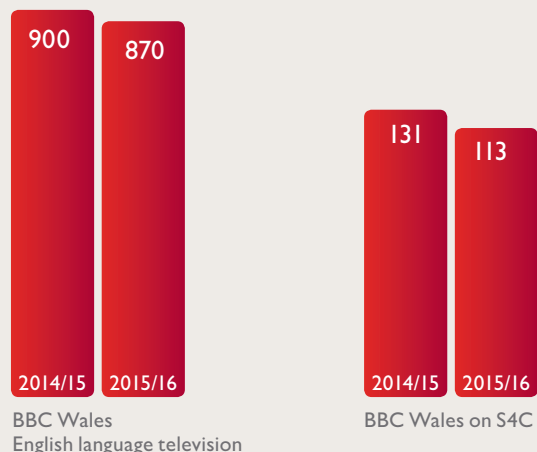
Source: ART/Kantar



Television weekly reach

(based on 15-minute consecutive reach) (thousands)

Source: BARB



Two minute summary

Facts and figures about the performance and output of the BBC in Wales

Audience reach

Adults in Wales who use BBC TV, radio or online each week



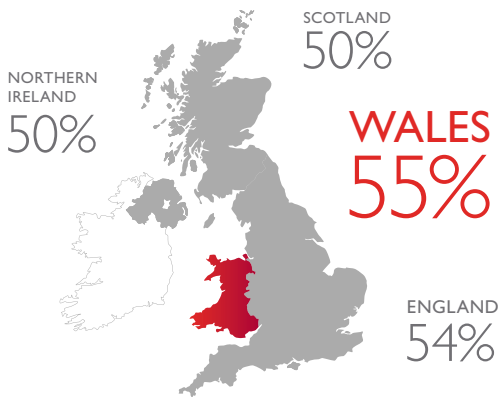
Total time spent

The length of time audiences in Wales spend with BBC each week



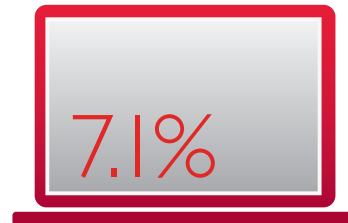
Representing the nations

People in the nations who think BBC is representing their life in news and current affairs content



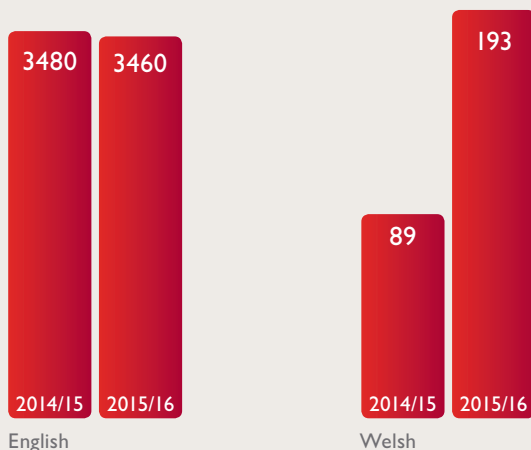
Network TV programming

Percentage of network budget spent in Wales



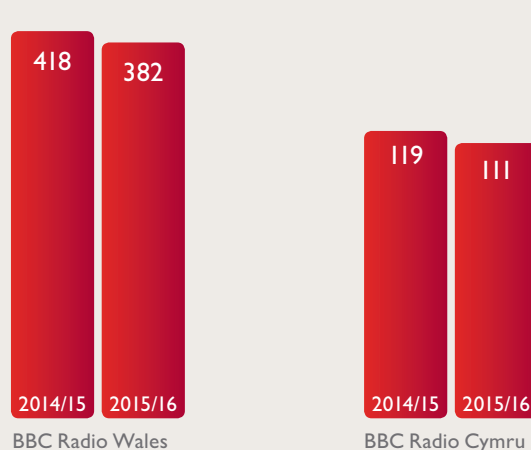
BBC Wales online: Weekly unique browsers

(thousands)
Source: BBC



Radio weekly reach (adults)

(thousands)
Source: RAJAR/RSMB/Ipsos-MORI



Two minute summary

BBC Wales English language television Top Ten Series and Top Five Individual Programmes 2015/16

English language series

Max's World Cup Warm-Up	322,000
Wales Today at 6.30pm	272,000
Iolo's Brecon Beacons	262,000
Hinterland	240,000
X-Ray	207,000
Wales Today at 10.25pm	191,000
The River Taff with Will Millard	181,000
Rhod Gilbert's Work Experience	177,000
Welsh Heartland: The Llŷn Peninsula	172,000
Curry Wars	172,000

English language programmes

Scrum V Live: Wales v Italy	336,000
Rob Brydon at 50	282,000
The Real Mike Phillips	262,000
Nigel Owens: True to Myself	253,000
Patagonia with Huw Edwards	215,000

BBC Wales on S4C Top Ten Series and Top Five Individual Programmes 2015/16

Series on S4C

Clwb Rygbi (Pro12)	48,000
Pobol Y Cwm	45,000
Clwb Rygbi Rhyngwladol	36,000
Yr Eisteddfod Genedlaethol: Mwy o'r Maes	30,000
Newyddion 9	18,000
Eisteddfod Genedlaethol: Seremonïau	16,000
Eisteddfod Genedlaethol: Noson o Gystadlu	15,000
Pawb a'i Farn	15,000
Eisteddfod Genedlaethol: Y Babel Llen	11,000
Eisteddfod Genedlaethol: Prynawn	10,000

Programmes on S4C

Patagonia Huw Edwards	38,000
Cwpan FA: Casnewydd v Blackburn Rovers	34,000
Nadolig Llawn Cwmderi	34,000
Bois y Bac	23,000
SOS Yr Wyddfa: Newyddion Arbennig	21,000

Source: BARB
Figures include any repeats in the same week



Max's World Cup Warm-Up



Clwb Rygbi (Pro12)

Service performance



BBC One Wales and BBC Two Wales

We began the year with another of our successful themed seasons with an in-depth look at North Wales. Following on from *Real Valleys* in the spring of 2015, we explored *Real North Wales* with Siân Lloyd setting the scene for us, Mari Griffith examining art in *Inspired By Snowdonia* and Nerys Hughes making the case for *Liverpool: Capital of North Wales*. As the season continued, Laurence Llewelyn-Bowen toured some *Extraordinary Ordinary Houses*, while Carol Vorderman literally paid a flying visit to Broughton. *Welsh Heartland - The Llŷn Peninsula* and *Flint Des Res* played well on BBC One Wales, while farmer Gareth Wyn Jones exposed the complexities of *The Farmer and The Food Chain* in a three-part current affairs series. The hour-long *Make Me Welsh* about the education of incomers' children, broadcast in primetime on BBC One Wales, engendered lively debate across our services.

For the first time we broadcast the Cardiff Half Marathon live. It inspired a number of programmes that formed a mini-season of content about living a longer and healthier life, *Live Longer Wales*. These included former Wales rugby captain Gareth Thomas' challenge to train from scratch a team of women from the Valleys to run the Cardiff Half Marathon. Welsh-Italian cook Michela Chiappa also looked into the secrets of *How to Live to a Hundred*.

In the New Year the education of Welsh children became the focus. Sunday Times education editor Sian Griffiths compared the performance of Welsh children with those from other countries and asked why, of late, we had fallen behind. And news presenter Lucy Owen made a very public decision about whether to educate her son in Welsh or English. Wynne Evans, Behnaz Akhgar and Omar Hamdi also went back to school to re-sit their chosen GCSEs.

We produced a themed season on body image. *Young, Welsh and Pretty Skint* was first shown on the BBC Three website and BBC iPlayer. *The Body Matters* series contained programming on disability, transgender, anorexia and body obsession, with several of these programmes performing particularly well on the BBC iPlayer.

There were also a number of notable one-off successes. Titles like *Patagonia with Huw Edwards*, *Rob Brydon at 50*, *Blitz Wales with John Humphrys*, *Nigel Owens: True to Myself*, *Tim Rhys-Evans: All in the Mind*, *Curry Wars*, *The Real Mike Phillips*, *Before I Kick the Bucket*, and *I'll Sing Once More: Connie Fisher* made their mark at home and across the BBC networks. The Aberystwyth-based bilingual drama *Hinterland* continues to be a hit. Series two performed well on BBC One Wales and BBC Four.

Returning presenters and series continued to win audiences. Among them were *The Brecon Beacons with Iolo Williams*, *Rhod Gilbert's Work Experience*, *Weatherman Walking* with Derek Brockway and *X-Ray*. Two new presenters also made their mark for BBC Wales: Will Millard on the River Taff and *Kate Humble: My Welsh Sheepdog's Tale*. A challenging film *Battling with Benefits* also made an impact on audiences here and on BBC iPlayer.

BBC Wales programmes for BBC One Wales & BBC Two Wales were well-received by our audiences, with an average appreciation index of 81.6 out of 100, slightly higher than the figure for network programmes shown on the channels (81.0).



Former Wales rugby star Gareth Thomas in *Run For Your Life*



Rowena Kincaid told her story of cancer in *Before I Kick The Bucket*

Service performance



BBC Wales on the BBC's UK networks

Doctor Who Series 9, filmed at our studios in Roath Lock, launched in October for a successful 12-part run which included record figures in US and Canada and a BAFTA nomination for Best Supporting Actor as well as nominations in the National Television Awards and TV Choice Awards. Internationally the show was relaunched in Latin America with a visit from Peter Capaldi to Mexico. Our social media platforms continued to grow, led by our embedded digital content team in Roath Lock. *The Doctor Who Game Maker* - which helps people to create their own online game - won a Broadcast Digital Award. *The Doctor Who Christmas Special* for 2015 featuring Alex Kingston, Matt Lucas and Greg Davies was a highlight of the festive schedules.

Sherlock returned to our screens on New Year's Day with a 90-minute special. This was the most watched programme over the Christmas period with almost 13 million viewers on all platforms. It was also simultaneously shown at 119 separate venues across the UK.

Andrew Davies' six-part adaptation of Tolstoy's *War & Peace*, filmed on location across Russia, Lithuania and Latvia, opened in the UK on BBC One in January 2016, and also in the US. Ending with a feature length episode, the series was well received by critics and audiences alike, with an average draw of 7.1 million across the UK. The specially commissioned score by Martin Phipps was performed by the BBC National Orchestra of Wales.

It's been a great year for *Casualty* as it entered its 30th series building towards the 30th anniversary celebrations later in 2016. The series has retained a strong audience and in March received the TRIC Special Award in acknowledgement of its continued service to television drama.

BBC Wales Factual and Music teams also enjoyed a strong year. A brand new competition *BBC Young Dancer* was launched on BBC Four featuring 20 of the most talented young dancers in Britain. The live final was broadcast on BBC Two, where 17-year-old Connor Scott won with a dazzling contemporary performance.

Incarnations: India in 50 Lives was a major BBC Radio 4 series, also broadcast on the BBC World Service, in which Professor Sunil Khilnani, Director of the King's India Institute in London, took listeners on a whirlwind journey from ancient India to the 21st century through the life stories of 50 remarkable individuals.

The world renowned singing competition *BBC Cardiff Singer of the World* returned in June 2015 with Belarusian soprano Nadine Koutcher taking the main prize. Extensive coverage on BBC Radio 3 and BBC Four was complemented by an additional programme for BBC Four in which Kate Adie interviewed Dame Kiri Te Kanawa about her life and career.

The Wanted was a brand new daytime series, developed and produced by the Factual team in Cardiff, which grew out of the success of our other crime series such as *Crimewatch* and *Police 24/7*. Each adrenaline-filled episode featured the work of two of Britain's busiest police forces as they executed arrest warrants in Greater Manchester and West Yorkshire. This was followed in January by *Bad Dads' Army: The Hatton Garden Heist* - a BBC Three commission that told the story of how a band of pension-age thieves committed the 'largest burglary in English legal history,' netting an estimated £14 million.



Nadine Koutcher wins BBC Cardiff Singer of the World



Paul Dano, Lily James & James Norton starred in War & Peace

Service performance



BBC Wales on S4C

The year began in the throes of the General Election campaign. *Newyddion 9* and *Y Sgwrs* invited audiences to have their say as the programmes toured the country while Dewi Llwyd presented two special editions of the audience debate programme *Pawb a'i Farn*. The overnight programme began broadcasting simultaneously on S4C and Radio Cymru as polling booths closed on election night, and provided comprehensive analysis as results came in.

As well as our weekly politics and daily news services, we supplied a number of additional news programmes during the year. These included covering the crisis facing the Betsi Cadwaladr Health Board as it was taken into special measures, an investigation into the impact of privatisation on mountain rescue services in Wales, coverage of the migrant crisis across Europe with live presentation from Greece and a programme broadcast from Paris following the second terrorist attack on the city in November. In September 2015, *Newyddion 9* was recognised by BAFTA Cymru for its coverage of the Charlie Hebdo attacks earlier in the year.

In December, a fifth weekday episode of *Pobol y Cwm* made a welcome return on Wednesday evenings, and in *Nadolig Llawen Cwmderi* we took an entertaining look back at some eventful Christmases in Cwmderi. The series continues to work hard to reflect diverse and difficult issues and was again recognised in the Soaps and Continual Drama category of the Mind Media Awards, this time for the portrayal of Iolo, a young man dealing with obsessive compulsive disorder.

Due to the Rugby World Cup, the usual autumn international matches were replaced by friendly games against Italy and Ireland which were covered within *Clwb Rygbi Rhyngwladol* over the summer. Coverage of the Pro12 competition continued on Sunday afternoons in *Clwb Rygbi* and despite the change in the distribution of rights for the Six Nations Championships, now shared between BBC and ITV, we were able to provide coverage of all Wales' matches live on S4C.

This year, we added highlights of the international football friendly between Wales and Northern Ireland and full coverage of Newport County's FA Cup game against Blackburn. We also produced a special tribute to the All Blacks giant Jonah Lomu in *Jonah Lomu: Cawr Y Crysau Duon*.

In addition to highlights of the *BBC Cardiff Singer of the World* competition, several feature documentaries completed our supply of high quality programmes. *Gorwelion: Sesiynau Maida Vale* featured several of the bands that participated in the 2015 *Horizons* scheme. Two documentaries marked 150 years since the establishment of a Welsh speaking colony in Patagonia. Huw Edwards realised a childhood dream in following in the footsteps of the first settlers to the country in *Patagonia Huw Edwards*, while *Patagonia: Taith y Gerddorfa* followed the BBC National Orchestra of Wales' residency in Patagonia during a tour to South America.



Dyfan Rees' award-winning portrayal of Iolo White in *Pobol y Cwm*



Huw Edwards meets third-generation Welsh farmer Alejandro Jones in Patagonia

Service performance



BBC Wales News and Current Affairs

The news year began and ended with politics – starting with an election in Westminster followed 12 months later by another in the Welsh Assembly. For the 2015 General Election, all programmes and services came together for a tour of Wales, complete with a BBC Wales travelling tent. This provided real impact, as journalists engaged first-hand with the issues affecting our audience in a series of programmes and events.

As part of our commitment to engage a younger audience we recruited *Generation 15*, a group of 20 young people who featured across our output in both languages. We also broadcast debates for young people on BBC One Wales and BBC Radio Cymru, and provided a dedicated social media campaign.

On election night, Welsh and English language programmes were simulcast across television and radio for the first time enabling us to deliver a full digital service. We ran live pages in both languages overnight, with the English language live page viewed by 100,000 users. Our @walespolitics account on Twitter achieved more than 400,000 impressions overnight and the following day.

Almost 12 months on, our programme teams were back on the road, preparing for the National Assembly election. We set out to explain where and how decisions are made in Wales, and where the responsibility for public services lies. *Generation 2016* and *How Wales Works* were key campaigns to inform the audience on all platforms. The Wales Election page on our website launched with background information, daily news and explainer videos aimed at a younger audience, a new collaboration between the BBC Wales Political Unit and BBC Radio 1 Newsbeat.

The work of refocussing editorial effort to improving and developing digital services was a major theme during the year. We've strengthened the core digital service, with increased hours of coverage and more dedicated effort for political and correspondent stories. BBC Wales news content reached an average of 2.1 million browsers per week. We built up our social media service to reach under-served audiences on platforms they prefer, particularly Facebook and Twitter. Newly-created roles have focussed on improving data journalism, digital current affairs and bespoke video.

The reach of BBC Cymru Fyw has continued to grow, consistently demonstrating ambition and striving to break stories. It won News Website of the Year at the Wales Media Awards. Its Audience Appreciation score has climbed from 61 to 81 out of 100 in 16 months, with the service's weekly usage figures continuing to grow, having trebled its user base in the first year.

BBC Wales News also deployed programme teams to report on challenging major foreign news stories. *Newyddion 9* presented a live special programme from Paris after the terror attacks centred on the Bataclan killed 130 people, less than a year after its award-winning coverage of the Charlie Hebdo attacks.

Our current affairs series *Week in Week Out* won a Royal Television Society award for *Life After April*. The programme gave a rare and powerful insight as Paul and Coral Jones allowed cameras into their home for the first time.

BBC Wales' flagship news programme *BBC Wales Today* continued to perform strongly on BBC One Wales, with 52% of adults in Wales tuning in for at least 3 minutes every week across all bulletins. It worked hard to hear new voices from under-represented communities as it covered stories like the killing of Cardiff teenager Reyaad Khan by a UK government-sanctioned drone strike.



Bethan Rhys Roberts anchors BBC Wales' 2015 election night coverage with Political Editor Nick Servini



Jamie Owen presents BBC Wales Today from Barry on the 2015 election tour

Service performance

BBC SPORT

Sport at BBC Wales

It was a strong year for BBC Sport across all our platforms and services as we delivered high-quality free-to-air live coverage and sports news to audiences across Wales.

Without doubt, the pinnacle of the past year was our coverage of qualification for Euro 2016 by the Wales football team, ending decades of disappointment by reaching the finals of a major international tournament for the first time since the World Cup finals of 1958.

Throughout the year we provided radio commentaries on all League and FA Cup games played by Swansea City, Cardiff City, Newport County and Wrexham. The sacking of Garry Monk and the Swans' survival in the Premier League was a key narrative. Live TV, radio and digital coverage of Wales' friendly internationals against the Netherlands, Northern Ireland and Ukraine also featured in our portfolio.

The Rugby World Cup again delivered excitement but, ultimately, quarter final anguish with BBC Wales providing comprehensive coverage on all our services. *Scrum V Rugby World Cup Special* proved to be the go-to place for analysis of Wales' progress, averaging 160,000 viewers.

The 2016 Six Nations tournament deal saw the inception of a new six-year broadcast partnership between the BBC and ITV. Under the arrangement, Wales' home internationals, plus away games in France and Scotland, will stay on the BBC. International rugby continues to be a focal point for Welsh audiences with the live TV coverage of Wales v Scotland reaching one million viewers. We continued to provide live coverage of all the Six Nations games for S4C as well as Guinness Pro12 matches on Sundays and the FA Cup game between Newport County and Blackburn.

Our commitment to daily sport news output across TV and radio in Welsh and English continued and we saw a steady growth in digital and online content. BBC Wales' online sport service now reaches an average of 1.2 million unique browsers per week, with a peak of 3.2 million in early October. Around 60% of that usage was on mobile or tablet. During the Rugby World Cup, and Wales' qualifying fixture for Euro 2016 in Bosnia, our BBC Wales Sport Facebook account was seen 3.8 million times and our @BBCWalesSport Twitter account now has more than 66,000 followers.

We reinforced our on-going commitment to offering audiences genuine diversity in content with coverage of the World Half Marathon in Cardiff in March; the Cardiff Half Marathon, Wales' biggest mass participation event, in October and also coverage of the Welsh Open Snooker.

The films, *Mr Calzaghe*, the story of boxing legend Joe Calzaghe, and *Jack to a King*, the incredible story of Swansea City AFC's journey from the lower rungs of league football to the mighty heights of the Premier League were among other highlights.

Once again we worked in close collaboration with Sport Wales, the national organisation responsible for developing and promoting sport and physical activity, to deliver the annual Wales Sport Awards.



Tanni Grey-Thompson presents coverage of the Cardiff Half Marathon on BBC Radio Wales



Football correspondent Rob Phillips followed Chris Coleman's Wales to Euro 2016 qualification

Service performance



BBC Radio Wales

BBC Radio Wales has presented listeners with a mix of journalism, entertainment, culture and events in 2015/16 – the year that Wales qualified for its first major football tournament in 58 years. The station covered every game, home and away, and commissioned a series of programmes to mark the occasion, including a montage of events and music since 1958.

There was extensive coverage of the 2015 General Election, including a two-week tour where our drivetime programmes, *Good Morning Wales* and *Good Evening Wales*, came live from all parts of Wales to hear what people wanted from the politicians who were courting their votes. To tackle confusion among voters over which policy areas are devolved and which remain under the control of Westminster, we joined the BBC Wales education campaign *How Wales Works* ahead of the 2016 Welsh Assembly Elections.

BBC Radio Wales refreshed its line-up in February 2016, in order to provide a better mix of music and speech throughout the day. Wynne Evans presents a new weekday morning show, with Jason Mohammad moving to 9am and Mal Pope presenting a new weekday early breakfast show. The changes also saw Dot Davies and Vicki Blight join the station for weekly shows.

BBC Radio Wales' critically acclaimed comedy sketch show, *Here Be Dragons*, returned for a second series, as did John Sparkes' comedy creation, *Siadwel*. There were debut series for both *The Harri Parris*, which has been filling out theatres across Wales with its stage show, and *Gein's Family Giftshop*, a sketch group which has been tipped for success in comedy circles.

We hosted live coverage of the World Half Marathon in Cardiff, featuring Mo Farah and some of the world's best long-distance athletes. And as Wales played - and ultimately knocked out - hosts England in the Rugby World Cup, Eddie Butler presented a special concert, featuring the BBC National Orchestra of Wales, to retell the story of one of Wales' greatest victories over the old enemy in 2013.

We joined forces for comprehensive coverage of *BBC Cardiff Singer of the World* with opera singers Wynne Evans and Rebecca Evans presenting nightly coverage aimed at widening the appeal of the competition. We also brought listeners extensive coverage of Wales' summer music festivals, including the Super Furry Animals set at the Green Man festival. Manic Street Preachers' live set of their seminal album, *The Holy Bible*, at Cardiff Castle was also broadcast in full for *BBC Music Day*.

The centenaries of war poet, Alun Lewis, and the ill-fated Gallipoli offensive in World War One were marked with special programmes; as was the 150th anniversary of the setting up of the Welsh settlement in Patagonia. A number of Radio Wales programmes came live from the Hay Literature Festival in Powys, including the station's annual *Patrick Hannan Lecture*, delivered by Professor Laura McAllister.

Share Your Welsh - BBC Radio Wales' first Welsh learners' campaign for over a decade - saw Dot Davies and Huw Stephens travel around the country to hear inspiring stories of people who were learning the language.



BBC Radio Wales refreshed its presenter line up



Former Wales rugby captain Eddie Butler introduces his World Cup Warm-up

Service performance



BBC Radio Cymru

BBC Radio Cymru continues to account for almost two-thirds of all the viewing and listening to Welsh language programming. In a similar pattern to last year, overall audience levels fell mid-year, then bounced back in recent quarters with both reach and share performance strengthening. The station's digital growth continued in 2015-16 with an increase of more than 20% in weekly unique users of BBC Radio Cymru's online content.

Our news service focussed on giving a Welsh perspective on the most significant national and international stories while finding opportunities to scrutinise strong local stories. We went on the road to reflect concerns from all parts of Wales during the General Election and searched hard to find Welsh speakers worldwide to report on the story of migration to Europe and to Wales.

Rhodri Llywelyn became the new presenter of the Saturday sports programme *Camp Lawn* and with both national football and rugby teams performing strongly, the station had its share of big sporting moments. We followed the national football team every step of the way to their first qualification for Euro 2016. Meanwhile, Jonathan Davies joined our Rugby World Cup commentary team, and his on-air celebration of Wales' win over England was well documented on social media.

With our audience telling us they set great store on programmes that 'keep them company', we set out to increase our emphasis on live broadcasting. We announced plans for John Hardy to wake up with listeners on weekdays from 5.30am and for Aled Hughes to take over the morning show. We put plans in place to revamp the weekend schedule, with the emphasis on the live and lively on Saturdays and on the cultural and more nostalgic on Sundays. Our evening music programmes enticed Welsh punk legend Rhys Mwyn to join the presentation team and the decision was also taken to move coverage of folk music from Sunday afternoons to join the weekday evening music team.

We continued to put Welsh arts, culture and new writing at the heart of our schedule, with seasons featuring children's author T Llew Jones, Welsh voices from the Great War and noting the 50th anniversary of the drowning of the Tryweryn valley.

On *BBC Music Day*, BBC Radio Cymru joined forces with the BBC National Orchestra of Wales to mark the 150th anniversary of the first Welsh settlement in Patagonia. Listeners to BBC Radio Cymru, BBC Radio Wales and BBC Radio 2 heard the moment we set a new Guinness World Record for longest distance between two singers performing a duet, namely 7000 miles.

Our campaign to find the nation's top 40 songs, *#40 Mawr*, was released as a triple CD and for the first time, we streamed *Y Selar* music awards live from Aberystwyth, in partnership with S4C. Two of our presenters, Huw Stephens and Lisa Gwilym, shared the Best Presenter award.



Shân Cothi celebrates her record-breaking 7000 mile duet



Aled Hughes presents BBC Radio Cymru's morning show on weekdays

Service performance



Online and mobile

This year, we saw some major changes in the way our audiences view BBC Wales content. An average of 3.46 million unique browsers a week came to our content on bbc.co.uk this year, led by news and sport. Within this, BBC iPlayer usage also increased significantly to an average of 290,000 users a week (up from 74,000 in 2014-15) driven by programmes that appeal to younger audiences such as *Young, Welsh and Pretty Skint*.

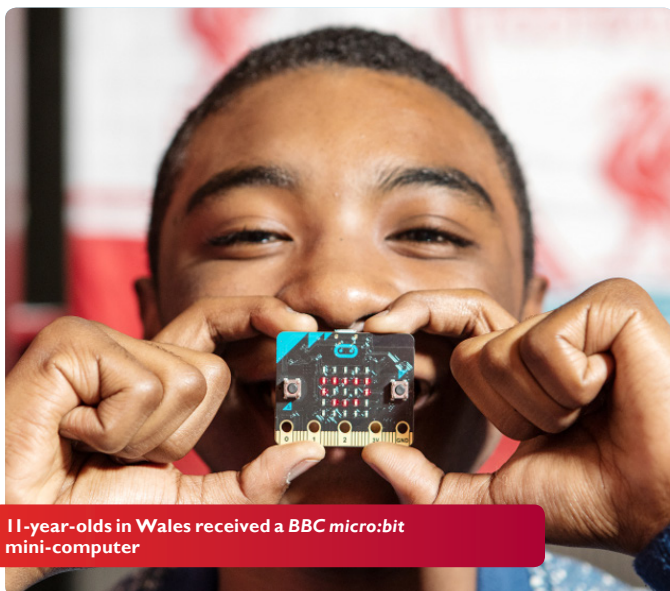
Welsh language content also saw a large increase in weekly browsers, up from 89,000 to 193,000. The new Welsh language online service BBC Cymru Fyw performed particularly well with a range of original content, attracting an average of 45,000 browsers per week. Another major factor was the first full piloted year of S4C on BBC iPlayer. In light of the pilot's success, the channel will continue on BBC iPlayer until the end of the next licence fee period in 2021-22.

Two other big trends gathered pace during the year. The first was social media with followers of BBC Wales Facebook and Twitter accounts more than doubling to 1,016,000, up from 477,000 the previous year. This represents a major shift in how younger audiences in particular find our online content. Similarly, our *Doctor Who* Twitter audience increased to 1.5 million followers, up from 1.2 million in the previous year. Social media also provided a platform for innovation in Drama and Sport with launches of 360 degree 'virtual reality' content for *Hinterland*, Six Nations rugby and the Cardiff Half Marathon.

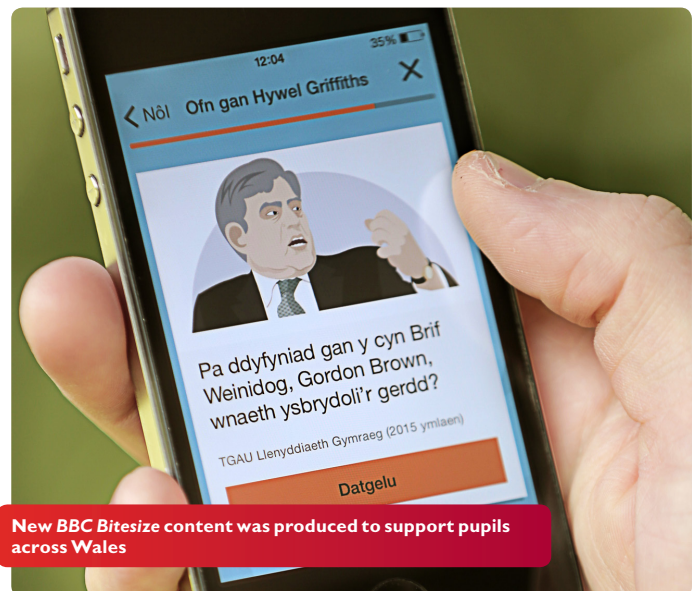
The second big trend was the shift to mobile devices which are now the primary way that our audiences come to our online content. Smartphones and tablets make up 62% of our audience with computers or laptops declining to 33%. Smart TVs, from a very low base last year, increased to 5% of the online audience.

This move to mobile led us to re-launch the bbc.co.uk homepage to make it automatically re-size for mobile audiences, and we launched new mobile features for the News app as well as a completely new app for *BBC Bitesize* in time for GCSE revision in 2016.

This was also a big year for Learning with the launch of the *BBC micro:bit*, a credit card sized mini-computer that aims to do for coding what the BBC Micro did for PCs back in the 1980s. More than a million *micro:bits* have been distributed across the UK and all 11-year-olds in Wales have received one, unleashing a wave of creativity that is inspiring young people to get coding. *BBC Bitesize* also developed in 2015-16 with new bilingual content published for Mathematics and Numeracy, as well as new content for English Literature, English Language, Welsh Language and Welsh Literature.



11-year-olds in Wales received a BBC *micro:bit* mini-computer



New BBC *Bitesize* content was produced to support pupils across Wales

Service performance



BBC National Orchestra and Chorus of Wales

In autumn 2015, the Orchestra undertook its most ambitious tour to date to Patagonia, marking Y Wladfa's 150th Anniversary. In just 10 days, our musicians delivered workshops and tuition to 29 schools, four youth and community orchestras, six choirs and masterclasses. We also played at a Noson Lawen, two gala concerts, and provided a 'musicians on call' service – performing to people in their own homes. The Orchestra's outreach work, with musicians covering hundreds of miles across difficult terrain to deliver life-changing musical experiences, provided a considerable legacy for youth and amateur music-making in Chubut.

The Orchestra went on to perform a further six concerts in venues across Argentina, Chile and Uruguay. We shared the experience with audiences back home on BBC Radio 3, BBC Radio Wales and BBC Radio Cymru and through two documentaries on BBC Two Wales and S4C. Following the tour, the Chorus gave the world premiere of Mark Bowden's Patagonia-inspired piece *We Have Found A Better Land*. As part of *BBC Music Day*, Shân Cothi and the Orchestra performed *Calon Lân* with Andres Evans in Patagonia.

In December we announced Xian Zhang as Principal Guest Conductor. Taking up her post in September with concerts in Cardiff and Newtown, Xian is the first female conductor to have a titled role with a BBC orchestra. We're also delighted to have extended Thomas Søndergård's contract, who will continue as Principal Conductor for a further two years.

At the BBC Proms, we gave six performances including the world premiere of *Pan*, led by Søndergård and written by B Tommy Andersson, which served as an extraordinary finale to his year as Composer-in-Association for the Orchestra. The Chorus also

represented Wales at the *First Night of the Proms*, while *Proms in the Park* took place in Swansea.

In Wales, Søndergård's stand-out performances this year have included Rachmaninov's *The Bells* alongside music by new Composer-in-Association Huw Watkins, Mozart's *Requiem*, and a Valentine's concert featuring the music inspired by *Romeo and Juliet*. Thomas also led the Orchestra at *BBC Cardiff Singer of the World 2015*, and we look forward to performing once again with winner Nadine Koutcher this summer.

During a busy summer, the Orchestra performed *Ten Pieces* schools concerts in Newtown and Deeside, ahead of two *Ten Pieces Proms* in July; the project continued with an orchestral workshop in Bangor as part of our spring tour around Wales. For *BBC Get Creative*, our musicians spent a day making music with instrument workshops in Caernarfon.

Dedicated to one of Wales' leading composers Grace Williams, our St. David's Day concert featured the second only performance of her *Missa Cambrensis* and on International Women's Day we showcased some of the finest Welsh orchestral music of recent years at Bangor Music Festival. Composition: Wales, described by Wales Arts Review as an 'invaluable' experience, provided the opportunity for composers at the start of their careers to hear their music performed by professional musicians with guidance from our composition team.

We continue to work with in-house and independent producers of soundtracks for TV and film. This year's projects included *War & Peace* and *A Midsummer Night's Dream* for BBC One, and the sound track for Louis Theroux's new film. After 10 years as the *Doctor Who* house band, we took to the road to perform for tens of thousands of fans around the country with the *Doctor Who Symphonic Spectacular* arena tour.



Xian Zhang was announced as Principal Guest Conductor



Ten Pieces Prom at the Royal Albert Hall

Service performance



Partnerships

BBC Wales asked the nation to *Get Creative* as it signed off a new three-year Public Value Partnership agreement with the Arts Council of Wales. The two national bodies organised a weekend of events to help people explore their creativity and try something new. There were 115 events across Wales, with live broadcasts on BBC Radio Wales and BBC Radio Cymru from our biggest event at Galeri in Caernarfon.

The joint-funded scheme *Horizons* continued to promote and develop Wales' brightest new contemporary music artists in its third year. In the summer of 2015, the scheme 'exported' Welsh music, curating stages at Great Escape in Brighton, Liverpool Sound City and Truck Festival in Oxford. Relationships with BBC Radio 1 and BBC Radio 2 were developed, with 21-year-old singer-songwriter Dan Bettridge championed by legendary DJ Bob Harris at the first ever BBC Introducing session for BBC Radio 2 at Maida Vale. At the start of 2016, 12 new acts joined the scheme, with a wide range of musical styles, including hip-hop artist Reuel Elijah who recently played at BBC Radiol's *Big Weekend* and was the first Welsh artist ever to be playlisted for one week on BBC Radio 1Xtra. Funk band Afro Cluster has also been selected for *Glastonbury*.

In September, we worked with Swansea Council to host *Proms in Park*, a night of musical celebration led by the BBC National Orchestra of Wales, at the city's Singleton Park.

As highlighted earlier in this report, we continued to work closely with S4C, who broadcast 616 hours of Welsh language programmes made by BBC Wales. The second series of our joint drama commission *Hinterland / Y Gwyll*, broadcast on BBC One Wales, S4C and BBC Four, continued to attract critical acclaim, while our news and sports coverage remained at the heart of S4C's schedule.

We worked with the National Eisteddfod of Wales to bring live coverage of the 2015 festival in Montgomeryshire to homes across the nation. BBC Wales produced 90 hours of original live television content in the Welsh language, plus additional highlights programmes in Welsh and English. Every inch of the Maes was covered by BBC Radio Cymru and BBC Cymru Fyw, who broadcast 110 and 70 hours of live coverage respectively.

Welsh audiences continued to enjoy free-to-air coverage of international and regional rugby on BBC Wales services thanks to our broadcast partnerships with the Welsh Rugby Union, Six Nations and Pro12. We also organised the Wales Sports Awards with Sport Wales to recognise the highest achievers in elite and grassroots sport.

In our efforts to support Wales' ambition to become a truly creative nation, we founded Creative Cardiff with Cardiff University, Wales Millennium Centre and Cardiff Council. BBC Wales also worked to forge closer links between schools and the creative sector as part of the Cardiff Creative Education Partnership.

In addition, BBC Wales used its position to offer digital skills training placements to around 200 unemployed people in Wales, after launching the BBC Make It Digital trainee scheme in a unique partnership with the Welsh and UK Governments.



Horizons hip-hop artist Reuel Elijah on stage at BBC Radio 1's *Big Weekend*



Rugby star Dan Biggar was voted **BBC Wales Sports Personality of the Year**

Looking ahead

The new BBC Charter and Wales

Over the course of this Charter Review period the BBC has been engaging with audiences, the UK Government and the Welsh Government on our future plans for Wales. As with Scotland and Northern Ireland, our objective has been to ensure that this process fully takes account of the specific needs of audiences in the nation and our vital role in supporting the creative economy of Wales.

Reflecting Wales

In recent years, we have made significant strides in moving television production outside of London. By the end of this Charter we will be making 50% of all network television outside of London, including more than 6% in Wales.

In the next Charter the BBC will continue this unique commitment, to spend network television production roughly in line with population size of each nation. No other broadcaster has a commitment to spreading its spending across the UK to this level.

However, we recognise that this spend needs to work harder. While we have transformed how much network television content we make in Wales, we also accept those programmes have not done enough to reflect the nation to itself, and to the rest of the country. In the next Charter, we want to transform this cultural impact.

We have set ourselves a clear creative challenge: to tell the story of a changing UK. And our goal is that within three years, audiences in Wales should be enjoying a greater range of programmes that better reflect the diversity of the nation, both locally and on the BBC's networks.

The area where we need to make the most progress is in our fiction genres – most notably in television drama. To achieve this we are committing to have a drama commissioning editor responsible for each nation, reporting to the overall Controller of BBC Drama Commissioning.

These roles will be tasked with getting the best commissions from across the UK on our screens. Great dramas take time to make so

the impact of these changes won't occur overnight, but it will happen. We'll support these roles by allocating new dedicated development funding, to ensure that we give ideas and talent the best possible chance of success, and establish a *BBC Writersroom* – our programme to work with and develop new writing talent – in each of the nations as well.

But it's not just ambition – we plan to set measurable targets to know whether or not we have achieved the results we want to see. In addition to meeting the 17% spend target across the devolved nations, we will set 'portrayal' objectives for all television commissioners so that all network content plays its part in reflecting the lives of the people of that country in which they are made.

To support this aim, we also plan to invest additional money in dedicated English language television content for Wales. This will deliver quality content for licence fee payers and ensure that our mainstream services, such as BBC One Wales and BBC Two Wales, continue to provide relevant and engaging programmes for audiences. Where possible we will want to use this additional funding to be the catalyst for attracting additional funding and working in partnership with others.

Wales' news agenda

We have made clear that we will adapt our news output in each nation to reflect greater devolution and changes in our democracy.

We have already announced that we will have a tailored home page for BBC News users in Wales – highlighting stories from the nation among the main headlines on the front page of the site. We are also going to do the same for BBC iPlayer, the BBC Sport website and the BBC Homepage.

The next phase of our work is our on-going Nations News Review. We are in the middle of a comprehensive review of the right balance between the provision of pan-UK (network) news and dedicated news services in the nations. We will share the findings of this review in due course.



Looking ahead

Wales at the heart of the BBC

Side by side with our editorial plans, the UK Government has endorsed our proposals that each nation should be fully represented on the proposed new Board that will run the BBC – providing powerful voices at the heart of the Corporation. In addition it is our intention to create a sub-committee of the Board for each nation overseeing their dedicated services.

Our proposal that the BBC has a 'licence' for all the dedicated services provided for audiences in each of the nations was also supported by the Government's Charter plans. If implemented, this will provide clear accountability for the services provided in each nation and much more ability to shift resources around within each nation's dedicated services, further devolving decision-making to the nations.

Together, these three changes in the governance and oversight of the Corporation will have a significant impact. With a strong voice at the heart of the BBC, and with a proper mechanism to devolve decision-making about programmes and services to the national level, the BBC will be taking a major step in decentralising power over our services for the nations to the nations.

And all parts of the BBC will work together to achieve the cultural impact that we are proposing. The pan-UK Board will review each year how we are doing, and if our initiatives are not delivering, we will improve them.



Weather presenter Behnaz Akhgar went back to school to *Search for an A**



Tim Rhys-Evans shared his personal experience of mental illness in a special documentary

Facts and figures

BBC Wales in detail

BBC Wales English Language TV Hours	2015/16	2014/15	BBC Radio Wales Hours	2015/16	2014/15
Originations	641	616	Originations	7110	7078
Repeats	56	84	Repeats	329	345
Total	697	700	Total	7439	7423
£M*	22.5	20.8	£M*	10.3	10.6
Cost per hour £K**	35.2	33.7	Cost per hour £K**	1.4	1.5
S4C Hours	2015/16	2014/15	BBC Radio Cymru Hours	2015/16	2014/15
Originations	516	564	Originations	6305	6254
Repeats	100	38	Repeats	695	682
Total	616	602	Total	7000	6936
£M*	20.3	19.7	£M*	10.1	10.0
Cost per hour £K**	39.4	34.9	Cost per hour £K**	1.6	1.6
Analysis of Output (Hours)			BBC Radio Wales Originations	2015/16	2014/15
BBC Wales Originations	2015/16	2014/15	News & Current Affairs General	2145	2184
Drama, Comedy, Entertainment, Music & Arts	26	19		4965	4894
Daily, Weekly News & Current Affairs	399	386	Repeats	7110	7078
Sport & Leisure	150	150		329	345
Education, Factual & Religion	66	61	Total	7439	7423
	641	616	BBC Radio Cymru Originations	2015/16	2014/15
Repeats	56	84	News & Current Affairs General	1401	1306
Total	697	700		4904	4948
BBC Wales on S4C	2015/16	2014/15	Repeats	6305	6254
Drama, Comedy, Entertainment, Music & Arts	168	186		695	682
Daily, Weekly News & Current Affairs	264	272	Total	7000	6936
Sport & Leisure	81	99	BBC Radio I - 5 (excluding orchestral output)	2015/16	2014/15
Education, Factual & Religion	3	7	Hours of originations	379	369
Children's	0	2	£M	1.9	1.9
	516	564	Cost per hour £K*	5.0	5.5
Repeats	100	38	BBC Radio 3 Orchestral Output		
Total	616	602	Hours of originations	104	112
S4C Other Output (outside charter target)	63	173	£M	1.4	1.3
Staff Numbers (Effective Full Time)	2015/16	2014/15	Cost per hour £K*	13.0	11.9
Effective full time equivalent (including Orchestral Players)	1207	1252			

BBC Wales output for BBC TV networks***	Hours of origination	Expenditure £m	Percentage of network spend
2013	219	55.3	6.8%
2014	155	56.7	6.5%
2015	299	59.2	7.1%

* Expenditure includes direct and indirect spend in BBC Wales but excludes Sports Rights and central BBC allocations in respect of Property and other shared overheads. Such allocations are included in the BBC Annual Report and Accounts and this basis will also be adopted in future BBC Wales reports.

** Cost per hour figures excludes Repeats.

*** Based on Ofcom definitions of qualifying TV production in the calendar year.

The management team



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Calls to the 0370 UK-wide rate are charged at no more than 01/02 geographic numbers. Calls may be recorded for training.

Website: bbc.co.uk/aboutthebbc/cymruwales

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