

Service review: BBC One, BBC Two, BBC Four & BBC Red Button

Guidance for organisations wishing to take part in the public consultation

This consultation runs from 24 September to 18 December 2009

Background

The BBC Trust is consulting publicly on BBC One, BBC Two, BBC Four and the BBC Red Button and this document provides guidance for organisations wishing to respond. There is a separate web based consultation for members of the public.

At the BBC Trust it is our responsibility to get the best out of the BBC for licence fee payers. One of the ways we do this is by carrying out an in-depth review of each of the BBC's services at least once every five years. This time we are looking at BBC One, BBC Two, BBC Four and the BBC Red Button and we are keen to hear your views on these services. You can find our terms of reference on the Trust website at www.bbc.co.uk/bbctrust.

Our experience from previous public consultations is that, unlike the public, many of the organisations who wish to contact us are familiar with how we work and require minimal guidance to frame their response to public consultations like this. **If you find that we have not given you sufficient guidance for making your response here, please contact us at trust.consultations@bbc.co.uk and we can help you.**

We have set up a public consultation designed for individuals to give us their views. This can be found within the consultation section at www.bbc.co.uk/bbctrust.

There are also consultation questionnaire leaflets which are available to membership organisations. Please contact us if you would like to receive some of these.

Scope of consultation

We would welcome your views on some or all the areas being covered by our review.

We set out what we expect from each of the BBC's services in published Service Licences. You can find these on the Trust website at www.bbc.co.uk/bbctrust. The review will assess the performance of the services using criteria set out in the Service Licences and consider future strategy. The areas we are seeking to cover are set out below.

We would welcome your views on some or all of these areas although we anticipate that questions 1 and 3 would be most relevant to you.

We will use your answers, alongside other data gathered as part of this review to form our conclusions and decide whether we need to make changes to improve BBC One, BBC Two, BBC Four or the BBC Red Button. A report setting out our conclusions will be published in 2010.

1. How well are BBC One, BBC Two and BBC Four performing against the terms of their services licences?

- To what extent are licence fee payers aware of and using the services, and are some demographic groups better served than others?
- Are the services delivering high quality and distinctive content across the full range of television genres?
- Are the services making an effective contribution to delivering the BBC's public purposes?
- Are the services delivering good value for money?

2. Are BBC One, BBC Two and BBC Four equipped to deliver their service licence commitments in the future, in particular to meet audience expectations of high quality and distinctive content?

- Do the services have appropriate strategies in place?
- Are resources appropriately allocated to meet objectives?

3. Should the service licences for BBC One, BBC Two and BBC Four be changed?

For the Red Button, the review looks at:

4. How well is the BBC's Red Button service performing in terms of reach, quality, delivery of the public purposes and value for money and against the terms of its service licence (offering continuously updated news, information, education and entertainment to digital TV viewers)?

5. Should the BBC's Red Button service change in any way to take account of changing audience needs or technologies? This may include the move towards digital switch-over,

the growth of home internet access or the future potential of internet protocol television (IPTV).

Areas not included in this review

Our experience of running public consultations has shown us that it is useful to be as clear as possible about the scope of each review, as this helps respondents focus their feedback on those areas we are considering.

For this review, there are a number of areas we have identified as being out of scope. Service reviews are intended to inform our duties in performance assessment and do not include a market impact assessment. Editorial standards including impartiality are also outside the scope of this review because we have separate responsibilities in this area.

Children's programming on BBC One and BBC Two, television production quotas including programme and network supply and the costs of on screen talent are also out of scope as we have reviewed these areas separately in recent years. The on-air portrayal of the different communities within the UK is also outside the scope of this review and during the course of 2009/10 we will be working with our four audience councils to examine questions of portrayal.

If you wish to contact the Trust on issues relating to these areas, you may wish to wait for other reviews or activities which may be addressing them, where these are planned, or write to us separately at BBC Trust, 180 Great Portland Street, London W1W 5QZ.

How to respond to this consultation

This consultation runs from 24 September to 18 December 2009.

If you would like to respond to this consultation, please email your response to trust.consultations@bbc.co.uk

Please complete the Confidentiality statement, at the end of this consultation, whether you make your response by mail or email.

Audio and Braille translations of this document are available upon request by calling BBC Information on 0800 068 0116.

Please print and sign this declaration if you are sending a hard copy of your response.

If you would prefer that all or part of your response is treated as confidential, please complete the confidentiality section below.

What do you want the BBC Trust to keep confidential?

Nothing

Whole response

Part of it [please indicate which part]

Name/Organisation

Address

Other contact details (telephone/email)

The BBC Trust will retain and use your name, address, email address and organisation you work for (if applicable) for the purposes of administering the public consultations on the review of children's services. You will have the option of deciding whether you want your response and name displayed on the BBC Trust's website, <http://www.bbc.co.uk/bbctrust/> (all other personal information will be withheld from display). Your personal details will not be passed to any third parties for marketing purposes.

The BBC complies with the Data Protection Act 1998. For more information on BBC's Privacy Policy please refer to <http://www.bbc.co.uk/privacy/>.

The BBC is listed as a public body in Part VI of Schedule 1 to the Freedom of Information Act 2000; this means that, subject to certain restrictions, the BBC may be required to disclose information it holds to individuals and organisations making a valid request to be supplied with that information under the Act.

If you have requested that all or part of your response should be kept confidential, the BBC will take reasonable steps to maintain confidentiality of that information if a request for its disclosure is received under the Act. Please note, however, that in the event the

BBC is able to withhold information under the Act, this decision may be overturned by the Information Commissioner, the Information Tribunal or the courts.

Please note that we may still refer to the contents of responses in general terms, without disclosing specific information that is confidential. We will exercise due regard to the confidentiality of information supplied.