

Radio 2

Part I: Key characteristics of the service

1. Remit

The remit of Radio 2 is to be a distinctive mixed music and speech service, targeted at a broad audience, appealing to all age groups over 35.

It should offer entertaining popular music programmes and speech-based content including news, current affairs, documentaries, religion, arts, comedy, readings and social action output.

2. Scope of this Licence

Radio 2 should be available every day for general reception in the UK on FM, DAB digital radio and digital television platforms and it may be simulcast on the internet.

The service may offer its programmes streamed on-demand for a limited period after broadcast.¹ It may also offer broadcast radio content for download for an unlimited period of time after broadcast, although this must not include unabridged readings of published works nor full track commercial music nor classical music (even if recorded by the BBC),² and other interactive station and programme-related content via bbc.co.uk. Broadcast audio programmes may be visually enhanced.³

3. Service budget

Radio 2 has an annual service budget of £37.5 million.

Any planned or actual change in annual expenditure on the service of more than 10% in real value requires approval from the BBC Trust and may entail variation of this Service Licence. This parameter of change is set to allow variations in spending which

¹ Radio 2 currently offers a limited amount of mainly speech content on-demand for an unlimited time period after initial broadcast. Any expansion of the scope of this requires the approval of the BBC Trust.

² Download of classical music in the form of incidental music, signature tunes or clips of up to two minutes duration within speech based programmes with a specifically musical theme is permitted

³ This may include video related to output created for BBC broadcast, but should not include the commercial purchase of unrelated video rights.

arise from regular, cyclical factors such as spending on major sports events, a reasonable level of operational flexibility (e.g. programme scheduling) and changes in accounting policy. Allowing for these factors, the Trust may judge that planned or actual change in annual expenditure of less than 10% should require its approval if the implications of this are significant for the character of the service or its market.

4. Overview of aims and objectives

Radio 2's programmes should exhibit some or all of the following characteristics: high quality, original, challenging, innovative and engaging, and it should nurture UK talent.

Radio 2 should extend the range of music available to the public through both mainstream and specialist programmes that enable audiences to enjoy familiar music and also to explore a range of specialist music genres.

Its music output should include musical genres that do not normally receive wide exposure, including music from around the world. The service should educate audiences in musical terms and extend their tastes; it should encourage participation and appreciation through specialist programmes and documentaries and by maintaining a playlist of new releases that emphasises new artists and less familiar tracks. It should be committed to the development of new song writing and live performance, encouraging new artists, especially those from the UK.

The schedule should also include accurate, impartial and independent news and current affairs, arts programmes, social action output and religious broadcasting reflecting different faiths and beliefs and marking key events in the religious calendar. There should be regular opportunities for audiences to participate in debate. The schedule should also feature original comedy and Radio 2 is committed to developing new comedy talent in both writing and performance.

Radio 2 should encourage the take-up of DAB and other digital technologies, in particular by promoting BBC 6 Music and making high quality content available on digital platforms. The broadcast output should be complemented by an online presence with interactive features, including some use of visual enhancements that enable and encourage the audience to engage with the output and share their views with both the station and other listeners. Radio 2 should experiment with new technologies as they become available to provide opportunities for the audience to access programmes as and when they want.

Radio 2 should contribute to BBC Radio's commitment to commission some output from outside the M25 area and from independent producers.

Part II: Contribution to public value

5. Contribution to the promotion of the BBC's public purposes

5.1 Stimulating creativity and cultural excellence

Radio 2 should make a very important contribution to this purpose amongst its audience, primarily through its contribution to the musical life of the UK.

Its music programmes should cover a wide range of genres. The social and cultural context of the music should be explored and the station should offer music documentaries. It should support new song writing, live performance, and new, as well as a wide range of established, artists - especially those from the UK.

Its commitment to live music should include orchestral activity, musical theatre, festivals, small scale concerts, sessions and workshops. It should commission new work, encourage participation, provide practical assistance for new talent and foster high standards through its support of awards for young performers.

It should challenge listeners to experience the unfamiliar by providing a wide range of popular musical forms. These should include forms indigenous to the UK, such as folk and brass. The schedule should include specialist programming, presented by acknowledged experts as well as entertaining and creative mainstream output.

The station should offer regular comedy programming, supporting the BBC's commitment to new comedy by developing new talent in writing and performance as well as bringing listeners established comedy performers. Regular arts coverage should explore contemporary music, theatre, writing and film.

Conditions

Radio 2 should :

- Ensure that at least 40% of the music in daytime⁴ is from UK acts each year
- Ensure that at least 20% of the music in daytime is new⁵ each year
- Broadcast at least 260 hours of live music each year
- Broadcast a broader range of music than any other major UK radio station, with over 1,100 hours of specialist music programmes each year
- Broadcast over 100 hours of arts programming each year⁶
- Contribute to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers

⁴ Daytime is defined as 06.00–19.00hrs, Monday-Friday and 08.00–14.00hrs, Saturday-Sunday.

⁵ Either unreleased or less than one month since release date (physical release, not download release)

⁶ Includes repeats

5.2 Sustaining citizenship and civil society

Radio 2 should make an important contribution to this purpose amongst its audience by providing accurate, impartial and independent coverage of UK and international events in a style appropriate to its audience, and by helping listeners understand social and political issues so that they can participate in debate and become more active citizens.

In addition to its regular news bulletins, Radio 2 should broadcast each weekday an accessible current affairs programme in daytime covering topics such as consumer affairs, finance, the family, education, health and disability, and offering listeners the opportunity to respond by phone or online.

In other daytime programming topical and consumer items should be presented in ways that bring individuals from different walks of life together for a free exchange of ideas.

Conditions

Radio 2 should:

- Broadcast at least 16 hours of news and current affairs programming each week, including regular news bulletins⁷

5.3 Promoting education and learning

Radio 2 should make an important contribution to this purpose amongst its audience. It should actively support pan-BBC learning and social action initiatives and work with partners on its own social action campaigns to increase impact. It should also promote informal learning throughout its music programming and through commissioning documentaries that provide an understanding of the context in which music is created and its cultural impact.

It should stimulate learning and participation in music through workshops and online interactivity and through awards and support for new performers and songwriters.

5.4 Reflecting the UK's nations, regions and communities

Radio 2 should contribute to this purpose amongst its audience. Its coverage of music – including live coverage - should reflect the diversity of the UK, as should its documentaries, arts programmes, current affairs and religious output. Its broadcasting should support a range of local music festivals.

Radio 2 should facilitate the growth of communities of interest and enable people to connect with the station and each other. Music lovers in particular should be enabled

⁷ With flexibility for holiday periods and occasional special schedule changes

to build on the station's music output with learning, participation and debate. Radio 2 should bring people together for UK-wide events such as BBC Children in Need.

Radio 2 should contribute to BBC Radio's commitment to ensure that at least one third of relevant expenditure⁸ is incurred outside the M25 area each year. It should continue to offer regular output from regional centres outside London.

Conditions

Radio 2 should:

- Broadcast at least 170 hours of religious output⁹ each year covering a broad range of faiths

5.5 Bringing the UK to the world and the world to the UK

Radio 2 should contribute to this purpose amongst its audience, primarily by bringing the world to the UK. It should offer UK audiences the best international musical talent and a wide range of innovative music from around the world. It should also provide a platform for British talent, bringing UK music to a world audience through its representation at and coverage of international events.

Its news and current affairs should regularly cover international issues and events and its documentaries should explore a broad range of international music, history and culture.

5.6 Emerging communications

The BBC's sixth public purpose is defined in the Charter as "in promoting its other purposes, helping to deliver to the public the benefit of emerging communications technologies and services and, in addition, taking a leading role in the switchover to digital television".

Radio 2 should contribute to the promotion of this purpose in a variety of ways which are described in this Service Licence.

⁸ This includes expenditure on first-run originated programming, but does not include expenditure on news or sport output

⁹ Includes repeats

6. Annexes to this Licence

6.1 Annex I – Performance assessment

The performance of Radio 2 will be assessed by the Trust using the framework described in Annex I. Radio 2's compliance with any Conditions, as described in section 5, will also be measured on an annual basis and reported in the Annual Report and Accounts.

The BBC Trust will expect Radio 2 to comply with the commitments described in sections 4 and 5 of the Service Licence. The BBC Trust will monitor compliance with these commitments retrospectively as part of its periodic service reviews and/or on an exceptional basis if there is evidence or allegation of non-compliance.

7. Operation of this Licence by the BBC Trust

For details of how the BBC Trust operates this Service Licence, please see the Service Licence Operating Framework. This is available from www.bbc.co.uk/bbctrust or upon request from the BBC Trust Unit.

Annex I: Performance measurement framework

Introduction

The BBC Trust has the function of assessing the performance of the Executive Board in delivering the BBC's services and activities and holding the Executive Board to account for its performance.¹⁰ It will use the framework described below as the basis for its assessment of Radio 2.

The framework is based around the four drivers of public value: Reach, Quality, Impact and Value for money and it includes measurement of the five content characteristics, as described in the BBC Agreement¹¹: high quality, challenging, original, innovative and engaging.

The Trust can amend this framework without this constituting formal variation to this Service Licence.

Performance measurement framework

Reach: Radio 2 should contribute towards the maintenance of combined BBC weekly reach¹² at over 90% by aiming to maintain its own *weekly reach*, particularly among its stated target audience.

It should contribute towards on-demand consumption of content. This will be measured by weekly reach of non-DRM audio downloads over the internet.

Quality: audience *approval* of Radio 2 and perceptions of it as *high quality* and *innovative*. Also, the proportion of *originated programmes* across all hours.¹³

Impact: audience perceptions of Radio 2 as *engaging* and *challenging*.

Value for money: Radio 2's *cost per listener hour*.

¹⁰ Charter, article 24 (c)

¹¹ Agreement, clause 14

¹² For all BBC services

¹³ Including repeats