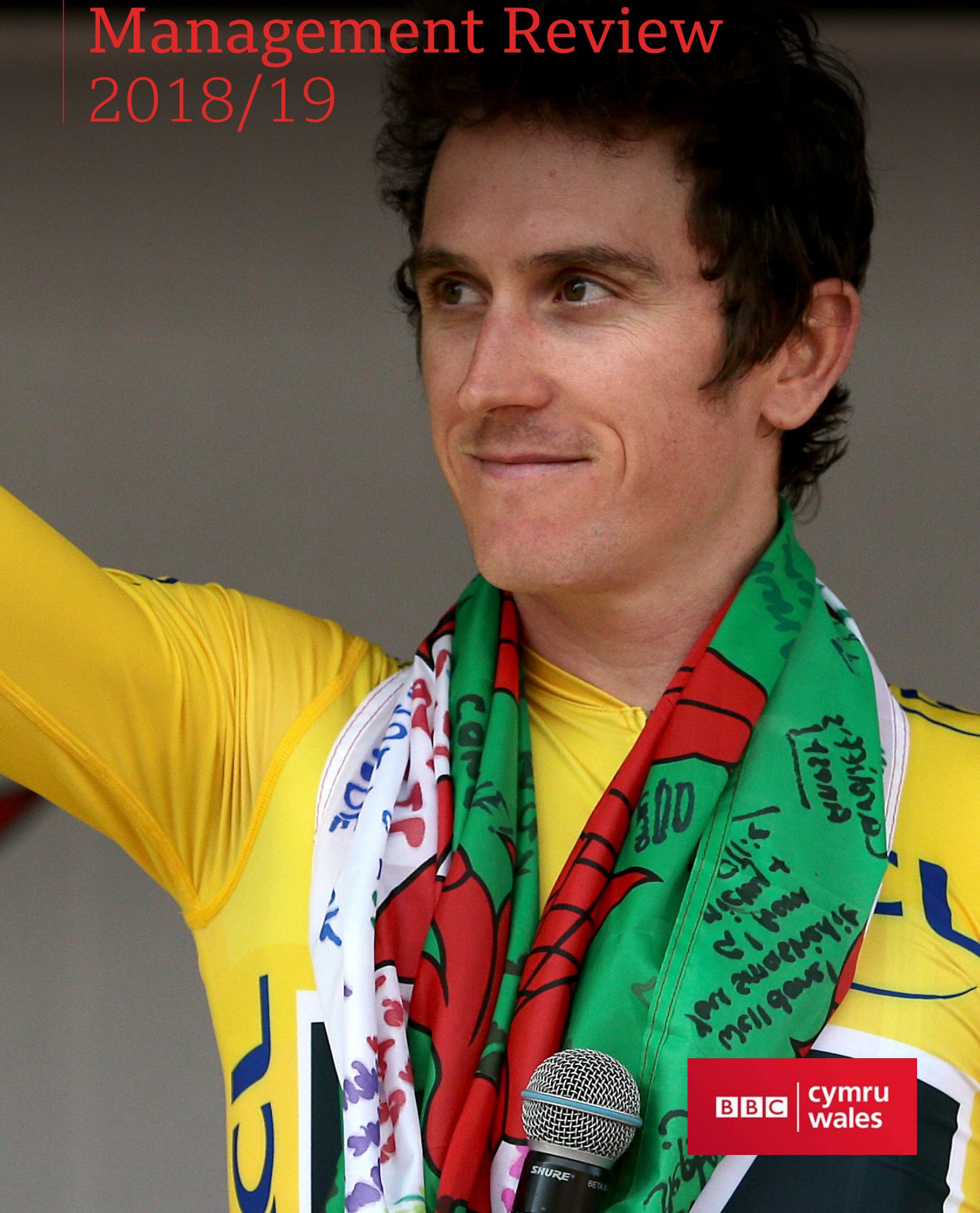


BBC Wales Management Review 2018/19



“The record levels of online and mobile usage achieved over the last year show how quickly BBC Wales is adapting to the new media landscape.”



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



Director's Introduction

The record levels of online and mobile usage achieved over the last year show how quickly BBC Wales is adapting to the new media landscape.

The number of requests to view BBC Wales' content on BBC iPlayer increased three-fold to 44 million in 2018 while the number of weekly browsers to BBC Wales' news online service increased 18% year-on-year. Downloads of Radio Wales and Radio Cymru programmes also saw an increase of 50% for the same period.

Alongside this digital growth, we're arguably seeing more of Wales on UK screens than ever before – thanks in part to £8.5m of new content investment announced two years ago.

Keeping Faith and *Hidden*, for example, are the two most successful locally-commissioned dramas ever produced by BBC Wales and both were ranked in the BBC iPlayer top 10 dramas last year. In fact, *Back in Time for the Factory*, *Land of the Wild*, *Hayley*,

Hidden Wales and *The 1900 Island* were also major network successes.

Looking ahead, I believe our move to Central Square in Cardiff city centre later this year will help accelerate our transformation from a traditional broadcaster to a multi-media publisher delivering services across mobile, online and social media – alongside our radio and TV services.

The new technology and facilities will not only help us get much closer to our audiences, they'll also radically change the way we think about creativity and programming. It's a once in a generation opportunity – and we're determined to grab it. ■

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' English language television programmes

Top Ten Broadcast Series

English language series	
Rugby Union Autumn Internationals	492,000
Wales Today at 6.30pm	210,000
Pitching In	204,000
Six Nations Sin Bin	180,000
Hidden	167,000
The Crash Detectives	165,000
X-Ray (Oct-Dec)	148,000
Children's Ward	145,000
Scrum V Six Nations Special	138,000
Secret Life of Farm Animals	135,000

Top Ten Series on BBC iPlayer

English language series	
Keeping Faith	12,160,344
Hidden	11,731,271
Rhod Gilbert's Work Experience	1,323,908
The Crash Detectives	1,081,870
Rugby Union Autumn Internationals	1,023,128
BBC Wales Today	916,992
Back in Time For the Factory	771,363
Scrum V	698,476
High Hopes	630,274
BBC Wales Investigates	608,318

Number of requests on BBC iPlayer

Top Five Individual Broadcast Programmes

English language programmes	
Sam Warburton: Full Contact	272,000
The Brecon Beacons with Iolo Williams (rpt)	232,000
Scrum V – How Wales Won the Grand Slam	211,000
Eddie Butler's Six Nations	205,000
Weatherman Walking: Dylan's Walks (rpt)	190,000

Average audience across all episodes
Source: BARB
Figures include any repeats in the same week

Top Ten Programmes on BBC iPlayer

English language programmes	
Dark Son: The Hunt for a Serial Killer	566,118
Critical: Inside Intensive Care	289,812
Sam Warburton: Full Contact	210,132
Mad About Elvis	130,367
Women's World Cup Qualifier: Wales v England	127,964
The Toddlers Who Took on Dementia	113,668
The NHS: To Provide All People	113,204
The Tuckers	86,247
Puppy Love	85,976
Our Lives: Snowdonia Shepherdess	76,708

Number of requests on BBC iPlayer

Two minute summary

Facts and figures about the performance and output of BBC Wales content on S4C

Top Ten Broadcast Series

Series on S4C	
Pobol y Cwm	41,000
Clwb Rygbi (Pro 14 Matches)	30,000
Clwb Rygbi Rhyngwladol: Chwe Gwlad	25,000
Clwb Rygbi Rhyngwladol: Gemau'r Hydref	25,000
Clwb Rygbi (Principality Matches)	20,000
Yr Eisteddfod Genedlaethol: Mwy o'r Maes	19,000
Yr Eisteddfod Genedlaethol: Noson o Gystadlu	18,000
Newyddion 9	15,000
Yr Eisteddfod Genedlaethol: Seremonïau	15,000
Pawb a'i Farn	14,000

Top Five Individual Broadcast Programmes

Programmes on S4C	
Goreuon Campau Cymru 2018	17,000
Bryn Fon a PTSD	15,000
Newyddion y Flwyddyn 2018	15,000
Stand Yp Cymru	13,000
Camp Lawn Cymru 2019	13,000

Average audience across all episodes
Source: BARB
Figures include any repeats in the same week

Top Ten Series on BBC iPlayer and Clic

Series on S4C	
Pobol y Cwm	1,170,000
Clwb Rygbi	147,500
Eisteddfod Genedlaethol 2019	72,000
Clwb Rygbi Rhyngwladol: Chwe Gwlad	67,000
Newyddion 9	51,000
Newyddion S4C (bulletins)	16,000
Newyddion a Chwaraeon	11,000
Ffeil	11,500
Clwb Rygbi Rhyngwladol: Gemau'r Hydref	12,000
Pawb a'i Farn	6,000

Number of requests on BBC iPlayer and Clic



BBC One Wales and BBC Two Wales

Additional Charter investment has allowed BBC Wales to invest in drama, as well as broadening the portfolio with new comedy and standout factual content.

It was another year of strong drama. It began with *Hidden*. Set in Snowdonia and the surrounding areas, this Cymru-noir drama was enjoyed by audiences across the UK, with viewing figures of around 10 million on BBC iPlayer. *The NHS: To Provide All People* a film poem written by Owen Sheers became the centrepiece of the BBC's celebration of the NHS at 70, with a stellar cast of stars such as Eve Myles, Michael Sheen, Jonathan Pryce and Dame Siân Phillips. BBC Wales also welcomed some of the biggest names in television to its screens in *Pitching In* which featured a raft of well-known stars.



Hidden

This year saw the arrival of new comedy for BBC Wales – the first for many years. Sally Phillips starred in mockumentary *Tourist Trap*, kicking off a season of comedy that spanned the genre from stand-up to sitcom. Two pilot shows, *In My Skin* (a co-commission with BBC Three) and *The Tuckers* were superb examples of the resurgence of broadcast comedy.

Working closely with the newly established BBC Writersroom Wales the 'Find Me Funny' initiative saw almost 350 new writers from across Wales pitch their ideas for their first comedy pilot mini-series.

This year, our coverage of the Six Nations took us beyond the pitch. As well as our comprehensive match day coverage, Eddie Butler gave us a look ahead as well as expert analysis on *Scrum V*, whilst the powerful and poignant biopic *Sam Warburton: Full Contact* was an unique insight into the physical and mental strain of life in the rugby limelight.

Epic: Wales v England '99 gave us a trip down memory lane and a *Tourist Trap: Six Nations Special* saw the hapless staff of Wow! Wales make a hash of another marketing campaign. We also brought *Sin Bin* back for a second series after it established itself as a popular show.

It's been an extraordinary year in politics and our programmes have been at the heart of the action. *BBC Wales Live* continues to deliver expert analysis both here in Wales and in Westminster. We gained privileged access to the Cardiff Bay corridors of power in *Being First Minister*, which followed Carwyn Jones' final days in office. *BBC Wales Investigates* is now an established brand with a track record of uncovering some of the most powerful stories on television.

We re-invigorated our factual slate of programmes with a renewed focus on great documentaries. *Critical: Inside Intensive Care* and *Dark Son: The Hunt For a Serial Killer* are standout examples where unparalleled access and candid interviews presented an unique perspective.

Back in Time for the Factory was a landmark piece of television made with stunning ambition and scale, re-telling the story of the "factory girls" of the south Wales valleys. *Hidden Wales*, and *Secret Life of Farm Animals* proved popular with audiences especially on BBC iPlayer.

This year saw a focus on younger audiences in drama and comedy as well as in factual with content such as *Dirty Vegan*, *Hayley*, and *Help! We're Having a Baby*.



Dirty Vegan with Matt Pritchard

New programmes have contributed to record-breaking growth in BBC Wales' online audiences. The popularity of new programmes, such as *Keeping Faith* and *Hidden* led to an almost threefold increase in the number of requests to view, rising from around 14 million in 2017 to 44 million in 2018. Meanwhile, more of BBC Wales' content than ever before is being broadcast on network, including programmes such as *Keeping Faith*, *Hidden*, and *Sam and Shauna's Big Cook-Out*. ■

BBC network spend in Wales

Wales continues to provide some of the BBC's best-loved programmes, from drama to factual on TV and radio.

Factual content

Wales was featured prominently on network channels over the last year as the nation continues to play a central role in the BBC's narrative.

This includes a number of varied factual commissions such as *Hidden Wales with Will Millard*, *The Secret Life of Farm Animals* and *Andrew Davies: Re-writing the Classics* and co-commissions including *Back in Time for the Factory* and *The 1900 Island*. Produced with the support of the talented independent sector in Wales, these titles generated significant audiences and brought new and interesting stories about Wales to television screens UK-wide.

Elsewhere, some of the BBC's most prestigious musical output is centred in Wales. This year it included *BBC Young Musician* – a competition which has developed a reputation for finding the superstars of the future – whilst Colwyn Bay played host to the BBC Proms in the Park Wales, a cultural highlight of the year.



Back in Time for the Factory

BBC network drama production

The BBC's drama base at Roath Lock continues to be a powerhouse of creativity, providing iconic drama for the BBC's network audience.

All eyes were on *Doctor Who* in October for its much-anticipated relaunch. Jodie Whittaker stepped into the TARDIS as the thirteenth Doctor, and first female Doctor, to critical acclaim, and there has been a changing of the guard behind the scenes too with Chris Chibnall taking over as the new show runner.

Meanwhile *Casualty* also had another great year, taking the BAFTA for the Best Soap and Continuing Drama. A special crossover with *Holby City* saw characters from both series interact and storylines intertwine over two, action-packed episodes. A challenge for scriptwriters and crew alike, this was a dramatic highlight of the year.

Elsewhere, the BBC's first eight-part adaptation of Philip Pullman's *His Dark Materials* trilogy continues. Produced by Bad Wolf, this much-anticipated series is being filmed in Wolf Studios Wales in Cardiff.

Meanwhile, many of BBC Wales' programmes have been seen on network for viewers across the UK to enjoy, including popular drama series such as *Keeping Faith*, *Pitching In* and *Hidden*.

Network radio in Wales

BBC Wales supplied high quality programmes for network radio throughout the year.

Radio drama was dominated by a number of new and returning series which saw the team make further inroads into the digital space. *Tracks: Chimera* was one of Radio 4's drama events of the year and helped to launch BBC Sounds.

Curious Under the Stars became a mainstay on Radio 4 with four series being produced during the year. The *Mabinogi* series was launched on Radio 3, and was also available as a podcast.

At the Audio Drama Awards Eve Myles took Best Actress for her role in the radio drama *19 Weeks*. Meanwhile two members of the Welsh Voices group, which is run by Writersroom Wales, gained their first Radio 4 commissions.

The network radio factual team produced a number of notable programmes for Radio 4 and Radio 3 and also won commissions from BBC World Service. Highlights included programmes about devolution; Trampoline front man Jack Jones; women in Welsh culture, and Welsh writers at Hay.

Brexit dominated the news agenda throughout the year as news programming continued to be an integral part of BBC Wales' provision for S4C.

Working with S4C executives in reviewing the editorial brief of the main evening programme, *Newyddion 9*, there is continued focus on original Welsh stories. Coverage of special events this year included live coverage of the celebrations in Cardiff following Geraint Thomas' historic win in the Tour de France 2018 and *Cymru'n Cofio 2018*, the National Service of Remembrance from Llandaf Cathedral marking 100 years since the end of the First World War.

Early in 2019, the audience debate programme *Pawb a'i Farn* gave voice to issues affecting communities across Wales with questions about Brexit coming to the fore in every episode. Live coverage was provided from the conferences of the main political parties in Wales. With input from the National Centre for Learning Welsh *Yr Wythnos*, was introduced, a series looking back at some of the news stories of the week with English subtitles and on-screen vocabulary broadcast as part of S4C's Sunday morning slot for learners.

Coverage of weekly Pro 14 rugby fixtures and Wales International games from the Autumn Test series and the Six Nations Championships form the core of our Sport provision for S4C, delivered within the *Clwb Rygbi* strand. This year, we added live coverage of three Women's Six Nations games and three Wales Under 20's matches, as well as highlights of the Wales tour to Argentina and a number of Welsh Premiership rugby games.

The review programmes *Goreuon Campau Cymru* and *Camp Lawn 2019* celebrated Welsh sporting success during the year.

Almost 90 hours of live coverage are provided annually from the National Eisteddfod.

The open Maes format of the festival held in Cardiff Bay in August 2018 enabled some changes to the scheduling and presentation of programmes and an increase in the breadth of the coverage. The 10 day festival was launched on S4C with *Croeso i'r Eisteddfod* in which actress and presenter Ffion Dafis looked at some of the fringe events and introduced some of the key individuals involved in the festival. Daily programmes included live coverage from the competition stages as well as highlights from the huge variety of cultural activities organised across the week.

During the week of the National Eisteddfod *Pobol y Cwm* fans were given the opportunity to visit the Cwmderi set at Roath Lock.

The BBC's longest running television soap continues to be one of the main cornerstones of the S4C schedule and there is a close working relationship between BBC Wales, BBC Studios producers and S4C executives in shaping the editorial direction of the series. When appropriate, additional supporting programmes are also commissioned. This year, in *Bryn Fôn a PTSD*, the actor and musician researched the condition suffered by his character in the soap, Dr Elgan. *Priodasau Cwmderi* delved into the rich archive of the series and took a lighthearted look at the eventful weddings featured in the series.

Another distinctive one-off commission this year was the documentary *Zimbabwe Taid a Fi*, in which BBC World Service journalist Seren Jones returned to Zimbabwe, where her mother was born and where her grandfather Sekuru is buried, and secured an exclusive interview with the new President of Zimbabwe Emmerson Mnangagwa. ■



Zimbabwe Taid a Fi



BBC Wales News and Current Affairs

At a time when the news agenda is changing more rapidly than ever, BBC Wales' newsroom has strengthened its output, reaching a wider audience than ever before.

Changing audience patterns are now clear. While overall TV news reach fell, social media and online services continued to grow strongly.

English language output has focussed on further strengthening the quality and range of our stories as well as our video storytelling. These changes led to an increase of 18% in the weekly reach of the service in 2018 as well as an increase in reach and engagement on social media. In Welsh, the Cymru Fyw team has focussed on its digital video and social offer.

Changes introduced in March to the main news homepage (bbc.co.uk/news) now delivers a tailor-made service for signed-in users in Wales that blends the biggest global, UK and Welsh stories in one integrated menu giving users a news homepage that reflects the particular needs of users in Wales.

This year saw the News team launch its first major podcast series. *Shreds* is an innovative collaboration between the investigations team and BBC Audio Drama department and tells the full story of the Lynette White murder and the subsequent miscarriage of justice in a way it hasn't been told before.



Reinvestment has also led to the strengthening of our specialist journalism team, with new correspondents across the Social Affairs, Home Affairs and Sport briefs. Dedicated Brexit roles allowed our daily news services to offer comprehensive coverage of ongoing negotiations in Europe and Westminster and the potential implications on the ground in Wales.

Our news programmes decamped to College Green to present programmes on a number of critical days, to provide the audience with a Wales perspective on events in Westminster.

Beyond Brexit, major political stories in Wales included the election of Mark Drakeford as First Minister during a year that saw all major political parties in Wales change leaders. Coverage of the inquest into Carl Sargeant's death was led by BBC Wales' new political editor Felicity Evans. Other major stories included flooding, the suspension of the Wylfa Newydd nuclear project and the rejection of the Swansea Tidal Lagoon project.

There was considerable interest in the coverage of the tragic death of Emiliano Sala in an aeroplane crash in January. Our teams reported on unfolding events in the days and weeks following the disappearance of the plane.

The news services also reflected sporting success in Wales, delivering comprehensive coverage of Wales' grand slam win as well as Geraint Thomas' historic victory in the Tour de France. Delivering extended coverage of the homecoming event across all platforms, thousands of people lined the streets of Cardiff to celebrate the win.

A new presenting team for *BBC Wales Today* saw Nick Servini and Jennifer Jones join Lucy Owen to front the lunchtime, evening and late bulletins on BBC One Wales.

The *BBC Wales Investigates* strand continued to make its mark, delivering a number of ambitious and impactful stories. Undercover investigations exposed a network of badger baiters operating in Wales as part of a six month investigation into the illegal practice. The team also went undercover to shine a light on the extent of labour exploitation and modern day slavery in Wales. Other programmes investigated spycops; the rise of the far right in Wales, the impact of county lines drug operations and an investigation into a Cardiff man at the centre of a network which sent funds to Isis.



BBC Wales Live delivered a number of impactful original stories during the year. Stories on forced marriage, conjoined twins and the suicide of a university lecturer engaged audiences across the UK, including a high proportion of younger adults.

Across all platforms, the focus continues to be on achieving high-impact journalism, delivering engaging stories to audiences across Wales, about the issues that matter to them. ■



Sport at BBC Wales

Undoubtedly Geraint Thomas winning the 2018 Tour De France before being crowned BBC Sports Personality of the Year were highlights this year.

BBC Wales Sport captured the key moments from the twenty three day race with BBC Wales' commentator, Gareth Rhys Owen bringing all the action to listeners of Radio Wales, Radio Cymru and Radio Five Live, as well as compelling podcasts. Thousands of people lined the streets of Cardiff for Geraint's triumphant homecoming.

Elsewhere, it was a dramatic year for Welsh football. BBC Wales was on hand to offer all the highlights, including Newport County's fairy-tale FA cup run, Cardiff City's fight to stay in the Premiership and Swansea City's play-off bid under its new manager. There was multi-platform coverage of the national team's games in Denmark, Republic of Ireland, Albania, and Spain with continuing comprehensive coverage of the Euro qualifiers. There were also live streams of the New Saints fixtures in the UEFA Champions League qualifying matches.

The Wales Women's football team's bid to make it to the 2019 World Cup captured the imagination. An audience of 1.1 million watched on BBC 2 across the UK as the team missed out at the final hurdle in a defeat by England at Rodney Parade.



Sam Warburton
Full Contact

The range of coverage around the 2019 Six Nations Championship, including *Six Nations Sin Bin*, *Sam Warburton: Full Contact* and *Tourist Trap Six Nations Special* achieved significant audience impact including a near record of over one million viewers for the crucial Wales v Ireland tournament decider.

The Wales v England fixture attracted 734,000 in Wales – 69 % of the available audience. On average, over 250,000 viewers watched the concluding *Scrum V Six Nations in The Club* to review the campaign, and Steve Spiers' *Scrum V* videos topped a million views on Facebook. Radio Wales, Radio Cymru and TV news all broadcast the team's homecoming celebrations live from the Senedd.

The Women's rugby match against Italy was available to watch on the Red Button and their game against Scotland was on *Scrum V Live*.

Comprehensive coverage of Guinness Pro14 rugby continues despite the loss of the TV broadcast rights. *Scrum V* now regularly features HD coverage of the semi-professional Principality Premiership on BBC Two Wales.

Beyond football and rugby, BBC Wales continues to offer coverage of a variety of sports, including athletics, ice hockey, boxing, swimming, motorsport and horse racing.

BBC Wales once again produced the Wales Sport Awards in collaboration with Sport Wales – a chance to celebrate the best of Welsh sporting talents from grassroots to elite sport. Geraint Thomas was crowned BBC Wales Sports Personality and Baroness Tanni Grey-Thompson received the Lifetime Achievement Award.

The BBC Sport website and social media platforms continue to be a hub of digital innovation with a focus on younger audiences, distinctive short-form storytelling and live streaming.

Elis James' *Feast of Football* podcast goes from strength to strength including special recordings in front of live audiences. It was awarded a Finalist Certificate at the New York Festival's World's Best Radio Awards.

BBC Wales covered the 2018 Cardiff Half Marathon, which marked the 60th anniversary of the 1958 Cardiff Commonwealth Games.

Glamorgan's 2018 campaign enjoyed ball by ball coverage via the BBC Sport website and app. ■

BBC Radio Wales

In 2018, BBC Radio Wales celebrated 40 years on air. The anniversary was an opportunity to head out of the studio to say thank you to audiences across Wales.

Throughout the birthday week, presenters took to the road on a special bus tour. Jason Mohammad, Eleri Sion and Wynne Evans were just some of the presenters to broadcast live from the on-board studio in Aberdare, Kittle, Llandrindod Wells, Barmouth and Connah's Quay. The pinnacle of the celebrations was a gala night of music and comedy at the Swansea Grand Theatre.

The BBC delivered its promise to extend Radio Wales' FM coverage to an additional 400,000 people across Wales, taking its reach from 79% of households in Wales to 91%, with listeners in north-east and mid Wales benefiting the most from the expansion.

There was also digital growth as the number of Radio Wales podcast downloads reached 1.7 million in 2018, with a further 2.6 million requests for our programmes online.

However despite online growth, the radio audience landscape continues to be challenging, prompting changes to the Radio Wales breakfast news programme.

Elsewhere, there was significant audience and industry change in Wales with major commercial broadcasters ending locally-produced breakfast programming.

News and current affairs continues to be at the heart of Radio Wales output. This year, the station has provided comprehensive coverage of major stories through our daily news programmes, including Brexit and the various party leadership changes across Welsh politics. News programmes also joined the rest of the station in marking 70 years of the NHS with an ambitious series of



outside broadcasts telling the story of the health service today.

During major weather events, our audiences often depend on Radio Wales' news programmes for crucial local updates, and this year's Beast from the East was no exception.

It was an incredible year of Welsh sport and Radio Wales was there for all the highlights. There was live coverage of Geraint Thomas winning the Tour De France, full commentary of Wales winning the Six Nations Grand Slam and every kick of the ball in Newport County's incredible run in the FA Cup.

Radio Wales provided commentary of every Wales football game after Ryan Giggs took over as coach of the men's national team. The station also followed the Wales Women's team in their bid to qualify for the 2019 World Cup.

Radio Wales has always been proud to support Welsh comedy writers and performers. In addition to fresh sitcoms and stand-up shows the station supported Welsh comedy further by entering into a new partnership with Machynlleth Comedy Festival. The collaboration saw the creation of the BBC Radio Wales Arena at the festival, which included a special live show with comedian Rhod Gilbert

and a host of other programmes across the festival weekend.

In the station's 40th year, programmes have broadcast from events in every part of Wales, including the Rhyl Airshow, the National Eisteddfod, the Green Man Festival, the Hay Festival, Swansea's Biggest Weekend, Proms in the Park from Colwyn Bay, the Porthcawl Elvis Festival, Focus Wales in Wrexham and the Royal Welsh Show.

2018 saw the launch of BBC Sounds, the BBC's internet streaming, catch-up, and radio service which brings together live radio, music playlists and podcasts. Many Radio Wales podcasts are proving popular, including *Elis James' Feast of Football* and the Monday night comedy programmes. ■



BBC Radio Cymru

It has been a year of innovation and change for BBC Radio Cymru, a year when the station has sought opportunities to reach new audiences and explore the potential offered by new platforms.

Following the launch of a second Welsh language radio service in January 2018, Radio Cymru 2's offer of quality entertainment and music has generated increased awareness of the service, accumulating in a tour across the nation in February by *Y Sioe Frecwast* to mark the station's first year of broadcasting.

The online requests for Radio Cymru 2 to BBC platforms, which indicate that the station is succeeding in reaching younger audiences, has been an important boost to the team seeking to promote the new station as a source of chat, fun and music. For the first time, audiences now have a real choice in the mornings between great journalism on Radio Cymru, and light hearted music-based entertainment on Radio Cymru 2. Having two Welsh language radio stations also means more Welsh-language music is played on the BBC than ever before more Welsh-language music on the BBC than ever before.

Another opportunity to reach new Welsh language audiences emerged in 2018 through the advent of BBC Sounds. This year, the station launched its first ever commissioning round for unique and bespoke content for the service, aimed primarily at those aged under 35. This has prompted a huge number of new ideas from individuals, groups and companies – some of whom are venturing to the world of audio production for the very first time. As a result, a number of new and exciting podcasts will be launched on BBC Sounds in Welsh throughout 2019/20.

Meanwhile Radio Cymru's listening figures continue to indicate that the station is attracting a strong audience. It continues to be the most listened to station for fluent Welsh speakers. Radio Cymru attracted around 120,000 listeners every week and the BBC received around a million online requests for the station's programmes.

Crucially, we remain determined to provide a wealth of high quality programmes for our listeners through the Welsh language. In what has been an incredibly busy political year, the station has been ambitious in its journalistic content – choosing to disrupt its usual schedule to bring its audiences live updates and analysis from Westminster, Brussels and Cardiff Bay on events relating to Brexit.

A desire to be present at events of national significance led us to eisteddfodau and a number of other shows and festivals throughout last summer. Radio Cymru's co-productions with the BBC National Orchestra of Wales have also provided the station with incredible musical highlights from concerts in Bangor, Llandudno and in Cardiff.

Being part of a community is important to Radio Cymru listeners, and this sense of belonging has been reinforced throughout the year by key moments.

The 'Pawen Lawen' tour by Aled Hughes in November 2018 led to 45,114 'high fives' being captured from children and adults across Wales, as well as leading to 377 audience generated videos and visits to 39 schools.

Our commemorations to mark the end of the First World War included *Rhyfelgan*, which took the audience on a journey through the songs and voices of the Great War. Narrated by our team of presenters the songs were performed by Shân Cothi, Trystan Llŷr



Griffiths and Rhys Meirion, accompanied by the BBC National Orchestra of Wales.

The recording of 'Titw Tomos Las' by Hogia'r Wyddfa, Band Pres Llareggub and Siddi, was a memorable tribute to cyclist Geraint Thomas during the Tour de France, and was subsequently played during the celebrations of his achievement in the competition on the steps of the Senedd during the National Eisteddfod in August 2018.

The Radio Cymru sports team were also involved in some of our biggest events of the year – not least the Six Nations Competition and the subsequent celebration event with the First Minister and Llywydd of the National Assembly, which was broadcast live on the station in a special programme from Cardiff Bay.

All of this was of course captured on Cymru Fyw too and by our new central social media team which has allowed us to produce new forms of content and reach more diverse audiences. There has also been greater cross-platform cooperation between our audio and online teams in the development and promotion of stories and ideas – and we look forward to taking this collaboration a step further when the teams work together when the station moves to its new home in Cardiff in Central Square. ■



BBC National Orchestra & Chorus of Wales

April 2018 saw BBC National Orchestra of Wales celebrate 90 years of music with its first live-streamed concert from BBC Hoddinott Hall.

The concert took audiences on a journey through the BBC NOW archive and celebrated its historic moments. The installation of a multi-camera system in BBC Hoddinott Hall has enabled BBC NOW to reach a bigger and more diverse audience online, opening up the concert hall experience and enabling more people to enjoy the orchestra's work. This season, audiences on both BBC iPlayer and Facebook were able to watch live streams of the world premiere of *Mass via Victrix [1914-1918]* by composer Stanford – marking 100 years since the end of the First World War – and Berlioz's *L'enfance du Christ* conducted by Sir Andrew Davis. In January 2019, the orchestra marked ten years since moving into its home in Hoddinott Hall and this new system is an evolution of how its musicians use this world class recording studio, concert hall and rehearsal space.

During the summer, BBC NOW made its annual journey to the BBC Proms in London. In 2018 we marked 100 years since the death of Welsh composer Morfydd Owen and the orchestra's performance of Owen's *Nocturne* brought her music to the fore at the BBC Proms. This Prom was also a landmark moment for Radio Cymru who broadcast the orchestra's concert live from the Royal Albert Hall for the first time. Joined by no fewer than five choirs – BBC National Chorus of Wales, BBC Symphony Chorus, London Symphony Chorus and Southend Boys' and Girls' Choirs – the finale of Thomas Søndergård's tenure as BBC NOW's Principal Conductor was on a grand symphonic scale with Mahler's eighth symphony.

Other festival appearances this year included Aldeburgh Festival, St Davids Cathedral Festival and Swansea International Festival, as well as Cheltenham Festival with Sheku Kanneh-Mason. A new collaboration between Gruff Rhys and BBC NOW saw a sell-out gig to almost 2000 people as part of *Festival of Voice* at Wales Millennium Centre to launch Rhys' new album *Babelsburg*.

In a first for BBC NOW, the orchestra joined S4C's *Cyw* to present a series of concerts aimed at nursery children and younger families. The five concerts, which marked *Cyw*'s tenth birthday, took place in BBC Hoddinott Hall as part of the National Eisteddfod and were broadcast on S4C. BBC NOW also featured in BBC Four's *Discovering...* series, in which Katie Derham and members of the orchestra introduced Benjamin Britten's *The Young Person's Guide to the Orchestra*, a classic of the concert hall frequently performed to children and adults alike.



In a world premiere installation and music piece by Welsh composer John Rea, BBC NOW brought the sound and image archive of St Fagans National Museum of History alive as

part of a celebratory opening weekend for the St Fagans Redevelopment Project. The orchestra's celebration of Wales' rich cultural heritage continued in its annual St David's Day concert, which explored the life of the nation's patron saint in a world premiere of *Vita Davidis* by Welsh composer Gareth Glyn performed by Catrin Finch. Leader of the orchestra Lesley Hatfield and Principal Cello Alice Neary were also honoured to represent Wales and BBC NOW at the Royal Wedding in May forming part of a small ensemble accompanying soprano Elin Manahan Thomas.

International touring this year saw the orchestra fostering creative collaborations between China and Wales, supported by Wales Arts International. Performances took place in the National Centre for the Performing Arts in Beijing, Changsha Concert Hall and Qintai Concert Hall in Wuhan with soloists Chinese harpist Shimeng Sun and BBC NOW's Principal Flute Matthew Featherstone. In a second concert in Beijing, the orchestra welcomed Chinese guest soloist, cellist Jiapeng Nie to perform Tchaikovsky's *Rococo Variations*. The final concert of the tour in Shenzhen Concert Hall saw BBC NOW perform alongside musicians from the Shenzhen Symphony Orchestra. This first time collaboration between the two orchestras provided an opportunity for cultural exchange between musicians, and built creative links for future activity in China. The orchestra was led by BBC NOW's Principal Guest conductor, Xian Zhang, who was touring her home country with a European symphony orchestra for the first time and formed part of the British Council's *Inspiring Women in the Arts* campaign. ■



BBC Digital

Personalisation has been central to the BBC's digital activities over the last year with a focus on encouraging more people to create and sign-in to BBC accounts.

Securing prominence for key BBC Wales titles on the BBC iPlayer homepage has seen increased prominence followed by impressive viewing figures for programmes such as *Keeping Faith* and *Hidden*. The number of requests for BBC Wales content on iPlayer trebled during 2018.

This year has seen more tailored content on the bbc.co.uk homepage for signed-in audiences in Wales. Users now see a brilliant blend of the very best the BBC has to offer be that from Wales, the UK or further afield.

Bitesize and Learning is an area where location matters – as there is significant difference between the curriculum in different parts of the UK.

In that context, Bitesize continues to serve audiences the length and breadth of Wales. This year has seen the addition of new content across a number of GCSE subject areas, including Religious Studies, Geography, Chemistry, Biology, Physics and History (in English and Welsh).

In addition, content was developed for Key Stage 2 Maths (Welsh language), Key Stage 3 Welsh as well as app content in Chemistry, Physics, Religious Studies, Geography and History.

The new social media service, *BBC Sesh*, was launched in April 2018, a brand new platform for young and previously unheard voices from across Wales.

Contributors range from Wrexham spoken word artist, Evrah Rose; Katy Gough who vlogs about Autism and Asperger's; and comedians Leroy Brito and Ignacio Lopez have all produced videos which have generated over three million views. *BBC Sesh* has also been involved in outreach sessions and workshops across Wales, staged a stand-up comedy night for emerging comedians and collaborated with BBC Radio 1.

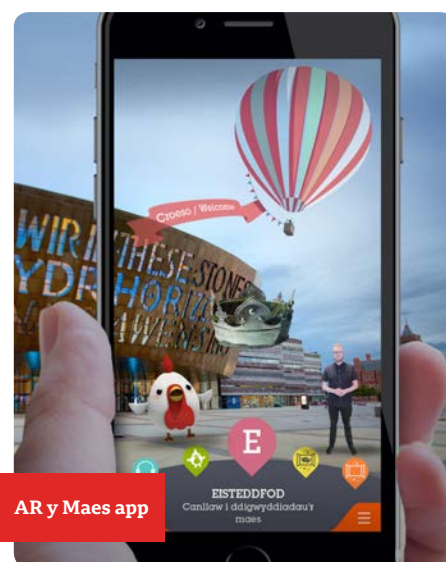
This year has also seen impressive growth in the BBC Wales Facebook and Twitter accounts as it continues to broaden its appeal.

On Facebook, the average number of weekly engaged users and videos views is four times higher than 2017/18. Similarly, the @BBCWales Twitter account has also more than doubled the average number of weekly engagements, and trebled the average number of weekly video views.

We worked in partnership with S4C and National Eisteddfod to test how Augmented Reality (AR) could be used to deliver content to audiences during a major event. The bilingual 'AR y Maes' App allowed visitors to the Eisteddfod to access AR content as they walked around the festival site. Users were able to see through the walls of the Wales Millennium Centre and watch the BBC National Orchestra of Wales practice, were taken on a virtual music tour of the Bay by Huw Stephens and see the history of Cardiff Bay come to life.

The digital drama slate continues to grow with high quality digital content to accompany world class BBC dramas such as *Doctor Who*, *Luther* and *Les Misérables*. The content won two Promax Awards in 2018/19, for *Peaky Blinders* and *Requiem*.

The team also delivered a *Doctor Who* Live Lesson – an activity aimed at enriching the curriculum for learners aged 7-11 across the UK and a valuable resource for teachers. ■



Creative Partnerships

BBC Wales continues to work with a range of organisations in order to maximise creative relationships across Wales.

These bodies included national and regional cultural institutions, universities, training organisations, venues, local authorities, charities, voluntary groups and commercial organisations.

Wales' Creative Partner

The partnership with It's My Shout has been a highlight with BBC Wales working with diverse communities across Wales to develop up-and-coming film makers and actors. Four high-quality documentary programmes were commissioned and broadcast under the banner New Voices from Wales.

BBC Writersroom Wales also supported new and experienced writers. It developed a joint initiative with Hartwood West, co funded by ScreenSkills High-End TV Fund, to find and develop the most exciting, up-and-coming TV writers with a strong connection to Wales. From 150 submissions two writers were selected – Alan Harris and Fflur Dafydd. Both are now receiving a 6 month bursary to develop original BBC drama under the guidance of acclaimed Welsh screenwriter Russell T Davies.

Writersroom Wales also worked with BBC Children in Need to match-make writers with Children in Need schemes throughout Wales in order to generate multi-platform drama ideas that authentically portray under-represented communities and reflect a wider, more diverse Wales.

Working with BBC Music, BBC Writersroom Wales produced micro-comedy shorts for The Biggest Weekend Festival. An open call-out and workshop with new writers, led to the production of Kirsty Roderick's *Porta-Lols*, as well as two other shorts which were distributed on the social media service, *BBC Sesh*.

BBC Writersroom Wales also partnered with a range of festivals to deliver bespoke workshops and talks for writers and aspiring writers, including:

- Machynlleth Comedy Festival
- Craft of Comedy Festival
- Abergavenny Writing Festival

Additionally, BBC Wales had a presence as part of the following initiatives:

- Digital Cities
- BBC School Report



BBC Writersroom Wales

Gorwelion/Horizons

During 2018/19 the Gorwelion/Horizons project, a partnership with the Arts Council of Wales, continued to support and promote the work of new music artists from Wales. Gorwelion/Horizons plays an important role in supporting new Welsh music talent; it represents a diverse range of musical styles, and supports collaborations from grassroots level to a much larger scale.

This year's twelve selected artists have benefited from opportunities to reach new audiences, including opportunities to perform in festivals and events throughout the year, such as the Radio 1 Biggest Weekend in Swansea.



Gorwelion/Horizons

Supporting a Creative Economy

The BBC worked with a number of partners in the Cardiff-based Clwstwr Creadigol on a successful bid in September to the Arts and Humanities Research Council (AHRC).

Clwstwr Creadigol is a partnership with Cardiff University, the University of South Wales and Cardiff Metropolitan University, as well as the Welsh Government, all major Welsh broadcasters and more than 60 screen industry businesses. As a result of this collaboration, a multi-million pound research investment into Wales' creative economy has been secured. It will focus on screen industries and journalism with academics from Cardiff's three universities developing research that can help the already thriving creative sector to reach its full potential.

BBC Wales remains committed to developing the next generation of content producers, particularly those from under-represented groups. The focus of these efforts saw the launch of the Digital Journalism Apprenticeship scheme. Developed in partnership with Cardiff and Vale College, it is giving hundreds of young people a taste of digital journalism at locations across Wales, including Beddau, Llanhari, Aberdare, Porth, Aberystwyth, Haverfordwest, Tenby, Llanelli, Bangor, Colwyn Bay, Wrexham, Swansea and Newport. Through this scheme, 10 successful applicants will be awarded 18-month long journalism apprenticeships at BBC Wales starting in September 2019.

Lasting Legacies

Further steps were taken this year to complete the mass-digitisation of BBC Wales' broadcast archive. As a result of this major undertaking involving 180,000 broadcast assets, the BBC hopes to develop a National Broadcast Archive for Wales in partnership with the National Library of Wales. It would join the ITV, S4C and screen and sound archives collected at Aberystwyth.

Subject to final National Lottery Heritage Fund approval, the partnership aims to tell the story of Wales through film, television and radio. Digitised content would be available to view by the public and researchers at the National Library but also at new hubs in Cardiff, Carmarthen and Wrexham.

BBC Wales Television And Radio – 2018/19 Annual Review Figures

Estimated Income	2018/19	2017/18	Television hours		
UK	3,690	3,830	Local opt-out hours (including repeats)		
Wales	184	191			
Expenditure by service			BBC One and BBC Two		
Direct & indirect spend relating to programmes produced in Wales			2018/19	2017/18	
Network content			2018/19	2017/18	
TV (including sport and children's)	49	50	Drama, comedy, entertainment, music and arts	36	27
Radio	3	3	Daily, weekly news and current affairs	382	381
Online and Red Button	1	1	Sport and leisure	143	141
Total network spend	53	54	Educational, factual and religion	65	63
			Origination Hours	626	612
			Repeats	99	50
			Total Hours	725	662
Local content			2018/19	2017/18	
TV – BBC One and BBC Two	33	35	S4C		
Radio Wales	15	15	Drama, comedy, entertainment, music and arts	168	174
Radio Cymru	14	14	Daily, weekly news and current affairs	255	263
Online and Red Button	11	8	Sport and leisure	133	97
Total local spend	73	72	Educational, factual and religion	1	2
National Orchestra of Wales	5	5	Origination Hours	557	535
S4C	22	26	Repeats	125	135
Development	1	–	Total Hours	682	670
Distribution	25	26	BBC Radio Wales		
Total	179	183	2018/19	2017/18	
Analysis of spend by service			2018/19	2017/18	
BBC One	66	72	News and current affairs	1,826	1,755
BBC Two	13	12	General	5,483	5,529
BBC Four	3	1	Origination Hours	7,309	7,284
CBBC	–	–	Repeats	143	191
CBeebies	–	–	Total Hours	7,452	7,474
Radio 3	2	2	BBC Radio Cymru		
Radio 4	1	1	2018/19	2017/18	
			News and current affairs	1,177	1,283
			General	6,083	5,403
			Origination Hours	7,260	6,686
			Repeats	371	372
			Total Hours	7,631	7,058
Headcount			2018/19	2017/18	
Average number of persons employed in the year					
Individuals employed to directly support the services produced in Wales			990	950	
Individuals based in Wales across all services including support functions			1,231	1,208	

The management team



Rhodri Talfan Davies
Director BBC Wales



Nick Andrews
Head of Commissioning



Zoë Baker
Senior HR Business Partner



Rhys Evans
Head of Strategy & Education



Michael Garvey
Director National Orchestra
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Head of News



Rhuanedd Richards
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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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