

**Minutes of the 94<sup>th</sup> meeting of  
The Advisory Committee for Wales  
held in-person on 2<sup>nd</sup> October 2024 in Caernarfon**

**Present**

Aled Eirug	Chair
Amanda Rees	Member
Angharad Evans	Member
Karen Lewis	Member
Geraint Strello	Member

**In attendance**

Ruth McElroy	Content Board Member for Wales
Clive Jones	Ofcom Board Member for Wales
Philip Henfrey	Director, Ofcom Wales
Elinor Williams	Regulatory Affairs Principal, Wales, Ofcom
Meleri Evans	Regulatory Affairs Manager, Wales, Ofcom
Ella Breeze	Regulatory Affairs Administrator, Ofcom Wales
Ffion Hughes	Social Media Associate, Ofcom Wales
Rhys Llewellyn	Senior Welsh language Manager, Ofcom Wales

Other Ofcom colleagues

**Apologies**

Rachel Burr	Communications Consumer Panel Member for Wales
Robert Andrews	Member

**Agenda items**

**1. Introduction**

The Chair welcomed attendees to the 94<sup>th</sup> meeting of the Advisory Committee for Wales. Apologies were received from Rachel Burr and Robert Andrews.

Aled Eirug explained that Robert Andrews had resigned from the board due to a conflict of interest.

**2. Update declaration and conflicts of interest**

Geraint Strello – BT shareholder and member of BT pension scheme.

Amanda Rees – Board Member at Cwmpas Development Agency

Aled Eirug – A family member currently working for a Member of the Senedd.

Karen Lewis - on the steering group for Compass.

**3. Minutes of the meeting held on 12<sup>th</sup> June 2024 and matters arising**

The minutes of the meeting held on 12<sup>th</sup> June 2024 had been previously circulated to Members. The minutes were **APPROVED** unamended as a true account of the meeting.

## Agenda items

### **Matters arising/outstanding Actions -**

Chair suggested adding page numbers to the document format in future.

In relation to the Online Safety & Harm Act and the recent events in Southport, it was proposed that the Ofcom Wales Office consider hosting an open table event with the potential for workshops on Online Safety and Media Literacy.

### **4. Chairman's Report – oral**

Chair reflected on the effectiveness of the stakeholder event (held the previous evening) in opening discussions and raising awareness of current issues and developments across the industry.

There was also discussion on the ongoing renewal of the C4 License.

### **5. Update: Ofcom Content Board Member for Wales**

The Content Board Member for Wales gave a verbal update and will circulate a written update going forward. Highlights included:

**New Government** - and the change in dialogue and the current engagement with Ofcom's executive team.

**OSH Roadmap for 2025.**

**'Trusted News'** -The need for further debate in response to the latest consumer trends.

**The PSM Review** – securing news reporting in and about Wales into the future.

**Upcoming Strategy Day** with Main Board – with a focus on the future links between regulation and economic growth

**BBC Annual Report** – Shape and structure of the report and the implementation of the Media Act with regards to Radio.

**Equality and Diversity** in the industry – there are currently less women possibly because of the recession. There is a duty to uphold the standards regardless.

**C4 License** –There was a proposal to invite specific senior roles within C4 to attend a meeting with the ACW meeting in the new year, to address areas of interest.

### **6. Update: Wales Recent Developments**

Key highlights as mentioned during the meeting included:

## Agenda items

**New Government** – New First Minister for Wales, and new Welsh MPs in Government. **Key priority** for Ofcom Wales team **is to understand the priorities of new ministers in relation to the sectors we regulate in Wales.**

**Spectrum** – discussion about a ‘teach in’ session for the committee by our Spectrum team. Session to focus on bettering the understanding of the impact of technological advances such as more available band width, and how to identify opportunities for growth/ diversification in industry. Interest for inviting Peter Williams to attend as his knowledge and understanding could bridge the gap between technology advances and the practical implementation.

### **7. Update: Public Policy – Presented by Robert Brown**

**New Government** – PPT have been busy identifying and meeting with key ministers. Notably Nia Griffiths, who’s areas of interest included the King’s speech, Online Safety and Harm Act, and the AI Safety bill.

**Misinformation/ Disinformation** – Following the events in Southport this summer and the resulting riots across the UK, there was a request for a discussion on legislation relating to misinformation and disinformation.

**AI Legislation** – need to focus on the frontier. AI Safety Institute

### **8. External speakers: Language Technologies Unit, Canolfan Bedwyr**

Gruff Prys, Senior Terminologist; Head of the Language Technologies Unit  
Lowri Angharad Hughes, Head of Policy, and Development.

#### **‘Everyone has the right to use the Welsh Language safely online.’**

Research has shown that Welsh speakers are more likely to fall victim to online frauds if they are contacted through the medium of Welsh. In general, there is a lack of understanding amongst the elderly community with regards to what is classed as ‘Online Safety.’

**Macsen App** – a demonstration of the app was provided during the meeting. This highlighted the opportunities and benefits the technology offers as well as the shortfall in other AI services though the medium of Welsh. The developers suggested that having access to broadcaster’s data on translation would support future developments on the effectiveness of the technology. There were some concerns voiced on issues around copywrite, GDPR and the need for indemnities. Could the committee use their voice to convey the potential risks of fake subtitles and spread of misinformation to the broadcasters and open a dialogue between Canolfan Bedwyr and the broadcasters.

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### 9. External speakers: Technology and the Welsh Language

Dr Jeremy Evans, Head of Prosiect 2050, Welsh Government.

Dr Indeg Marshall, Language Technology Specialist, Welsh Government

**Challenges and Priorities** – there is a lack of online safety for the Welsh Language online. When developing policy, Ofcom will need to consider the Welsh language challenges from the outset. It was suggested that Ofcom could review the policies implemented by other countries' governments for the purpose of best practice.

### 10. Review of Public Service Media – Terms of reference

Helen Shaw, Kathleen Henehan and Caroline Longman

The review highlights the ongoing challenges facing PSBs, notably consumer viewing trends and financial sustainability. The implementation of the Media Act 2024 is expected to help PSBs better meet audience needs.

The Chair offered the support of the ACW members for the development of the PSM.

### 11. Future of Wireless Connectivity

Rebecca Taylor, Samantha Kichman and Eleanor Scott

The presentation identified that the project is currently considering Question 2 and welcomed the committee's thought on 'What is Ofcom's 10-year vision for the future of wireless broadband connectivity?' The discuss was subsequently broken down into 3 topics;

- Good consumer and enterprise outcomes.
- Consumer and enterprise hypotheses
- External stakeholder interviews.

A member pointed out the lack of Welsh stakeholders of the list. The committee then offered to draft a list of possible Welsh stakeholder and where possible make introductions.

### 12. Connected Nation 2024: Wales report

James King, Cathrine Wanjiku and Elinor Williams

The paper summarises the key topics that will be included in the Connected Nations 2024 Wales report, while putting in the context of the wider set of Connected Nations publications

The authors welcomed comment from the committee members and the following comments were provided;

- The inclusion of new constituency maps.

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- Heat maps for the various connection options.

### 13. Ofcom Plan of Work 2025/26

Paige Tonks, Eleanor Scott, Tahnyia Rahman, Jemima Jones

The author welcomed comment from the committee on the areas that should be included on in the PoW 25-26.

Other notable topics were the alinement of the PoW 25-26 structure to the Three-Year Plan, and the priority outcomes aligned to each of the four policy groups. The committee were also asked to consider any external circumstances that may impact consumers and stakeholders.

### 14. Update: Communications Consumer Panel Member for Wales

The chair is keen to go on the road. Meeting in Wales February 2025.

### 15. Update: Ofcom Content Board Member for Wales

Due to other commitments member had to leave the meeting early.

Nothing discussed.

### 16. Forthcoming Consultations & Publications

Nothing discussed.

### 17. Complaints data for Wales

Nothing discussed.

### Any Other Business and future agenda items

**AOB –**

**Date of next ACW Meeting – 26<sup>th</sup> November 2024**

**Future meeting dates confirmed as:**

Tuesday 26 of November 2024

2025 meetings

Thursday 6 March

Tuesday 10 June

Wednesday 1 October

Tuesday 9 December

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Chair

**Date:** \_\_\_\_\_

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