

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 broadcast¹ and other interactive station and programme-related content via bbc.co.uk. Broadcast audio programmes may be visually enhanced.²

3. Service budget

Radio 3 has a service budget of £35.9 million in 2006/07.

This may be adjusted annually for Retail Price Inflation. 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.

¹ Radio 3 currently offers a limited amount of 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 This may include video related to output created for BBC broadcast, but should not include the commercial purchase of unrelated video rights.

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. 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 purposes³

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.

Radio 3 should support the independent production sector through its contribution to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers.

Conditions

Radio 3 should:

- Ensure that 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 each year
- Contribute to BBC Radio's commitment to commission at least 10% of eligible programmes from independent producers

³ When Purpose Remits have been adopted by the BBC Trust in 2007, this Service Licence will set out how this service will contribute to the promotion of relevant priorities set out in Purpose Remits.

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:

- Commission at least 30 documentaries on arts and cultural topics each year

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.

Through its broadcasts of religious services with a strong musical element, Radio 3 should support and make known a uniquely British tradition.

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

Conditions

Radio 3 should:

- Ensure that 40% of relevant spend⁴ 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.

⁴ 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

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This Service Licence takes effect from 1 January 2007

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.

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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 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.⁵ 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 Agreement⁶: 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 reach⁷ at over 90% by aiming to maintain its own weekly reach.

Quality: audience approval of Radio 3 and perceptions of it as *high quality* and *innovative*. Also, the proportion of *originated* programmes across all hours.⁸

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

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

⁵ Charter, article 24 (c)

⁶ Agreement, clause 14

⁷ For all BBC services

⁸ Including repeats