

# Radio 3

## **Part I: Key characteristics of the service**

### **1. Remit**

The remit of Radio 3 is to offer a mix of music and cultural programming in order to engage and entertain its audience. Around its core proposition of classical music, its speech-based programming should inform and educate the audience about music and culture. Jazz, world music, drama, the arts and ideas and religious programming should feature in its output.

The service should appeal to listeners of any age seeking to expand their cultural horizons through engagement with the world of music and the arts.

### **2. Scope of this Licence**

Radio 3 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.<sup>1</sup> 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),<sup>2</sup> and other interactive station and programme-related content via [bbc.co.uk](http://bbc.co.uk). Broadcast audio programmes may be visually enhanced.<sup>3</sup>

### **3. Service budget**

Radio 3 has an annual service budget of £36.6 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 arise from regular, cyclical factors such as spending on major sports events, a

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<sup>1</sup> Radio 3 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.

<sup>2</sup> 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

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

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 3'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 3 should place a special emphasis on live and specially recorded music. The schedule should also feature commercially recorded music, including historic recordings.

Radio 3 should aim to enrich the cultural life of the UK and reflect its musical and arts agenda. The service should aim to educate audiences about music, broadcasting a wide range of programmes that expose listeners to new and sometimes challenging material they may not otherwise experience. It should commission new work from composers, musicians and playwrights and draw on the best talent from across the world to create its output.

The service should produce regular special events on significant themes across a wide range of music and arts topics. The great composers should regularly be represented on Radio 3, but there should also be a range of less familiar music in order to introduce listeners to new works.

Radio 3 should encourage the take-up of digital platforms by making its high quality content available in new ways. The broadcast output should be complemented by an online presence with interactive features, including some use of visual enhancements that enable the audience to engage with the output and share their views with both the station and other listeners. Radio 3 should use new technology to ensure its audiences have the maximum opportunity to access programmes as and when they want.

Radio 3 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 3 should make a very important contribution to this purpose amongst its audience. It should be one of the most significant commissioners of music in the world. It should engage both established and emerging talent and provide opportunities for performance by the BBC orchestras, choruses, the BBC Singers, other soloists and ensembles. Radio 3 should also maintain broadcasting relationships with other UK orchestras, opera companies and festivals. The station should find innovative ways to present live and recorded music to UK listeners.

Radio 3 should regularly commission new radio drama.

It should play a part in shaping the UK arts agenda, reflecting and interpreting current trends to its audience. The station should produce regular special events on significant themes across a wide range of music and arts topics, including the annual BBC Proms, anniversaries of cultural significance, and special seasons.

#### **Conditions**

Radio 3 should:

- Ensure that at least 50% of the station's music output will consist of live or specially recorded music each year
- Broadcast at least 500 live or specially recorded performances each year
- Commission at least 30 new musical works<sup>4</sup> each year
- Broadcast at least 35 new drama productions<sup>5</sup> each year
- Contribute to BBC Radio's commitment to commission at least 10% of eligible programmes from independent producers

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<sup>4</sup> Excludes repeats

<sup>5</sup> Excludes repeats. Includes new productions of existing works

## 5.2 Promoting education and learning

Radio 3 should make an important contribution to this purpose amongst its audience, by supporting its listeners' exploration of music and arts.

It should build appreciation of music and culture by offering accessible information, including material helpful to people with little knowledge of classical music. Radio 3 should offer its content in as flexible a way as current technology and rights will permit. New platforms should be exploited to allow the audience to explore broadcast content in greater depth.

### Conditions

Radio 3 should:

- Broadcast at least 30 new documentaries on arts and cultural topics each year<sup>6</sup>

## 5.3 Reflecting the UK's nations, regions and communities

Radio 3 should contribute to this purpose amongst its audience. It should broadcast concerts and events from venues across the UK.

The station should broadcast religious services with a strong musical element.

Through its interactive aspects, such as message boards, Radio 3 should facilitate the creation of communities of interest.

### Conditions

Radio 3 should:

- Ensure that at least 40% of relevant spend<sup>7</sup> is incurred outside the M25 area each year

## 5.4 Bringing the UK to the world and the world to the UK

Radio 3 should contribute to this purpose amongst its audience, by working actively with partner broadcasters to broadcast highlights of international musical life to British audiences.

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<sup>6</sup> Excludes repeats

<sup>7</sup> This includes expenditure on first-run originated programming and Radio 3's allocation of the central orchestras' subsidy but does not include expenditure on news or sport output

Its world music coverage should regularly feature musicians based in the UK. In its coverage of the work of foreign musicians, Radio 3 should often explore the cultural roots of those communities that have settled in the UK.

The station should reflect UK culture to the world. It should work with the European Broadcasting Union to offer its music programming internationally.

### **5.5 Sustaining citizenship and civil society**

Radio 3 should play its part in this purpose amongst its audience, by broadcasting news bulletins during the day with accurate, impartial and independent coverage.

### **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 3 should contribute to the promotion of this purpose in a variety of ways which are described in this Service Licence.

## **6. Annexes to this Licence**

### **6.1 Annex I – Performance assessment**

The performance of Radio 3 will be assessed by the Trust using the framework described in Annex I. Radio 3'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 3 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](http://www.bbc.co.uk/bbctrust) or upon request from the BBC Trust.

## **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.<sup>8</sup> It will use the framework described below as the basis for its assessment of Radio 3.

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 Agreement<sup>9</sup>: 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 3 should contribute towards the maintenance of combined BBC weekly reach<sup>10</sup> at over 90% by aiming to maintain its own *weekly reach*.

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 3 and perceptions of it as *high quality* and *innovative*. Also, the proportion of *originated programmes* across all hours.<sup>11</sup>

**Impact:** audience perceptions of Radio 3 as *engaging* and *challenging*.

**Value for money:** Radio 3's *cost per listener hour*.

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8 Charter, article 24 (c)

9 Agreement, clause 14

10 For all BBC services

11 Including repeats