



# BBC Statements of Programme Policy

2007/2008

# Contents

	page
<b>Director-General's statement</b> .....	3
<b>Purpose, vision and values</b> .....	5
<b>Television</b>	
BBC One (plus national annexes).....	7
BBC Two (plus national annexes).....	17
BBC Three.....	27
BBC Four.....	31
CBeebies.....	34
CBBC .....	37
<b>Radio</b>	
BBC Radio 1.....	41
BBC Radio 2.....	44
BBC Radio 3.....	48
BBC Radio 4.....	51
BBC Radio Five Live.....	55
BBC Five Live Sports Extra .....	58
1Xtra .....	60
BBC 6 Music.....	63
BBC 7 .....	66
BBC Asian Network .....	69
<b>Future media</b>	
bbc.co.uk .....	72
BBCi .....	76
<b>News</b>	
BBC News 24 .....	79
BBC Parliament.....	82
<b>Nations and regions</b>	
BBC English Local Radio.....	85
BBC Radio Scotland.....	89
BBC Radio nan Gàidheal.....	92
BBC Radio Wales.....	95
BBC Radio Cymru .....	98
BBC Radio Ulster/Foyle.....	101
<b>Further commitments</b> .....	104

# Director-General's statement

About the same time as we launched last year's Statements of Programme Policy (SoPPs), we also launched the Creative Future editorial vision as part of our contribution to the debates around a new Charter. This vision of a strong, broadly based BBC, serving all audiences through diverse services, was endorsed. Our new Charter confirms this role, but also underlines that the BBC should be accountable to its audiences. Service licences overseen by the BBC Trust join SoPPs as key ways of ensuring this.

Creative Future provides a broad vision, which now has to be revisited and translated into service strategies in light of the licence fee settlement. In the meantime, we still have ongoing ambitions for what we hope to achieve in each genre area and across our portfolio of services, and these are outlined in the SoPPs.

The College of Journalism website, a dialogue about values and journalistic approaches, is open to all staff, and will – like many simple ideas – punch above its weight and have real impact on our news, current affairs, politics and other factual output on television, radio and online. We are already seeing benefits: the BBC has been the only UK broadcaster to have a continuous presence in Baghdad since 2003, and, as well as maintaining its impartial reporting from the heart of the conflict for audiences, we recently held an Iraq week, including a special edition of *Question Time* and a poll conducted in Iraq, that refreshed coverage of this important news story.

But not every programme is about massive impact or enduring legacy. In drama, while *EastEnders* will continue to tackle life issues, it will primarily entertain, as will the five-part serial *Cranford Chronicles* and CBBC's *Desperados*, featuring the trials and triumphs of a wheelchair basketball team. In music, *Electric Proms* will return after a successful debut in 2006, while Bob Dylan will continue to share his musical tastes with his 6 Music listeners in *Theme Time Radio*. And more sports will be scheduled when viewers want them now that they are no longer restricted to Saturday's *Grandstand* slot.

We aim to create audience value through existing programmes and services, and by developing new ones. The BBC's new on-demand services have received provisional approval (subject to meeting certain conditions from the BBC Trust), and we will be seeking approval to launch other new services, such as a high definition TV service and a digital Gaelic language channel to meet real audience need in Scotland. Some of the money to invest in new services comes from savings made elsewhere – an estimated £100million will, in effect, be a new fund for content and services this year.

We will take new service strategies to the BBC Trust for approval in the autumn, when some of the commitments made in these SoPPs may be reviewed. [See following note.]

**Mark Thompson**

**Director-General**

## **Note to 2007/2008 Statements of Programme Policy**

Under the BBC Agreement, the statutory duties of the Executive Board charge it with, amongst other duties, the direction of the BBC's editorial and creative input, the operational management of the BBC and the conduct of the BBC's operational financial affairs in a manner best designed to ensure value for money. In view of the exceptional circumstances of the licence fee settlement and the current review of the BBC's service strategies, those obligations may require the review of the BBC Statements of Programme Policy 2007/2008 following the end of the current reprioritisation and service strategy process, which is expected in autumn 2007 in order to take account of the outcomes of that process.

Any review of the SoPPs will be prepared by the Executive Board and will be submitted to the Trust for approval in compliance with section 21 of the BBC Agreement in order to allow the Trust to exercise its responsibilities in light of its own duties. In parallel with this process, the Trust will consider any variations to service licences which arise as a result of the service strategy proposals and review these alongside the varied SoPPs. The Trust's process for making variations to service licences will be in compliance with relevant clauses in the BBC Agreement and with its Service Licence Operating Framework which can be found on the Trust's website at [bbc.co.uk/bbctrust](http://bbc.co.uk/bbctrust). If any amendments to the SoPPs are approved pursuant to the duties of the Trust, the relevant SoPP for the year will be deemed to comprise each policy as set out in the attached statements and, for the remainder of the year, any changes to that policy which are approved by the Trust.

# Purpose, vision and values

## Our purpose

To enrich people's lives with programmes and services that inform, educate and entertain.

## Our vision

To be the most creative organisation in the world.

## Our values

- Trust is the foundation of the BBC: we are independent, impartial and honest.
- Audiences are at the heart of everything we do.
- We take pride in delivering quality and value for money.
- Creativity is the lifeblood of our organisation.
- We respect each other and celebrate our diversity so that everyone can give their best.
- We are one BBC: great things happen when we work together.

## The purpose of the BBC

The BBC is a unique institution, owned by the British people and independent of political and commercial interests.

The BBC's purpose – largely unchanged in 80 years – is to enrich the life of every person in the UK with programmes that inform, educate and entertain.

The BBC is a major force in UK society, contributing through its programmes and services to the quality of life in our society as a whole. But in order to do this successfully, it must be inclusive and also strive to consistently offer value for people as individuals. It should touch people's lives in ways that contribute fundamentally to their individual enjoyment, self-fulfilment and ability to participate in our society.

The BBC creates public value in six main ways:

- **Sustaining citizenship and civil society:** the BBC supports civic life and national debate by providing trusted and impartial news and information that helps citizens make sense of the world and encourages them to engage with it.
- **Promoting education and learning:** by offering audiences of every age a world of formal and informal educational opportunity in every medium, the BBC helps build a society strong in knowledge and skills.
- **Stimulating creativity and cultural excellence:** the BBC enriches the UK's cultural life by bringing talent and audiences together to break new ground, to celebrate our cultural heritage, and to broaden the national conversation.
- **Reflecting the UK's nations, regions and communities:** by enabling the UK's many communities to see what they hold in common and how they differ, the BBC seeks to build social cohesion and tolerance through greater understanding.
- **Bringing the UK to the world and the world to the UK:** the BBC supports the UK's global role by being the world's most trusted provider of international news and information, and by showcasing the best of British culture to a global audience.

And in promoting these purposes the BBC should help in:

- **Delivering to the public the benefit of emerging communications technologies and services:** the BBC is a trusted guide to the digital world for the inexperienced or unsure, a safe place to be for the young, a reliable and accurate on-air and online source for the information seeker, and a challenging and involving partner for the more advanced user. The BBC will take a leading role in the switchover to digital television in the UK.

As the broadcast environment evolves – across television, radio and other new and emerging media platforms – and as society changes, the BBC will continue to support how we work and how we play, delivering public value across the range of its content and services.

# Television

## BBC One

### Service remit

BBC One is the BBC's most popular mixed-genre television service across the UK, offering a wide range of high-quality programmes. It is the BBC's primary outlet for major UK and international events and it reflects the whole of the UK in its output. A very high proportion of its programmes are original productions.

### Service priorities

BBC One will continue to commission and broadcast engaging and high-quality programmes with wide appeal across all genres. We will regularly provide programmes of large scale and ambition – including themed seasons, landmark factual output and sports events – intended to appeal to large audiences from a range of backgrounds.

BBC One will focus on family viewing through high-impact, high-quality multi-genre programming, in particular drama and entertainment on Saturday evenings.

BBC One is a significant provider of accurate, impartial and accessible daily news. Our current affairs and consumer journalism will cover a broad range of subjects and areas of interest, are designed to appeal to wide audiences and are delivered at various points in the schedule, including peak time.

Key priorities for this year are:

Priority	Rationale
Streamline the BBC One early evening peak-time schedule by launching <i>The ONE Show</i> , a daily live magazine show with content from across the UK.	A streamlined schedule provides a more consistent offer to the audience. <i>The ONE Show</i> is a distinctive offer that reflects the lives and experiences of people across the UK.
Provide more drama and entertainment with family appeal on Saturday evenings.	Sustain BBC One's reputation for family drama and entertainment, both of which are effective in reaching a wide audience and appealing across demographics.
Commission and broadcast high-impact stripped events in factual, factual entertainment and drama which can bring large audiences together.	Creating impact in an increasingly competitive landscape requires big events in the schedule.
Invest in new home-grown comedy that appeals to the mainstream.	In an environment where other channels increasingly invest in comedy from outside the UK, BBC One is committed to supporting home-grown talent. Examples this year include award-winning comic Omid Djalili's first UK television series.
Continue to reduce the amount of peak-time repeats.	Respond to the audience's desire for fewer repeats during peak hours.

## How the service meets each BBC purpose

### Sustaining citizenship and civil society

News coverage on BBC One aims to stand out for the quality of its original reporting and analysis, and by the breadth of its coverage.

We will continue to show three national and international news bulletins on weekdays, with news at 10pm six days a week, and regional news integrated within all major network bulletins. We will bring the audience news specials when significant stories break, and relay BBC News 24 overnight on BBC One.

In our current affairs output, we aim to uphold the highest standards of impartiality and rigour, invest in long-term investigations and reflect a broad variety of opinions and experiences. *Panorama* will use its peak-time slot to bring high-quality coverage of a wide range of current affairs topics to its broad audience.

BBC One will:

- Show at least 90 hours of current affairs programmes, at least 48.5 hours of which will be in peak time.

### Stimulating creativity and cultural excellence

BBC One reflects a diverse range of ideas in its arts, drama, comedy and entertainment output, providing a platform for the very best in UK and international creative talent – including this year comic Omid Djalili in his own television stand-up and sketch show for the first time.

A number of new landmark dramas are planned for 2007/2008. Examples include *Cranford Chronicles*, a new five-part serial starring Dame Judi Dench; *Sense and Sensibility*; contemporary adaptations of four classic fairy tales; and a new film from Stephen Poliakoff.

In entertainment, we will build on the success of *How Do You Solve a Problem Like Maria?* with *Any Dream Will Do*, a quest to find the lead for *Joseph and the Amazing Technicolor Dreamcoat*.

This year we will:

- Broadcast at least 45 hours of music and arts programmes.

### Promoting education and learning

One of BBC One's core ambitions is to make the widest variety of specialist, more serious subject matter accessible and relevant to a broad, mainstream audience. We are committed to factual programming, and will work to maintain our strong reputation in natural history and science. Many of our programmes explore unfamiliar areas of knowledge in distinctive, cutting-edge ways, often using the latest technologies such as HDTV.

Programme plans this year include the David Dimbleby vehicle *How We Built Britain*, the story of Britain's architecture. Victoria Wood will investigate the influence of Queen Victoria in *Where is Victoria?*, while Michael Palin will return to his travels, exploring Eastern Europe in *Palin's Wild East*. In addition, *Warriors* will cement BBC One's reputation in landmark factual through a series of individual documentaries looking at key historical figures.

BBC One commits in 2007/2008 to:

- Offer 650 hours of new factual programmes, including science, natural history and educational programmes.
- Share a commitment with BBC Two to offer at least 500 hours of children's programmes.

### **Representing the UK's nations, regions and communities**

As the BBC's foremost mainstream television channel, BBC One has a particular responsibility to respond to the major national events and occasions which bring people together across the UK, such as this summer's planned *A Concert for Diana*, marking the 10th anniversary of the death of Diana, Princess of Wales.

We are also committed to working with our colleagues across the UK to make and broadcast programmes which reflect their lives, interests and experiences. *The ONE Show* will broadcast live every day, reflecting the UK's nations, regions and communities and welcoming local input into peak-time content.

In the year ahead BBC One will:

- Broadcast at least 80 hours of religious programming (as part of 112 hours across both BBC One and BBC Two).
- Broadcast 260 hours of sports programmes.

### **Bringing the UK to the world and the world to the UK**

BBC One plays a significant role as a platform where the BBC can help make sense of global news, events and issues for a large audience. In addition, our coverage of sport will remain a crucial ingredient in guaranteeing that our international offer remains engaging and appealing to a mainstream UK audience. Specifically this year BBC One hopes to broadcast *Live Earth*, the multinational concert to raise awareness of climate change.

### **Emerging communications**

BBC One regularly employs new digital technologies to enhance the experience of its programmes for the audience, such as interactive technologies in sports coverage that provide greater choice of action to watch or alternative commentary. In addition, BBC One has an important role to play in supporting other BBC services, in particular the digital television channels, regularly showcasing their programmes.

### **Performance measurement framework**

- Reach: BBC One should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach.
- Quality: Audience approval of BBC One and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
- Impact: Audience perceptions of BBC One as engaging and challenging.
- Value for money: BBC One's cost per viewer hour.

## Statutory commitments

The following targets are agreed with Ofcom each calendar year:

- To ensure that a minimum of 25% of qualifying hours are provided by independent producers.
- 70% of hours, and 90% of hours in peak, to be originations (first shows and repeats).
- To maintain the current broad pattern of news programmes throughout the day, which translates as a minimum of 1,380 hours of network news programming, of which at least 275 hours are in peak time (6–10.30pm).
- A minimum of 3,920 hours of regional news programmes, of which 2,010 hours are in peak time.

In addition, BBC One shares the following commitments:

- 1,030 hours of regional programmes in peak time, plus a further 355 hours at times adjacent to peak time (i.e. the hour either side of peak time) excluding news on BBC One [BBC One and BBC Two commitment].
- In current affairs, BBC One and BBC Two combined will deliver a quota of at least 365 hours of network programming, of which at least 105 hours will be in peak time.
- A minimum of 6,580 hours of regional programming across the range of genres on BBC One and BBC Two, including regional news programmes for BBC One.
- At least 95% of regional programmes should be made in the relevant area [BBC One and BBC Two commitment].

And in conjunction with other BBC network television services:

- To spend at least 30% of relevant programme production budgets, representing 25% hours of productions by volume, outside the M25.
- To maintain the current broad range of programmes produced outside the M25, and broad range of different production centres used across the UK.

# BBC One Scotland annex

## Service remit

BBC One Scotland complements the networked BBC One schedule by providing mixed-genre programmes which appeal to mainstream Scottish audiences and which displace or replace content otherwise available on BBC One. The service provides Scottish viewers with programmes that reflect and support Scottish culture, identity and heritage, and it is the BBC's primary outlet for television coverage of major Scottish events.

## Service priorities

BBC One Scotland provides a broad range of distinctive television content that reflects the diverse nature of Scotland and Scottish culture and heritage for audiences in Scotland. In particular, it provides accurate and impartial news services. Its current affairs output documents civic and political life, provides context for Scottish issues, and facilitates debate. BBC One Scotland provides a platform for special events of particular significance to mainstream Scottish audiences.

This year our priorities include:

<b>Priority</b>	<b>Rationale</b>
Cover the 2007 Scottish parliamentary and local elections, with cameras installed at every election night count across Scotland and with all declarations recorded online. There will also be a Leaders' debate (simulcast on Radio Scotland).	A key ingredient within the delivery of an accurate, impartial and independent news and current affairs service for our audiences, enabling our audiences to hold those in political power to account.
Invest in new comedy talent and encouragement of diversity of voice in output, with the introduction of two new sitcoms on BBC One Scotland.	Recognition of the importance of nurturing and developing new talent from across Scotland and beyond and taking account of the Scottish audience's appetite for high-quality comedy and entertainment.
Broadcast a minimum of 450 hours of live or originated programming across a wide range of genres.	An ambition to maintain our current range and mix and continue to provide high-quality programmes that engage viewers.

## **Performance measurement framework**

Details of statutory quotas and other obligations to be fulfilled by BBC One, in conjunction with other BBC services, are included in the master Statement of Programme Policy for BBC One. BBC One Scotland will work with the network service to meet these requirements as appropriate. In particular:

- Reach: BBC One Scotland should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach.
- Quality: Audience approval of BBC One Scotland and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
- Impact: Audience perceptions of BBC One Scotland as engaging and challenging.
- Value for money: BBC One Scotland's cost per viewer hour.

## **Statutory commitments**

In addition to the conditions and commitments outlined in this annex, BBC One Scotland will contribute as appropriate to the fulfilment of a number of statutory commitments for the networked BBC One service as described in the master Statement of Programme Policy for BBC One.

# BBC One Wales annex

## Service remit

BBC One in Wales complements the networked BBC One schedule by providing mixed-genre programmes appealing to mainstream audiences in Wales which displace or replace content otherwise available on BBC One. The service also provides viewers in Wales with programmes that reflect and support local culture, identity and heritage, and it is the BBC's primary outlet for coverage of major events in Wales.

## Service priorities

BBC One Wales provides a platform for a wide range of genres, fostering and harnessing Welsh talent to deliver high-quality programmes that bring the nation together. In particular it provides accurate and impartial news services. Its current affairs output documents civic and political life, provides a context for Welsh issues and reflects the diversity of opinion in Wales.

For the year ahead, key priorities for BBC One Wales include:

Priority	Rationale
Promote active citizenship with major initiatives around the Welsh Assembly election in May, with the aim of increasing reach compared with 2003 Assembly election coverage.	To support and demonstrate the BBC's commitment to sustaining citizenship and civil society.
Broaden reach among priority underserved audience groups through high-quality drama, comedy and other programming such as <i>Coal House</i> , a major multi-platform reality history initiative.	To support BBC One's objective to extend the channel's appeal among younger audiences.

## Performance measurement framework

Details of statutory quotas and other obligations to be fulfilled by BBC One, in conjunction with other BBC services, are included in the master Statement of Programme Policy for BBC One. BBC One Wales will work with the network service to meet these requirements as appropriate. In particular:

- Reach: BBC One Wales should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach.
- Quality: Audience approval of BBC One in Wales and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
- Impact: Audience perceptions of BBC One in Wales as engaging and challenging.
- Value for money: BBC One Wales's cost per viewer hour.

## **Statutory commitments**

In addition to the conditions and commitments outlined in this annex, BBC One Wales will contribute as appropriate to the fulfilment of a number of statutory commitments for the networked BBC One service as described in the master Statement of Programme Policy for BBC One.

# BBC One Northern Ireland annex

## Service remit

BBC One Northern Ireland complements the networked BBC One schedule by providing mixed-genre programmes appealing to mainstream Northern Ireland audiences which displace or replace content otherwise available on BBC One. BBC One Northern Ireland is the BBC's primary outlet for television coverage of major events in Northern Ireland.

## Service priorities

BBC One Northern Ireland complements the editorial purpose and ambition of network television with programmes which reflect the dynamism and diversity of life in Northern Ireland. Its output seeks to appeal to a generalist audience through locally relevant and locally produced news, current affairs, entertainment, documentary and other programmes.

In the coming year, key priorities for BBC One Northern Ireland will include:

Priority	Rationale
Maintain audience approval for BBC One Northern Ireland's news coverage in peak time with <i>BBC Newsline</i> , and at other points in the schedule.	Authoritative reporting and analysis, editorial range, depth and ambition are what audiences expect from BBCNI. BBC One Northern Ireland is committed to producing 325 hours of news and current affairs programming in 2007/2008.
Produce 100 hours of non-news programming across a range of genres which reflect life in Northern Ireland and complement network output. Examples for the year ahead include the North West 200, <i>Nolan Live</i> and <i>Blueprint NI</i> .	BBCNI should reflect and connect with the interests and concerns of a broad cross-section of local people. It should deliver a range of content and programme styles across different genres.

## Performance measurement framework

Details of statutory quotas and other obligations to be fulfilled by BBC One, in conjunction with other BBC services, are included in the master Statement of Programme Policy for BBC One. BBC One Northern Ireland will work with the network service to meet these requirements as appropriate. In particular:

- Reach: BBC One Northern Ireland should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach.
- Quality: Audience approval of BBC One Northern Ireland and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
- Impact: Audience perceptions of BBC One Northern Ireland as engaging and challenging.
- Value for money: BBC One Northern Ireland's cost per viewer hour.

## **Statutory commitments**

In addition to the conditions and commitments outlined in this annex, BBC One Northern Ireland will contribute as appropriate to the fulfilment of a number of statutory commitments for the networked BBC One service as described in the master Statement of Programme Policy for BBC One.

# BBC Two

## Service remit

BBC Two is a mixed-genre channel appealing to a broad adult audience with programmes of depth and substance. It carries the greatest amount and range of knowledge-building programming of any BBC television channel, complemented by distinctive comedy, drama and arts programming.

## Service priorities

BBC Two will continue to commission high-quality multi-genre programmes that broaden and challenge viewers' horizons. The key challenge for the year ahead is to maintain the channel's range and quality of programming, especially in factual and comedy, while maximising reach across a broad audience.

Within this, key priorities for the coming year include:

Priority	Rationale
Sustain reach by increasing the volume of factual and fiction programming with appeal to under 45 year olds.	As one of the BBC's key mainstream services, BBC Two has an important role in maintaining broad reach across different audience groups.
Focus on innovation in comedy by developing new sitcoms, comedy formats and sketch shows with mainstream potential.	BBC Two has an important role to play in developing comedy output and nurturing comedy talent that has potential to transfer to BBC One.

## How the service meets each BBC purpose

### Promoting education and learning

BBC Two is the BBC's main knowledge-building television channel. We have two aims: to broaden our audience's horizons, and to serve their passions. We do this by creating impact with our landmark and event output and by offering a range of programming in every major subject area. We harness interactive services to extend impact.

This year we will continue our commitment to natural history and science with our *Natural World* and *Horizon* strands. *Springwatch* and *Autumnwatch* will both return to further explore animal habitats across the UK. Landmark programming will include *Earth: the Biography* in science and *Ganges: Tiger River* in natural history.

We are always looking to innovate and will try new approaches to traditional subject matter with programming such as *The Restaurant* and *Arrange Me a Marriage*. Heston Blumenthal and other key expert presenters will return, representing BBC Two's continued leadership in food programming.

This year BBC Two will:

- Broadcast 500 new hours of factual programmes.
- Share a commitment with BBC One to offer at least 500 hours of children's programming each year.

### **Stimulating creativity and cultural excellence**

BBC Two has a commitment to arts programming and the coverage of a broad range of music. We will illuminate the lives of musicians and performers with *The Seven Ages of Rock*. Other arts programming will include major new documentaries on Rudolf Nureyev and Andrea Bocelli.

A range of new comedy, distinctive drama and British film will complement the factual core of our schedule. We will launch a number of UK comedies, including the sitcom *Roman's Empire*, *The Life and Times of Vivian Vyle* starring Jennifer Saunders, and *The Peter Serafinowicz Show*.

BBC Two will offer our largest ever festival of home-grown film with a British film season – an extensive showcase of UK movie and talent with films to satisfy a wide range of tastes. Factual and documentary programming will accompany the season.

In the year ahead we will:

- Broadcast at least 200 hours of arts and music programming, including topical arts and culture in *The Culture Show* and a stripped event that will allow the Royal Academy's Summer Exhibition to extend its reach outside of London.

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

BBC Two provides regular in-depth, accurate and independent news analysis and current affairs that explore a wide range of perspectives and issues. On weekday evenings *Newsnight* will continue to offer news analysis and reaction to the big stories of the day.

Environmental issues continue to matter to our viewers, and we will tackle some aspects of this massive subject area through *It's Not Easy Being Green*, which will examine the practical realities of environmentalism. In addition, a trilogy of films from reporter Tim Samuels will explore social issues by staging memorable public events.

This year we will:

- Broadcast at least 100 hours of news.
- Broadcast at least 240 hours of current affairs.

### **Representing the UK's nations, regions and communities**

BBC Two reflects and represents the diversity of its audience, exposing its viewers to the breadth of opinion, thought and belief in the UK.

Much of our output comes out of communities or is made with their collaboration. In the year ahead, *Comedy Map of Britain* and *Coast* will both, in their own ways, foreground various UK communities. And the landmark series *Great British Journeys* will see Nick Crane take 10 journeys through the wilds of Great Britain on foot, on horseback and even by coracle. We will also develop programming that will focus on areas of interest to younger teenage audiences.

We offer coverage of some of the UK's biggest sporting events, including tennis, snooker, bowls and darts, that bring communities of interest together.

For 2007/2008 BBC Two will:

- Broadcast 430 hours of sport.
- Broadcast at least 20 hours of religious programmes (as part of 112 hours across both BBC One and BBC Two).

### **Bringing the UK to the world and the world to the UK**

BBC Two follows a broad international agenda in its current affairs and ensures that factual, music and arts output reflects international themes. This year we are planning a major season to mark the anniversary of Partition and the independence of India and Pakistan. Highlights will include major documentary series on both contemporary India and Pakistan, alongside programmes which examine different historical themes.

An anthropological season will include *Woman of the Tribe* and a new series of *Tribe* with explorer Bruce Parry.

### **Emerging communications**

BBC Two regularly enhances the impact of programming by linking it to interactive content, allowing individual viewers to explore their own interests to a depth that suits them.

For example, *Seven Ages of Rock* will include a deep video offer with exclusive artist extras, grouped around an interactive timeline, and will invite users to share their personal recollections inspired by key events in the programmes with the music as the backdrop to their lives. *Springwatch* and *Autumnwatch* will continue to enrich mass-appeal audience programming through surveys, live webcams, message boards and bespoke video content exclusive to the website.

### **Performance measurement framework**

Reach:	BBC Two should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach.
Quality:	Audience approval of BBC Two and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
Impact:	Audience perceptions of BBC Two as engaging and challenging.
Value for money:	BBC Two's cost per viewer hour.

## **Statutory commitments**

The following targets are agreed with Ofcom each calendar year:

- To ensure that a minimum of 25% of qualifying hours are provided by independent producers.
- 70% of hours, and 80% of hours in peak, to be originations (first shows and repeats).

In addition, BBC Two shares the following commitments:

- To provide, across BBC One and BBC Two combined, a minimum of 365 hours of network current affairs programming, of which at least 105 hours are in peak time.
- A minimum of 6,580 hours of regional programming across the range of genres, including regional news programmes for BBC One.
- At least 95% of regional programmes to be made in the relevant area [BBC One and BBC Two commitment].
- 1,030 hours of regional programmes in peak time, plus a further 355 hours at times adjacent to peak time (i.e. the hour either side of peak time) excluding news on BBC One [BBC One and BBC Two commitment].

And in conjunction with other BBC network television services:

- To spend at least 30% of relevant programme production budgets, representing 25% hours of productions by volume, outside the M25.
- To maintain the current broad range of programmes produced outside the M25, and broad range of different production centres used across the UK.

# BBC Two Scotland annex

## Service remit

BBC Two Scotland provides for the specialist needs and interests of audiences in Scotland, complementing the appeal of network programmes on BBC Two.

## Service priorities

BBC Two Scotland typically fulfils its remit by time-shifting the network schedule to accommodate programmes made in Scotland for Scottish audiences. Its programme focus is on the arts, culture and politics, with local stories, heritage and talent to the fore. Its coverage of musical, cultural and sporting events gives voice to the traditions of audiences in Scotland. Additionally, as the principal broadcast television channel for Gaelic language programming, it offers programmes of particular interest to the Gaelic-speaking community.

This year our priorities include:

Priority	Rationale
Contribute to and reflect Scotland's Highland Year of Culture 2007 across the year, through a range of programme series and singles.	Recognition of the fundamental importance of local history, heritage and the arts to communities across the Highlands and Islands and across Scotland.
Celebrate Scotland's Music '07 with a major series which will explore the roots of, and influences on, indigenous music-making in Scotland.	Reflection on the breadth of Scotland's creative talent across various musical genres, and the social factors which helped shape this facet of its cultural heritage.
Development and commissioning of content with cross-platform potential.	The natural progression of BBC Scotland's wider objective to work with the Gaelic Media Service and relevant bodies to develop a partnership for the delivery of a Gaelic digital service (launch subject to approval).

## **Performance measurement framework**

Details of statutory quotas and other obligations to be fulfilled by BBC Two, in conjunction with other BBC services, are included in the master Statement of Programme Policy for BBC Two. BBC Two Scotland will work with the network service to meet these requirements as appropriate. In particular:

- Reach: BBC Two Scotland should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach.
- Quality: Audience approval of BBC Two Scotland and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
- Impact: Audience perceptions of BBC Two Scotland as engaging and challenging.
- Value for money: BBC Two Scotland's cost per viewer hour.

## **Statutory commitments**

In addition to the conditions and commitments outlined in this annex, BBC Two Scotland will contribute as appropriate to the fulfilment of a number of statutory commitments for the networked BBC Two service as described in the master Statement of Programme Policy for BBC Two.

# BBC Two Wales annex

## Service remit

BBC Two Wales is a mixed-genre service for Wales, appealing to a broad audience with programmes of relevance and depth. It provides a range of knowledge-building programmes along with documentaries about the countryside and contemporary society, tailored to be of interest and relevance to audiences in Wales.

## Service priorities

BBC Two Wales typically fulfils its remit by time-shifting the network schedule to accommodate programmes made in Wales for Welsh audiences. Our programme focus is on factual programming that broadens horizons, including history and the countryside, and with significant peak-time coverage of Wales – past, present and future. BBC Two Wales also supports the development of innovation and new talent in Wales, and delivers a range of programmes from the major national cultural events of Wales.

This year our priorities include:

Priority	Rationale
Offer a selection of programmes across a range of genres to appeal to a variety of audience tastes.	To support BBC Wales and BBC Two objectives to extend programming appeal beyond heartland audience groups.
To consolidate sport's position as the backbone of the BBC Two Wales service by providing opportunities for both in-depth analysis and discussion, through <i>Scrum V</i> rugby output and the new <i>Inside Sport</i> , which will cover a wider range of sports and sports issues.	Sport in Wales consistently delivers high and broad audiences to BBC Two. This is supported by higher than average appreciation levels.

## Performance measurement framework

Details of statutory quotas and other obligations to be fulfilled by BBC Two, in conjunction with other BBC services, are included in the master Statement of Programme Policy for BBC Two. BBC Two Wales will work with the network service to meet these requirements as appropriate. In particular:

- Reach: BBC Two Wales should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach.
- Quality: Audience approval of BBC Two in Wales and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
- Impact: Audience perceptions of BBC Two in Wales as engaging and challenging.
- Value for money: BBC Two Wales's cost per viewer hour.

## **Statutory commitments**

In addition to the conditions and commitments outlined in this annex, BBC Two Wales will contribute as appropriate to the fulfilment of a number of statutory commitments for the networked BBC Two service as described in the master Statement of Programme Policy for BBC Two.

# BBC Two Northern Ireland annex

## Service remit

BBC Two Northern Ireland provides specialist programming which reflects the needs and interests of audiences in Northern Ireland and complements the range and appeal of network programmes on BBC Two Northern Ireland.

## Service priorities

BBC Two Northern Ireland typically fulfils its remit by time-shifting or displacing the network schedule to accommodate programmes made in Northern Ireland for local audiences. BBC Two Northern Ireland complements network television output with specialist programming which reflects the social, cultural and political life of Northern Ireland. Its output includes current affairs, music, minority language, sport and related programmes.

In the coming year, key priorities for BBC Two Northern Ireland will include:

Priority	Rationale
Delivering programmes which reflect, celebrate and explore life within Northern Ireland, including <i>The Blackstaff Sessions</i> , <i>Hearts and Minds</i> and coverage of the Milk Cup.	BBC Two Northern Ireland should provide an outlet for specialist and archive programming. It should also be used to extend the reach of local television programming through appropriately scheduled repeats.
Reflect minority and specialist interests, including <i>SRL</i> , the U19 Rugby World Cup and <i>ATL Rockscool</i> .	BBC Two Northern Ireland should provide programming which reflects local sporting, cultural and linguistic traditions alongside dedicated coverage of the Northern Ireland Assembly.

## Performance measurement framework

Details of statutory quotas and other obligations to be fulfilled by BBC Two, in conjunction with other BBC services, are included in the master Statement of Programme Policy for BBC Two. BBC Two Northern Ireland will work with the network service to meet these requirements as appropriate. In particular:

- Reach: BBC Two Northern Ireland should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach.
- Quality: Audience approval of BBC Two Northern Ireland and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
- Impact: Audience perceptions of BBC Two Northern Ireland as engaging and challenging.
- Value for money: BBC Two Northern Ireland's cost per viewer hour.

## **Statutory commitments**

In addition to the conditions and commitments outlined in this annex, BBC Two Northern Ireland will contribute as appropriate to the fulfilment of a number of statutory commitments for the networked BBC Two service as described in the master Statement of Programme Policy for BBC Two.

# BBC Three

## Service remit

BBC Three brings younger audiences to high-quality public service broadcasting through a mixed-genre schedule of innovative UK content featuring new UK talent. The channel uses the full range of digital platforms to deliver its content and to build an interactive relationship with its audience.

## Service priorities

The BBC Three schedule covers a broad range of genres, from news and current affairs to drama and the arts. Entertainment – in particular comedy – is key to the channel, and is where we are most likely to want to experiment and innovate, taking creative risks and showcasing new talent and new ideas. Our programmes across all genres will consistently engage younger audiences.

Key priorities for this year are:

Priority	Rationale
Build a robust, consistent offer in early evening peak time.	As viewer choice continues to grow, BBC Three has to increase the impact of content to maintain reach.
Grow appeal and reach of the channel among 16–34s through a multi-genre offer that engages and reflects the diversity of its target audience, such as <i>The Mighty Boosh</i> in comedy, <i>Panic Room</i> in factual, and live music events.	BBC Three is committed to providing high-quality content that entertains, informs and engages younger audiences across a range of subjects in genres.
Continue to invest in new and emerging UK comedy content and performers – such as Karen Taylor from <i>Touch Me, I'm Karen Taylor</i> – and give them room to experiment and take risks.	In an environment where US comedy is increasingly the norm, BBC Three is committed to developing home-grown comedy talent as a distinctive offer that appeals to younger viewers.
Continue to support high-impact events, e.g. music, that reflect the diversity of our audience and their experience, pioneering the use of new digital platforms to widen access to our content.	High-impact content and the use of digital platforms will drive both the visibility and the reputation of BBC Three among its target audience.

## How the service meets each BBC purpose

### Stimulating creativity and cultural excellence

BBC Three is committed to supporting creative innovation, the development of new talent and risk-taking. We support new British content across the range of genres. Specifically this year we will invest in a number of home-grown comedies, such as *Gavin and Stacey*, a series set in Wales and Essex; *Adam and Shelley*, a new comedy sketch show; and a second series of the hit comedy *Drop Dead Gorgeous*. Each of these series will have dedicated websites.

BBC Three is a test-bed for new and emerging talent – look out this year for emerging comedy actors Adam and Shelley Longworth in *Adam and Shelley*.

This year we will:

- Provide at least 50 hours of new music and arts programming, including live music from Glastonbury, Reading and Leeds, and T in the Park.
- Ensure that at least 20% of output is supported interactively each year.

### Promoting education and learning

BBC Three aims to secure a reputation for knowledge-building programmes by tackling both old and new subject areas in ways that feel different, innovative and interesting to younger audiences. We will feature original formats and approaches to specialist factual areas such as science, business, parenting, belief and race; promote informal learning; and extend individual horizons. This year we will bring environmental issues to a younger audience through the series *Outrageous Wasters*.

This year we will:

- Broadcast at least 50 hours of new factual, knowledge-building programmes, including *The Liverpool Nativity*, which will tell the story of the first Christmas through the music of Liverpool.

### Sustaining citizenship and civil society

BBC Three is committed to showing news, current affairs and documentaries in an innovative, distinctive way to engage younger audiences. News is presented in short, headline bulletins throughout the evening on weekdays, while documentaries focus on reflecting life in the UK without shying away from debate or potential controversy. Subjects we hope to cover this year include transport policy, civil liberties and political correctness.

For 2007/2008 we will:

- Broadcast at least 15 hours of new current affairs programmes, including the return of the award-winning documentary series *Mischief*, which aims to tackle serious current affairs issues to inform and engage younger viewers.
- Ensure that around 15% of hours broadcast will be news, current affairs, education, music and the arts, including a second *Body Image* season that will tackle the concerns and obsessions of young people in the UK through a series of distinctive documentaries.

## **Representing the UK's nations, regions and communities**

BBC Three aims to produce content that reflects the lives and concerns of younger audiences in a distinctive, innovative way. In particular, the channel aims to reflect the diversity and multiculturalism of UK society in our output (on-screen portrayal and subject matter) and in the origin of our programming.

Much of our content this year will reflect the different nations, regions and communities of the UK. For example, *Drop Dead Gorgeous* and *The Liverpool Nativity* will be filmed around the north-west of England; and *Gavin and Stacey* will be based in Wales and Essex.

In addition, we will have unrivalled coverage of live music festivals from across the UK.

## **Bringing the UK to the world and the world to the UK**

BBC Three is fundamentally a British channel dedicated to UK talent and content. But we recognise that we do not exist in a vacuum and so provide news and current affairs output that covers global issues and other output that takes a wider world view. Although such content is not core to the channel's offer, we still take the opportunity to make it engaging and innovative, such as with *Last Man Standing*, which will depict six Western adventurers as they live and try to integrate with autochthonous tribes around the world.

## **Emerging communications**

BBC Three is at the heart of the BBC's efforts to build digital Britain. Multiple-media platforms will be used to ensure that we remain at the forefront of technology – where our audiences expect us to be – and allow them to access and interact with our content. At least 20% of output will be supported interactively, including for the first time this year a full premiering service of all comedy and drama titles via the channel site, and cross-platform experiences for all music festivals and some Radio 1 concerts, including red button, internet catch-up and user-generated content.

## **Performance measurement framework**

Reach:	BBC Three should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to increase its own weekly reach, particularly among younger adult viewers.
Quality:	Audience approval of BBC Three and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours including repeats.
Impact:	Licence fee payer awareness of BBC Three and audience perceptions of BBC Three as engaging and challenging.
Value for money:	BBC Three's cost per viewer hour.

## Statutory commitments

The following targets are agreed with Ofcom each calendar year:

- 80% of hours, and 70% of hours in peak, to be originations (original productions include all BBC-commissioned programming, excluding repeats of programming first shown on another BBC public service channel).<sup>1</sup>
- To ensure that a minimum of 25% of qualifying hours are provided by independent producers.

The following commitment has been made to the Department for Culture, Media and Sport:

- At least 90% of programme hours will be of EU/EEA origin.

And in conjunction with other BBC network television services:

- To spend at least 30% of relevant programme production budgets, representing 25% of hours of productions by volume, outside the M25.
- To maintain the current broad range of programmes produced outside the M25, and broad range of different production centres used across the UK.

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<sup>1</sup> To be reviewed by the BBC Trust in 2007/2008.

# BBC Four

## Service remit

BBC Four is a mixed-genre television channel for all adults offering an ambitious range of innovative, high-quality output that is intellectually and culturally enriching.

## Service priorities

BBC Four will continue to commission and broadcast a broad range of culturally enriching and innovative programming across a challenging range of subjects – from philosophy and ideas, to science and nature, to history, art and performance. We reflect the diversity of cultural activity in the UK as well as looking outwards: our news and current affairs in particular gives global context and perspective, and we offer the best international and foreign language feature films, programming and documentaries. BBC Four will aim to continue its reach growth through a range of new series and seasons.

Key priorities for the coming year include:

Priority	Rationale
Continue to broaden the appeal of BBC Four and strengthen the channel's distinctive character through programmes such as <i>Landlords</i> and <i>Tibet</i> in factual.	BBC Four wants to grow reach and share, bringing in new viewers while maintaining its distinctively challenging and enriching remit.
Commission longer seasons of programmes that have high impact and drive the reputation of the channel, for example <i>The Birth of Now</i> , a season about the Edwardian era.	Seasons are a highly effective way for BBC Four to deliver maximum impact with a limited volume of originations.

## How the service meets each BBC purpose

### Stimulating creativity and cultural excellence

BBC Four aims to stimulate, support and reflect the diversity of cultural activity in the UK. We cover a diverse agenda and widen the choice of film and documentary available on television.

In music this year we will maintain our commitment to the Proms and will also offer a season of classical music, *Classical Britannia*. *Bird Singing* will see an artistic collaboration between music and bird song.

Photography will be a key theme for us this year. We will focus on the art of photography with a major series, *The Genius of Photography*, and will broadcast a history series on the earliest days of colour photography. *Britain in Photographs* will complete our offer with its contemporary vision of digital photography today.

## **Bringing the UK to the world and the world to the UK**

BBC Four will continue to offer a secure home for the best international and foreign-language feature films, programming and documentaries. *Storyville* will celebrate its 10th anniversary and will continue to be our premiere platform for international documentary.

This year we will deliver a season of programmes examining the music and culture of Brazil. We will also continue to mark major international anniversaries: for example, *Indian School* and *Office Tigers* will be our contribution to the BBC's wider season to mark the anniversary of Partition and the independence of India and Pakistan.

Our news and current affairs programming will continue to take a distinctively international perspective.

BBC Four should:

- Broadcast at least 30 new documentaries from around the world.
- Premiere at least 20 new international film titles each year (defined as the first showing in UK on a digital TV channel).

## **Promoting education and learning**

BBC Four aims to build viewers' knowledge by offering a greater context and depth than any other BBC channel. We feature an ambitious range of subject matter and often create space in peak time to do things that mainstream channels find difficult, such as exploring a single theme in great detail.

Specifically this year we will examine Edwardian society in *The Birth of Now*, a season of programmes giving new insight into an era that directly fashioned today's society. In science, a range of programming under the umbrella title of *The Science You Can't See* will examine the importance of maths and physics. And we will examine religious history with *Protestantism*. Across our ambitious range of output we will use experts to explain and analyse the main issues at the heart of the matter.

## **Representing the UK's nations, regions and communities**

BBC Four will continue to record and broadcast performance from across the nations and regions of the UK.

We will maintain our commitment to *Celtic Connections*, bringing the best in contemporary and traditional music to a wider audience. Following our previous successful journeys into communities of jazz and folk, BBC Four will extend the *Britannia* brand into classical music, fantasy literature and pop.

Complementing BBC One's *Jekyll and Hyde*, Ian Rankin's *Edinburgh* will examine the literary life of Edinburgh crime and search into the real, historical antecedents to Dr Jekyll and Mr Hyde.

## **Sustaining citizenship and civil society**

BBC Four provides in-depth global news and current affairs across a range of output.

*Storyville* will participate in a global democracy initiative that will use documentary to examine the democratic process around the globe.

*Beryl's Last Year* and *Chelsea Pensioners* will address issues surrounding care of the elderly.

A group of observational documentaries, including *Women's Institute* and an updated *Doctors To Be*, will offer further reflection on British society today.

## **Emerging communications**

BBC Four uses its website to encourage virtual communities to exchange views and ideas examined and explored in our programmes. Building on recent success in engaging BBC Four viewers in the online science fiction timeline, in particular this year we will encourage audience contributions and input for the Edwardian season, as we seek to uncover personal stories and objects of historical significance from the period.

## **Performance measurement framework**

Reach:	BBC Four should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to increase its own weekly reach.
Quality:	Audience approval of BBC Four and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
Impact:	Licence fee payer awareness of BBC Four and audience perceptions of BBC Four as engaging and challenging.
Value for money:	BBC Four's cost per viewer hour.

## **Statutory commitments**

The following target is agreed with Ofcom each calendar year:

- Approximately 70% of hours and 50% of hours in peak to be originations (original productions include all BBC-commissioned programming, excluding repeats of programming first shown on another BBC public service channel).

The following commitment has been made to the Department for Culture, Media and Sport:

- At least 70% of the BBC Four schedule will be programmes made in the EU/EEA.

And in conjunction with other BBC network television services:

- To spend at least 30% of relevant programme production budgets, representing 25% hours of productions by volume, outside the M25.
- To maintain the current broad range of programmes produced outside the M25, and broad range of different production centres used across the UK.

# CBeebies

## Service remit

CBeebies offers high-quality, mostly UK-produced programmes to educate and entertain the BBC's youngest audience. The service provides a range of programming designed to encourage learning through play in a consistently safe environment for children under 6 years old.

## Service priorities

CBeebies broadcasts a mix of new, high-quality programmes that have a strong educational theme and encourage interactivity, much of it linked to the pre-school and school curricula. It complements its linear programming with interactive, digital content across the pre-school genres, enabling audiences to participate or to deepen their experience of a programme.

For the year ahead, key priorities for CBeebies include:

Priority	Rationale
Launch and build reach to three new programme brands ( <i>In the Night Garden</i> , <i>Tommy Zoom</i> and <i>Mama Mirabelle's Home Movies</i> ) as part of an overall challenge to maintain weekly reach to the service.	CBeebies should aim to at least maintain its reach in an environment of increasing competition.
Improve reach among 4–6 year olds through the introduction of new content brands such as <i>Tommy Zoom</i> , <i>Space Pirates</i> , <i>Numberjacks</i> and <i>Jackanory Junior</i> aimed at this age group.	The BBC is currently underserving 4–6 year olds, and this new strand will help us redress the balance.
Refresh the parenting websites to make them more dynamic and improve their user friendliness. Ensure that they are a practical parenting tool for CBeebies' 'second' audience.	Although the CBeebies brand is primarily for 0–6 year olds, we also provide a supportive role for their parents and carers, often in collaboration with other BBC departments.
Make more content – full programmes and clips – available on demand (subject to approval).	Making <i>Charlie and Lola</i> available on demand for the BBC Two broadband trial highlighted a huge appetite among younger viewers and parents for suitable content delivered in this form.

## How the service meets each BBC purpose

### Stimulating creativity and cultural excellence

CBeebies content stimulates a child's interest in a range of subjects from art and cookery to rhythm and music. Examples this year include *In the Night Garden* and *Take a Bow* (with their mix of dance, music and rhyme), *Nina and the Neurons* (introducing simple science) and *Scribble It* (the art of drawing).

Our magazine titles, including *Tikkabilla*, offer a journey of discovery and learning, while our drama and storytelling programmes – such as *Jackanory Junior* – stimulate the viewer's imagination.

We encourage creative participation from our viewers on a daily basis, from celebrating birthdays to using interactive television applications specifically developed to support and complement the channel's output.

A high proportion of content on CBeebies is UK-produced. Specifically this year we will:

- Ensure that at least 75% of investment is in new UK programming, including new series *In the Night Garden* and *Tommy Zoom*.

### Promoting education and learning

CBeebies offers a mix of education and entertainment via 'learning through play'.

Most content is linked to the Foundation Stage Curriculum and Early Learning Goals, and is developed and produced using pre-school specialists. This year we will feature language and literacy support in the form of *Something Special*, encourage numeric understanding via *Numberjacks*, promote science through *Nina and the Neurons*, and encourage our young viewers to extend their world view through programmes such as *Mama Mirabelle's Home Movies*.

### Representing the UK's nations, regions and communities

A sense of belonging is important to young children. This year *Balamory* will continue to foster a sense of community and introduce children to basic social skills. *Me Too* reflects life in the nursery and world beyond, introducing toddlers to new experiences and communities.

CBeebies aims to break down potential barriers between children by portraying people from a wide range of backgrounds and of differing abilities. We present a diversity of faces on screen and will continue to portray people from a wide range of backgrounds and of differing abilities.

This year we will:

- Broadcast over 4,500 programme hours.
- Ensure that a quarter of the hours of UK programming will be new material, including output commissioned from outside London, such as *Take a Bow*, *In the Night Garden*, *The Farmyard Bunch*, *Scribble It* and *Nina and the Neurons*.

## Emerging communications

The hugely popular [bbc.co.uk/cbeebies](http://bbc.co.uk/cbeebies) is a natural extension of the TV service and provides additional original content, games and creative opportunities for younger children to interact and participate with their favourite content. In addition, the online and interactive services will continue to support parents and carers by enabling them to explore and learn more about childcare and early learning.

In order to highlight the benefits of digital to the non-digital audience, CBeebies will continue to show some of the best of its output on BBC One or BBC Two.

## Performance measurement framework

Reach:	CBeebies should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach, particularly among its stated target audience.
Quality:	Audience approval of CBeebies and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
Impact:	Licence fee payer awareness of CBeebies and audience perceptions of CBeebies as engaging and challenging.
Value for money:	CBeebies' cost per viewer hour.

## Statutory commitments

The following targets are agreed with Ofcom each calendar year:

- 80% of hours to be originations (original productions include all BBC-commissioned programming, including originations and all repeats of programming first shown on any BBC public service channel).

The following commitment has been made to the Department for Culture, Media and Sport:

- Around 90% of output hours will be of UK/EU origin.

And in conjunction with other BBC network television services:

- To spend at least 30% of relevant programme production budgets, representing 25% hours of productions by volume, outside the M25.
- To maintain the current broad range of programmes produced outside the M25, and broad range of different production centres used across the UK.

# CBBC

## Service remit

The CBBC Channel (CBBC) provides a wide range of high-quality, distinctive programming for 6–12 year olds, including drama, entertainment, comedy, animation, news and factual programmes. The great majority of this content is produced in the UK.

CBBC provides a stimulating, creative and enjoyable environment that is also safe and trusted. The channel has a particular focus on informal learning, with an emphasis on encouraging participation.

## Service priorities

CBBC provides a mixed schedule with a balance of originated and acquired programmes throughout the day. It offers new and exciting programmes across a wide range of genres, including the best of current CBBC output from BBC One and BBC Two and the very best of world children's television. A high proportion of content on CBBC is UK-produced.

For the year ahead, key priorities for CBBC include:

Priority	Rationale
Maintain reach by refreshing our offer with new content brands targeted specifically at 6–12 year olds – including <i>Sorcerer's Apprentice</i> , <i>Get 100</i> , <i>Shaun the Sheep</i> , <i>Do Something Different</i> and <i>Roman Mysteries</i> .	CBBC must work to maintain its distinctiveness and its audience reach at the same time, a dual challenge in an environment which is increasingly competitive.
Offer at least two new propositions – <i>CBBC World</i> and <i>MyCBBC</i> (working titles) – which will encourage increased participation and user-generated content in a more personalised environment.	Children are spending increasing amounts of time online, and CBBC has to offer more than a linear proposition. Dialogue and participation are an important part of children's media consumption.
Make more content – full programmes and clips – available on demand (subject to approval).	Research suggests that children of this age have a huge appetite for content delivered in this manner, but there are few services aimed directly at them.

## How the service meets each BBC purpose

### Stimulating creativity and cultural excellence

CBBC invests significantly in home-grown, original programming to create a mixed-genre schedule with a distinctive UK character throughout the day.

Our live presentation links – unique in UK children’s channels – allow instant interaction with our audience and are increasingly synchronised with our online services to create a visually cohesive brand. We continue to take great care in presenting content that is specifically tailored for 6–12 year olds in the most appropriate and engaging ways.

Our UK drama and entertainment brands, such as *M.I. High* and *Raven*, feed our viewers’ imaginations and provide some welcome relief from the pressures of their daily lives.

Specifically this year we will broadcast:

- 650 hours of drama.
- 150 hours of live presentation.

### Sustaining citizenship and civil society

CBBC offers factual and other content that introduces children to issues facing the world in which they live and helps them to understand the issues better. The primary focus of CBBC’s citizenship provision is *Newsround*, the only targeted UK television news service for children. This is complemented by an online presence that includes a learning module which gives our young viewers the opportunity to acquire basic skills in journalism (to become Press Packers) and share their stories.

This year, CBBC will:

- Provide at least three live news bulletins a day.
- Broadcast 85 hours of news.

### Promoting education and learning

CBBC offers opportunities for incidental learning and life skills development through much of its factual and other output. Examples for this year will include *Serious Andes* and *Beat the Boss*. The drama *Desperados* will explore disability this year – the series features a disabled basketball team and follows the struggles of one young boy who finds hope via the team after being injured in an accident and having to use a wheelchair.

Television output is supported and enhanced by a comprehensive web presence, a safe place on the web where children can discover more about topics relevant to them and also connect with other children in a pre-moderated environment.

Specifically this year we will:

- Broadcast over 1,000 hours of factual and schools programming, including *Roar*, *Blue Peter* and *Whizz Whizz Bang Bang*.

## **Representing the UK's nations, regions and communities**

CBBC presents a diversity of faces on screen and will continue to portray people from a wide range of backgrounds and of differing abilities.

We will continue to play a role in introducing our audience to community involvement and responsibility through output such as *Blue Peter*, with its charity appeals and regular, locally based and inspiring featured stories; *Newsround*, which captures the world we live in; and other pan-BBC campaigns as appropriate.

BBC Two nations will opt into the channel to cater for children whose summer holidays start earlier in the year.

## **Bringing the UK to the world and the world to the UK**

CBBC's focus is on UK-based programming, but we also offer our young viewers the chance to see the world and its myriad of peoples and cultures through a range of programming such as *Blue Peter*, *Serious Andes* and *Raven*. We will continue to enhance UK content by acquiring the best international children's programmes – this year *Dogstar* from Australia will get its first UK airing.

## **Emerging communications**

Interactivity underpins the service, and the CBBC online and interactive television services offer a rich array of related in-depth content. CBBC combines its linear programming with interactive digital content that encourages children to participate or to deepen their experience of a programme or topic.

In order to highlight the benefits of digital to the non-digital audience, CBBC will continue to show some of the best of its output on BBC One or BBC Two.

## **Performance measurement framework**

Reach:	CBBC should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach, particularly among its stated target audience.
Quality:	Audience approval of CBBC and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
Impact:	Licence fee payer awareness of CBBC and audience perceptions of CBBC as engaging and challenging.
Value for money:	CBBC's cost per viewer hour.

## **Statutory commitments**

The following targets are agreed with Ofcom each calendar year:

- 70% of hours to be originations (original productions include all BBC-commissioned programming, including originations and all repeats of programming first shown on any BBC public service channel).

The following commitment has been made to the Department for Culture, Media and Sport:

- CBBC will ensure that around 75% of the channel's output and investment is made in the EU/EEA.

And in conjunction with other BBC network television services:

- To spend at least 30% of relevant programme production budgets, representing 25% hours of productions by volume, outside the M25.
- To maintain the current broad range of programmes produced outside the M25, and broad range of different production centres used across the UK.

# Radio

## BBC Radio 1

### Service remit

Radio 1 aims to entertain and engage a broad range of young listeners with a distinctive mix of contemporary music and speech. It reflects the lives and interests of 15–29 year olds but also embraces others who share similar tastes.

It offers the best new music, supports emerging artists – especially those from the UK – and provides a platform for live music. News, documentaries and advice campaigns cover areas of relevance to young adults.

### Service priorities

Radio 1 provides its young audience with a mix of daytime programmes with wide appeal and specialist shows in the evening which operate at the forefront of new music. On-air output is complimented by an on-demand and interactive online service to ensure that the network remains relevant in today's rapidly evolving media environment.

For the year ahead, Radio 1's key priorities include:

Priority	Rationale
Continue to develop interactive content which enhances on-air output, in particular experimenting with the possibilities mobile technology allows, for example by accompanying audio with visual or user-generated material.	Young people are among the most digitally curious when dealing with new technologies. Radio 1 needs to evolve continuously to ensure that it keeps engaging them and meets their needs and expectations.
Launch a new strand which focuses specifically on younger audiences and celebrates teenage life. Its ambition is to be the essential source and guide to growing up in 21st-century Britain.	Creating a specific zone in the schedule will enable Radio 1 to speak directly to this hard-to-reach audience and address relevant issues of interest or concern.
Take a leading role in a pan-BBC campaign to support unsigned and brand new artists and talent, both on air and through the promotion of performances at major events or festivals.	Radio 1's public service funding allows it to take greater risks with unproven acts and showcase new artists and those just starting their musical careers.

## How the service meets each BBC purpose

### Stimulating creativity and cultural excellence

Radio 1 plays a vital role in aiding musical creativity, providing a significant platform for new music and emerging artists, in particular those from the UK. An extensive playlist in daytime helps expose the best new tracks to a wide audience, while a portfolio of leading specialist DJs in the evening focuses on key genres for the audience. Live music and coverage of live events also features prominently.

This year we plan to introduce a major music concert for under-18s, organised by Radio 1, into our events calendar. We will also significantly increase our coverage of Download, the UK's biggest rock festival, as well as returning to Glastonbury, T in the Park, the Reading and Leeds festival, and Global Gathering.

In the year ahead we will ensure that:

- At least 40% of the schedule is devoted to specialist music or speech-based programmes.<sup>2</sup>
- In daytime output<sup>3</sup>, at least 40% of the music is from UK acts.
- In daytime output at least 45% of the music is new.<sup>4</sup>
- The service broadcasts from around 25 major live events and festivals in the UK and abroad.
- There are at least 250 new sessions and *Live Lounge* performances.
- Radio 1 contributes to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers.

### Sustaining citizenship and civil society

Radio 1 employs a dedicated team of journalists to provide an accurate and impartial news service in an appropriate tone and language for young audiences. News output is placed at the heart of the daytime schedule and encourages listeners to explore a broad range of subjects and engage in debate.

Over the next year we will continue to reflect listeners' interests and concerns with subjects such as binge drinking, sexual health and body image. Specialist reporters will cover technology and international and political issues from a youth angle.

This year we will:

- Broadcast at least 310 hours of news, sport and current affairs.

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<sup>2</sup> Specialist music is music which appeals to specific groups of listeners – focusing on a specific genre of music or on cutting-edge music from a range of genres.

<sup>3</sup> Daytime is defined as 6am–7pm Monday–Friday and 8am–2pm Saturday–Sunday.

<sup>4</sup> Either unreleased or less than one month after release date (physical release, not download release).

## **Promoting education and learning**

Radio 1 offers a range of tailored speech content. Documentaries cover varied subjects and social action output offers help and guidance on relevant personal, health and other concerns.

We are aiming to take a more innovative approach to programming documentaries this year, placing them throughout the schedule – as appropriate for the individual subject matter – rather than in a fixed slot. We will also follow up 2006's Bare All sex survey with a campaign highlighting safer sex issues, and revamp the *One Life* online pages.

This year we will:

- Commission at least 40 new documentaries.

## **Representing the UK's nations, regions and communities**

Radio 1's extensive live events schedule reflects the wide range of music-making enjoyed across the UK, and the network's own events often focus on areas underserved by commercial promoters. Regular opt-out programmes in Scotland, Wales and Northern Ireland help develop talent at a grassroots level. In addition, we will work with colleagues from across the UK's nations and regions to help identify a range of unsigned and brand new acts, and then bring them to a wider audience.

This year we will:

- Broadcast at least 200 hours of original opt-out programming from the nations.

## **Bringing the UK to the world and the world to the UK**

Radio 1 showcases the best global musical talent to UK audiences and covers a range of significant music events from around the world. News and current affairs output regularly places major international stories into context for UK listeners.

## **Emerging communications**

In addition to analogue broadcasting, Radio 1 is available on DAB and via digital television, and is streamed on the internet. Some programmes are available on demand after broadcast, extending their life by making them accessible to listeners for whom a linear schedule is not convenient. Radio 1 promotes and encourages experimentation with new technologies as they become available to ensure that listeners have the maximum opportunity to access programmes as and when they want.

## **Performance measurement framework**

Reach:	Radio 1 should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach, particularly among its stated target audience.
Quality:	Audience approval of Radio 1 and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
Impact:	Audience perceptions of Radio 1 as engaging and challenging.
Value for money:	Radio 1's cost per listener hour.

# BBC Radio 2

## Service remit

Radio 2 is a distinctive mixed music and speech service, targeted at a broad audience which aims to appeal to all age groups over 35. It offers entertaining popular music programmes and speech-based content including news, current affairs, documentaries, religion, arts, comedy, readings and social action output.

## Service priorities

Radio 2 aims to broadcast a popular range of audio and associated digital content, of quality and innovation, to a large and diverse audience. Within this context, the musical output will cover an extensive range of genres, and the news, current affairs and documentaries will aim to help listeners understand and engage practically with the modern world.

For the year ahead, Radio 2's key priorities include:

Priority	Rationale
Develop further the Radio 2 Music Club to offer a substantial range of enhancements to our coverage of music.	Radio 2 will add new elements to its audio output in such areas as the visualisation of live music, offering greater depth of content as well as exposing the audience to new technologies.
Build upon the success of the <i>Out to Lunch</i> comedy series by commissioning further series and spin-offs for outstanding new talent. We will act in partnership with BBC Television wherever possible.	Radio 2 is key to the support and development of new comedy formats, writing and performance within the BBC portfolio. Working with BBC Television will ensure that the results of this creativity are brought to the largest available audience.
Maintain our commitment to live music output, covering key UK and international music events, and presenting concerts and studio sessions.	Radio 2 enables audiences to enjoy, explore and participate in music-making. The development of new songwriting and live performance, and the encouragement of new artists, especially those from the UK, are all essential components.

## How the service meets each BBC purpose

### Stimulating creativity and cultural excellence

Radio 2's programmes will cover a wide range of musical genres, with the social and cultural context of the music explored through documentaries. Radio 2 will support new songwriting, live performance and new and established artists, especially those from the UK. We will support comedy by developing new talent in writing and performance. Regular arts coverage will explore contemporary music, theatre, writing and film.

We will commission a *Sixties Summer* season that celebrates 1967 as a pivotal year in the history of popular culture with the release of *Sgt Pepper's Lonely Hearts Club Band* and the Monterey pop festival, where Jimi Hendrix, Janis Joplin and Otis Redding all emerged. It was also the year that saw the arrival of Radio 1 and Radio 2, and a series of documentaries will be commissioned, culminating in a special 40th birthday schedule celebrating iconic radio programmes from the past.

We will further develop the *Radio 2 Music Club Presents...* series offering a platform for new British and international artists to showcase their talent in front of a live, intimate audience, with output in shows such as Dermot O'Leary's.

Specifically this year Radio 2 will:

- Broadcast a broader range of music than any other major UK radio station, with over 1,100 hours of specialist music programmes.
- Broadcast over 60 hours of musical theatre and film music.
- Broadcast over 100 hours of arts programming.
- Contribute to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers.

### Sustaining citizenship and civil society

Radio 2 will provide accurate, impartial and independent coverage of UK and international events in a style appropriate to its audience. We will help listeners understand social and political issues so that they can participate in debate and become more active citizens. We will broadcast regular news bulletins, and an accessible, interactive current affairs programme each weekday.

In documentaries, we will reflect upon the changing attitudes and lifestyles in our society over recent generations. These will include an examination of the women's movement in *I Am Woman*, and a look at the legacy of 25 years of Aids. And in *His Hands*, the impact of domestic violence will be explored through music and the experiences of its victims.

This year, Radio 2 is committed to providing:

- Over 800 hours of news and original current affairs programming, including regular news bulletins.

### Promoting education and learning

Radio 2 will support pan-BBC learning initiatives and work with partners on social action campaigns. We will promote informal learning through documentaries that provide an understanding of the context in which music is created. We will stimulate learning and participation in music through broadcast programmes, workshops and online interactivity, and through awards and support for new artists.

The Radio 2 Music Club will promote the exploration of musical genres by encouraging the public to share their musical recommendations online and will aim to develop public involvement in the debate and discussion of new and familiar music. The Radio 2 Music Club will also expand the public experience of a live orchestra event by offering contemporary digital content around our occasional *Friday Night with...* series, where a high-profile contemporary performer takes part in a special *Friday Night is Music Night* concert.

We will participate, through special programming and events, in a BBC initiative to encourage the public to learn a musical instrument. We will also join in a pan-BBC campaign to increase understanding of environmental issues, particularly related to tackling global warming.

This year we will:

- Broadcast a schedule which is around one-third speech output.

### **Representing the UK's nations, regions and communities**

Radio 2's coverage of music – including live performance – its documentaries, arts programmes, current affairs and religious output will reflect the diversity of the UK. Radio 2 will facilitate the growth of communities of interest through its music output, with learning, participation and debate. Radio 2 will bring people together for selected UK-wide events.

We will commission a documentary tracking the history of roots reggae, explaining exactly the tenets of the Rastafarian faith and its consequent influence on music.

We will be the audio partner for *A Concert for Diana*, a live event that will be a national celebration, drawing on the music that inspired the Princess, to coincide with the 10th anniversary of her death.

This year Radio 2 will:

- Broadcast at least 170 hours of religious output covering a broad range of faiths.

### **Bringing the UK to the world and the world to the UK**

Radio 2 will offer the best international musical talent and innovative music from around the world. News and current affairs will cover international issues and events, and our documentaries will explore a range of international music, history and culture.

Radio 2 will provide a platform for British talent, bringing UK music to a world audience through its representation at international events.

We will chart, in a documentary series, the decline of the American West, cowboy culture and the associated country and western music.

We will also cover key overseas music events including South by Southwest and North by Northeast – both of which promote British music in America – as well as the Country Music Association Awards and the Americana Awards.

### **Emerging communications**

In addition to analogue broadcasting, Radio 2 is available on DAB and via digital television, and is streamed on the internet. Some programmes are available on demand after broadcast, extending the life of the programmes by making them accessible to listeners for whom a linear schedule is not convenient.

## **Performance measurement framework**

- Reach: Radio 2 should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach, particularly among its stated target audience.
- Quality: Audience approval of Radio 2 and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
- Impact: Audience perceptions of Radio 2 as engaging and challenging.
- Value for money: Radio 2's cost per listener hour.

# BBC Radio 3

## Service remit

Radio 3 offers 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 seeks to inform and educate the audience about music and culture. Jazz, world music, drama, the arts and ideas, and religious programming also feature in its output.

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

## Service priorities

Radio 3 will continue to place a special emphasis on live and specially recorded music. It will enrich the cultural life of the UK by reflecting its music and arts agenda. It will commission new work and performances from composers, musicians and writers, and draw on the best talent from across the world to create its wide-ranging portfolio of programmes.

This year Radio 3's priorities are:

Priority	Rationale
Strengthen coverage of the international music scene in daytime programming; it will represent the world's major performers and festivals with at least 100 concerts or opera performances of foreign origin.	Radio 3 is responding to the international nature of the musical scene with more regular coverage of music outside the UK.
Provide listeners with a new appointment for the appreciation of poetry, interleaved with a sequence of complementary music.	The new non-presented programme will expand the station's poetry coverage beyond what is currently available in <i>The Verb</i> .
Increase the presence of musical recommendations on air and in interactive media, enhancing our role as a guide to the musical genres in our schedule.	This emphasis within programmes is aimed at providing entry points to less experienced listeners, while fostering debate among the more knowledgeable.
Broadcast programming to complement the Radio 4 historical introduction to classical music in 60 programmes.	This series will provide an entry point for listeners, providing context and stimulus for their further exploration of classical music.

## How the service meets each BBC purpose

### Stimulating creativity and cultural excellence

Radio 3 is committed to presenting music from across the UK from a broad range of venues and festivals, including every programme in the BBC Proms. We use the BBC performing groups and collaborate with a wide range of external organisations to make performances available to listeners. Speech, drama and commissioned writing are a vital component of the programme mix.

We will stimulate and celebrate creativity specifically through our involvement in the Royal Philharmonic Society Awards, the British Composer Awards and the Radio 3 Awards for World Music. Building on our exploration of British music during 2006, we will mark the Edward Elgar anniversary, extensively presenting his music and cultural context.

This year we will:

- Ensure that 50% of the station's music output consists of live or specially recorded music.
- Broadcast at least 500 live or specially recorded performances.
- Commission at least 30 new musical works.
- Contribute to BBC Radio's commitment to commission at least 10% of eligible programmes from independent producers.

### Promoting education and learning

We aim to give context to our music output, both in our presentation and in supporting content for our website. We will support new and emerging artists through the New Generation Artists scheme.

The new emphasis on recommendation seeks to stimulate interest and debate across Radio 3 musical genres. We will develop our new programme *Jazz Library* as a counterpart to the long-established classical feature *Building a Library*.

This year we will:

- Commission at least 30 documentaries on arts and cultural topics.

### Representing the UK's nations, regions and communities

The BBC's orchestras and the BBC Singers bring live orchestral and choral music to a wide range of venues. Our regular coverage of musical performance and the arts reflects creativity from across the UK.

In particular this year we will reflect the anniversary of the abolition of the transatlantic slave trade in Radio 3 broadcasts.

For 2007/2008 we will:

- Ensure that 40% of relevant spend<sup>5</sup> is incurred outside the M25 area.

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<sup>5</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.

## **Bringing the UK to the world and the world to the UK**

Radio 3 presents its listeners with music and the arts extending beyond national boundaries. We work actively with partner broadcasters to present highlights of musical life from outside the UK. We will continue to develop our international coverage to strengthen the representation of major performances, in particular opera broadcasts.

## **Sustaining citizenship and civil society**

We will address contemporary issues in programmes such as *Night Waves* and *Music Matters*, debating issues from a cultural perspective, offering a variety of opinions, and encouraging our listeners to come to their own conclusions.

We will again organise *Free Thinking*, a weekend of speech events based around major issues facing society, and involving the public both in the Liverpool-based festival and through a high degree of interactivity on air and online.

## **Emerging communications**

In addition to analogue broadcasting, Radio 3 is available on DAB and via digital television, and is streamed on the internet. Some programmes are available on demand after broadcast, extending the life of the programmes by making them accessible to listeners for whom a linear schedule is not convenient. This year we will improve our digital service by offering greater consistency of text information on digital platforms and by implementing a streamlined online process for dealing with listener queries and requests.

## **Performance measurement framework**

- Reach: Radio 3 should contribute towards the maintenance of combined BBC weekly reach for all BBC services 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 (including repeats).
- Impact: Audience perceptions of Radio 3 as engaging and challenging.
- Value for money: Radio 3's cost per listener hour.

# BBC Radio 4

## Service remit

Radio 4 is a mixed speech service, offering in-depth news and current affairs and a wide range of other speech output including drama, readings, comedy, factual and magazine programmes. The service aims to appeal to listeners seeking intelligent programmes in many genres which inform, educate and entertain.

## Service priorities

Accurate, impartial and independent news and current affairs are the backbone of the Radio 4 schedule and cover the full range of domestic and international issues. This output is complemented by other challenging and engaging speech programmes across a broad array of genres.

Radio 4 seeks to reflect the diversity of the UK across its whole schedule. It takes risks, challenges received wisdom and invests in original content rarely found elsewhere. Its drama, readings and innovative comedy come from both new and established talent.

The service is available on Long Wave, offering listeners the chance to opt out of the main schedule to live coverage of major events or sporting fixtures.

Key priorities for Radio 4 this year include:

Priority	Rationale
Enhance the impact of drama output, including multi-part dramas based on contemporary and historical themes in the <i>Afternoon Play</i> and <i>Friday Play</i> slots.	Radio 4 is the UK's major commissioner of radio drama, and is committed to delivering the best experiences for its listeners through its varied drama output.
New, extended narrative history series on a variety of subjects, such as classical music and democracy.	Radio 4 offers factual programming of a sweep and ambition unmatched in any other UK broadcast media.
Widen the appeal of the output through: <ul style="list-style-type: none"><li>• Creating a bigger sense of occasion in the schedule with seasons of programmes around particular topics, including this year sexuality and the anniversary of the independence of India and Pakistan.</li><li>• Finding more flexible ways to respond to current events across the schedule.</li></ul>	Radio 4 aims to attract new listeners to speech radio, including extending its reach among 35–54 year olds, while also keeping existing listeners engaged and entertained.

## How the service meets each BBC purpose

### Sustaining citizenship

Radio 4 provides in-depth radio news and current affairs, bringing listeners accurate, authoritative reports and analysis of domestic and global affairs through daily programmes – such as *Today*, *The World at One* and *PM* – and weekly news bulletins and sequence programmes. News programmes and other factual output reflect the contemporary social, economic and political reality of the UK and offer listeners access to the range of views surrounding contemporary issues.

We will break stories with programmes such as *File on 4* and scrutinise issues in *The Week in Westminster* and *Analysis*. Parliamentary proceedings are reported daily whenever Parliament is sitting.

This year we will provide impartial, rigorous and substantial analysis of the political parties' campaigns for the Scottish Parliament, the Welsh and Northern Irish Assemblies, and the English local elections in May. We will also provide extensive coverage of leadership changes in the Labour Party and in Government.

This year we will:

- Broadcast at least 2,500 hours of news and current affairs programmes.

### Stimulating creativity and cultural excellence

Radio 4 commissions programmes from a diverse range of suppliers across numerous genres and is the primary market in the UK for independently produced speech radio. We are a leading patron of the art of radio drama. We will broadcast plays by outstanding dramatists, as well as by many writers new to radio. And we will broadcast multi-part dramas, based on contemporary and historical themes, in the *Afternoon Play* and *Friday Play* slots.

We also devote large parts of our schedule to the exploration of literature and the arts in general, through documentaries, debates and reviews. We will continue to provide a range of programmes relating to literature, such as *Book Club*, *Open Book* and *A Good Read*. In 2007 we will establish a presence at the Hay Festival of Literature.

Radio 4 is the home of radio comedy, developing many of the programmes and comedy talents which grow and find a place on television. We will extend our comedy programming from the Glastonbury Festival.

This year we will:

- Broadcast at least 730 hours of original drama and readings.
- Ensure that at least of 25% of new *Afternoon Plays* will be first or second commissions from writers new to radio.
- Broadcast at least 180 hours of original comedy.
- Contribute to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers.

## **Promoting education and learning**

Alongside the schools programmes broadcast overnight on digital platforms, Radio 4 makes a significant contribution to the BBC's provision of informal learning opportunities, making specialist subjects accessible and providing in-depth examination through a diverse range of programmes and genres such as *In Business* and *The Bottom Line* (business), *Money Box* (finance) and *Gardeners' Question Time* (gardening). It regularly explores the sciences, including natural history and medicine, in strands such as *Nature*, *Material World* and *Case Notes*. Programmes are planned covering the changing face of London, the state of the newspaper industry and contemporary sexuality.

Weekly documentaries in the *Archive Hour* strand will continue to take fresh approaches to understanding the recent past. A longer historical view will be provided in major authored narrative series on classical music and democracy. Key anniversaries this year, such as those of the independence of India and Pakistan, the Falklands conflict and the Six Day War, will be marked across the schedule.

A multi-platform event on migration, *World on the Move*, will be developed in partnership with the Open University to extend the reach and impact of broadcast and online content.

For 2007/2008 Radio 4 will:

- Broadcast at least 200 hours of original documentaries.

## **Representing the UK's nations, regions and communities**

Radio 4 aims to reflect the diversity of the UK by recording a wide variety of programmes with audiences at venues across the UK – every week a religious service, a current affairs debate and a gardening programme are broadcast from different parts of the country. Comedy game shows such as *Just a Minute* are also broadcast from venues across the UK.

We will continue to provide live worship and in-depth reporting of religious affairs across major faiths. Strands such as *Sunday* and *Beyond Belief* will go beyond polemics to probe the world of religion, illuminating the varieties of belief between and within faith communities. We will provide live coverage of significant state events, enabling people across the UK to share a sense of unity.

Devotees of cricket will continue this year to find *Test Match Special* on Radio 4 Long Wave, which will provide ball-by-ball coverage of the World Cup as well as Test Match series.

For 2007/2008 Radio 4 will:

- Broadcast at least 200 hours of original religious programming.

## **Bringing the UK to the world and the world to the UK**

Radio 4 covers international issues and events in breadth and in depth – covering an extensive range of stories and issues, and enhancing daily news with programmes such as *Crossing Continents* that explore international issues in considerable depth. In this way Radio 4 helps people make sense of the world we inhabit.

In 2007 the Reith Lectures, *Bursting at the Seams*, will be given by economist Jeffrey Sachs. Recorded in London, Edinburgh, New York and Beijing, they will offer fresh insight into global challenges to audiences in the UK and – via the web and BBC World Service – worldwide.

## **Emerging communications**

In addition to analogue broadcasting, Radio 4 is available on DAB and via digital television, and is streamed on the internet. Some programmes are available on demand after broadcast, extending the life of the programmes by making them accessible to listeners for whom a linear schedule is not convenient. This year we will relaunch our website to offer users a radically new way of navigating across the schedule and finding the content they want.

## **Performance measurement framework**

- Reach: Radio 4 should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach.
- Quality: Audience approval of Radio 4 and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
- Impact: Audience perceptions of Radio 4 as informative, engaging and challenging.
- Value for money: Radio 4's cost per listener hour.

# BBC Radio Five Live

## Service remit

Radio Five Live is BBC Radio's home of continuous news and live sports coverage. It aims to bring its audience major news stories and sports events as they happen, and provide context through wide-ranging analysis and discussion. Programming is designed to inform, entertain and involve. The primary target audience should be 25–44 year olds<sup>6</sup>, but the service should also appeal to news and sports fans of all ages and from all ethnic backgrounds and areas across the UK.

## Service priorities

Radio Five Live provides a wide range of news and sport programming, including rolling news whenever a big news story breaks, live commentary on major sporting events (subject to rights), and a range of other programmes that are presented in a dynamic and accessible style. Its news is supported by the BBC's global newsgathering operation. Much of the schedule is broadcast live.

Our key priorities for 2007/2008 are:

Priority	Rationale
Continue to place emphasis across the network on migrating listeners from Medium Wave to digital platforms.	Listening is declining as a result of poor reception in some parts of the UK.
Expand use of user-generated content and feature more original stories from listeners.	To increase the relevance and originality of our content.
Deliver comprehensive coverage of the Rugby World Cup in September/October 2007.	To provide one-stop commentary, analysis and debate around a major sporting tournament, uniting our diverse audience around the event.

## How the service meets each BBC purpose

### Sustaining citizenship and civil society

Radio Five Live offers its listeners accurate and independent coverage of UK and world events in an accessible style. It makes use of its flexible live schedule to offer instant access to the big breaking news stories, and will become a rolling news service when appropriate. Around three-quarters of output across the year is dedicated to news programming, including the weekday peak hours at breakfast and evening drivetime.

We will also cover politics, aiming to make our parliamentary coverage accessible and engaging to a diverse younger audience. We will cover the elections this year for the Scottish Parliament and the Welsh Assembly, and the local elections in England. Younger listeners often do not engage with the political process, and we will encourage their involvement in the issues that matter to them in a series of programmes looking at what it means to be British, driven by their stories and insights.

This year Radio Five Live will:

- Broadcast at least 6,000 hours of regional, national and international news coverage (around 70% of output).

<sup>6</sup> The BBC Trust is considering removing the target age range from this remit.

## **Representing the UK's nations, regions and communities**

Radio Five Live provides high-quality, trusted sports broadcasting and sports journalism, whether covering a domestic football match or an international event. We aim to unite people around all types of sporting occasion.

Our nationwide network of reporters and producers reflect events and the diversity of opinion found in the UK, both on location and through our daily news and sport phone-ins. We encourage our listeners to debate and provide opportunities for this on air and online via our website.

We plan to enrich our audience interactivity by offering more points of access to listeners, including our email newsletter *The Five Livewire* and more opportunities to tell their stories on air.

## **Bringing the UK to the world to the world to the UK**

Radio Five Live's news and sports coverage embraces an international, national and local agenda. We fully utilise the BBC's international news bureaux, and our debates and discussions will continue to involve international experts and newsmakers. Where possible we will include live reportage from the scenes of major breaking international stories.

This year we will provide extensive overseas sport and news coverage – including the Rugby World Cup from France, the Cricket World Cup from the West Indies, and a season of programming looking at the impact of Russia and Russians on British life.

## **Stimulating creativity and cultural excellence**

Radio Five Live's non-sport output will continue to reflect significant developments in the arts, and we will cover theatre, film, music and books at different points in the schedule.

We will launch *Creative Calendar* – an innovative means of making original content and giving our listeners more of what they say they want.

This year Radio Five Live will:

- Contribute to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers.

## **Promoting education and learning**

Radio Five Live will offer in-depth analysis, documentaries and specials on a wide range of subjects across the news and sport agendas. We will also take part in pan-BBC social action initiatives which are appropriate to our audience.

We will mount a series of set-piece debates from locations across the UK, covering a range of key issues that have particular resonance for our audience.

This year we will:

- Broadcast around 50 hours of documentaries, plus specially commissioned debates on major news and sport events.

## **Emerging communications**

In addition to analogue broadcasting, Radio Five Live is available on DAB and via digital television, and is streamed on the internet. Some programmes are available on demand after broadcast, extending the life of the programmes by making them accessible to listeners for whom a linear schedule is not convenient.

## **Performance measurement framework**

**Reach:** Radio Five Live should contribute towards the maintenance of combined BBC weekly reach for all services at over 90% by aiming to maintain its own weekly reach.

**Quality:** Audience approval of Radio Five Live and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).

**Impact:** Audience perceptions of Radio Five Live as informative, engaging and challenging.

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

# BBC Five Live Sports Extra

## Service remit

BBC Five Live Sports Extra brings a greater choice of live action to sports fans by offering a part-time extension of Radio Five Live. The service aims to provide increased value for licence fee payers from the portfolio of sports rights already owned by the BBC, by offering alternative coverage to that provided on other UK-wide BBC services.

## Service priorities

Five Live Sports Extra aims to attract sports fans of all ages and to encourage radio listening via digital platforms by offering commentary-based coverage of matches and events. We exploit sports rights already owned by the BBC. Our schedule is driven by the sporting calendar and by whatever commentaries are provided by other BBC services. When there are clashes of sports or major fixtures, Five Live Sports Extra provides alternative commentaries to those on Radio Five Live.

This year's priorities for Five Live Sports Extra are:

Priority	Rationale
Evolve further as the uninterrupted home of <i>Test Match Special</i> .	To offer cricket fans an improved service through more engaging coverage than before, in digital quality, and minus the interruptions that were previously part of the BBC's cricket coverage.
Nurture new sport broadcasting talent.	To give greater experience of live action broadcasting to existing journalists, presenters and experts and to act as an entry point for the sports broadcasters of the future.

## How the service meets each BBC purpose

### Representing the UK's nations, regions and communities

Five Live Sports Extra extends the availability of high-quality sports coverage from around the UK to its audience. We will provide sports commentaries from wherever the action is taking place – uniting people from different locations across the UK around a shared interest, whether a local football derby or major national listed event – and giving the listener a real sense of occasion and atmosphere.

Within the limitations of our part-time service, we will stimulate, support and reflect the diversity of sporting activity in the UK, including the key drivers of national or local passion: rugby, cricket and football.

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

Five Live Sports Extra will continue to provide live sports coverage, including some major international events or competitions that UK-based audiences could not experience otherwise.

When required, we will offer alternative audio coverage of the big international sporting events and tournaments if there is a clash with those already on Radio Five Live. Commentary will always come live from wherever the event is taking place, adding to the experience.

### **Stimulating creativity and cultural excellence**

It is an ongoing priority for Five Live Sports Extra to cultivate new sports broadcasting and production talent for the industry, including giving emerging presenters, commentators and experts opportunities to work on high-class sports programming across a broad range of competitions and events in the sporting calendar.

Over the next 12 months our output will include:

- supplementary commentary from the FA Carling Premiership
- extended cricket commentary for *Test Match Special* fans
- coverage of the Coca-Cola Championship, League One and League Two, the Carling Cup and the Scottish Premier League
- additional Rugby Union and Rugby League commentaries
- the Formula One qualifying rounds
- supplementary court coverage of Wimbledon, and of the US, Australian and French Open tennis

This year we will:

- Contribute to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers.

### **Emerging communications**

Five Live Sports Extra is available on DAB and via digital television. Commentaries will be streamed live on the internet whenever rights allow. Some programmes may also be available on demand after broadcast, extending the life of the programmes by making them accessible to listeners for whom a linear schedule is not convenient.

### **Performance measurement framework**

- |                  |   |
|------------------|---|
| Reach:           | Five Live Sports Extra should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to increase its own weekly reach.            |
| Quality:         | Audience approval of Five Live Sports Extra and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats). |
| Impact:          | Licence fee payer awareness of Five Live Sports Extra and audience perceptions of Five Live Sports Extra as engaging and challenging.   |
| Value for money: | Five Live Sports Extra's cost per listener hour.  |

# 1Xtra

## Service remit

1Xtra plays the best in contemporary black music, with a strong emphasis on live music and supporting new UK artists. The schedule also offers a bespoke news service, regular discussion programmes and specially commissioned documentaries relevant to the young target audience (15–24 year olds), particularly – although not exclusively – those from ethnic minorities.

## Service priorities

1Xtra brings together the full range of contemporary black music and culture, driven by the needs of its target audience. Daytime programming will offer a wide range of music from all relevant black music genres, with specialist programmes during the evenings presented by leading DJs in their field. Live music will be a key part of the schedule. Speech output – including news – will aim to be relevant to our listeners.

For the year ahead, key priorities for 1Xtra include:

Priority	Rationale
Refresh the schedule, with the emphasis on developing talent.	To provide fresh impetus to the station with the view to increasing reach among the target audience.
Develop a signature live event focusing on delivering a unique live music experience to the audience.	Live music is key to 1Xtra and creating a large-scale event will help to create a greater impact with the audience than is currently possible with our existing range of live music broadcasts, as well as helping to deliver credit back to the station for the range of live music broadcast.
Undertake a comprehensive review and reformat of how 1Xtra delivers its weekday news and discussion programming.	1Xtra is committed to providing bespoke news, entertainment and discussion programming during weekdays. This content is currently delivered as <i>TXU</i> at 2–4pm, and the review will allow us to ensure that the station continues to deliver this content in the most appropriate form for our audience.

## How the service meets each BBC purpose

### Stimulating creativity and cultural excellence

The 1Xtra schedule offers a music mix designed to authentically reflect modern black music culture. We seek out the latest forms of black music and expose them to a wider audience than before. Live music is key to our proposition, and we broadcast events from venues across the UK, as well as exploring the black music scene abroad.

1Xtra strongly supports new musical talent, particularly from the UK, and we are committed to finding the next generation of music presenters.

We will showcase new and unsigned artists in the weekly *Homegrown* programmes, and broadcast a special week of programming exploring the international reggae dancehall scene.

In 2007/2008 we will:

- Ensure that at least 70% of the music we play is new.<sup>7</sup>
- Ensure that at least 40% of all music played is from the UK.
- Broadcast at least 50 live music events.
- Contribute to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers.

### Sustaining citizenship and civil society

1Xtra offers a tailor-made news service for its audience through its hourly *TX* bulletins and the weekday magazine show, *TXU*, which provides coverage and analysis of national and international issues to an audience who may consume little news elsewhere. This year we will undertake a review of *TXU* with a view to relaunching the programme to better reflect the needs and wants of the target audience.

In particular, for the year ahead we will ensure that:

- Approximately 20% of overall output is speech-based.
- Around 10% of output is dedicated to news, documentaries and social action programming.

### Representing UK's nations, regions and communities

1Xtra provides a national focal point for fans of all genres of black music throughout the UK, bringing together different audience groups through a shared passion.

We will continue to provide our unique range of genres throughout the schedule, including this year extensive live coverage of the Leeds Carnival.

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<sup>7</sup> Less than one month after UK release (physical release not download release).

## **Bringing the UK to the world and the world to the UK**

While 1Xtra is committed to UK music, we are also committed to bringing listeners the best non-UK origin black music, in particular relevant US genres.

Our output will include a dedicated weekend of programming from around the UK focusing on artists featured in *Homegrown*, as well as a weekend of special programming focusing on the dominant hip hop music scene.

## **Promoting education and learning**

1Xtra is primarily a music network, but we also provide some opportunities for informal learning through bespoke documentaries, information and advice relevant to our young target audience. Social action also features in our schedule – we plan to run a campaign focusing on matters of sexual health and education.

## **Emerging communications**

1Xtra is a digital radio station. It is available on DAB and via digital television, and is streamed on the internet. Some programmes are available for download after broadcast, extending the life of the programmes by making them accessible to listeners for whom a linear schedule is not convenient.

## **Performance measurement framework**

Reach:	1Xtra should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to increase its own weekly reach, particularly among its stated target audience.
Quality:	Audience approval of 1Xtra and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
Impact:	Licence fee payer awareness of 1Xtra and audience perceptions of 1Xtra as engaging and challenging.
Value for money:	1Xtra's cost per listener hour.

# BBC 6 Music

## Service remit

BBC 6 Music aims to entertain lovers of popular music with a service offering music from the 1960s to the present day. Its programmes juxtapose current releases outside the mainstream with earlier recordings, including music from the BBC Sound Archive. It provides context for the music it plays, and supports live music and new artists.

## Service priorities

6 Music focuses on major artists and material which do not receive much support from other radio stations. It offers a wide selection of music and the work of UK artists substantially represented in its output. Tracks, sessions and concerts from the BBC archive provide an important element of the programming and the station also adds recordings of festivals, concerts and its own sessions to the archive. The station provides context to the music it plays through authoritative presentation, features and documentaries which aim to develop an increased audience understanding and appreciation. 6 Music's enthusiasm for music attracts listeners who, because of constraints of time and lifestyle, are looking for new ways to follow music development and enjoy live music.

For the year ahead, key priorities for 6 Music include:

Priority	Rationale
Develop further <i>The Hub</i> as a focus for live music, particularly from new and unsigned bands, with most being from the UK.	By adding enhancements, such as visualisation and related content, we will develop <i>The Hub</i> as a physical and virtual space for audiences to more actively engage with live music.
Develop our music news service by improving newsgathering in this country and abroad and by making it available to audiences across a range of digital platforms.	6 Music will be the key provider of music news content within the BBC audio portfolio and will use its relationship with the music communities to provide a comprehensive service for listeners.

## How the service meets each BBC purpose

### Stimulating creativity and cultural excellence

6 Music will reflect the evolution of popular music, through extensive use of the BBC archive.

We will support iconic artists, including those who no longer receive significant UK airplay, in a depth not matched elsewhere.

We will schedule special projects that mark important musical anniversaries, in addition to the regular BBC archive output in the *Dream Ticket* show and *Live at Midnight*. These will include marking the 30th anniversary of the first Clash album, the 20th anniversary of U2's *Joshua Tree*, the 50th birthday of Mark E Smith of The Fall and the 40th anniversary of Trojan Records.

We will focus on new music, particularly by UK artists and prioritising less familiar acts, and will maintain 6 Music's support for live music. We will continue to develop the last hour of Steve Lamacq's weekday shows to provide a showcase for new and unsigned music, principally from the UK and, in addition, ensure that our live events regularly have new or unsigned bands local to the area on the bill.

We will develop further the music news bulletins and features through trialling the use of user-generated content from audience members attending major UK music festivals.

Specifically this year we will:

- Broadcast at least 400 hours of archive concert performances.
- Ensure that at least 50% of the music we play is more than four years old.
- Ensure that at least 15% of music broadcast is concert tracks and sessions from the BBC's music archive.
- Broadcast at least 275 new sessions.
- Contribute to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers.

### **Promoting education and learning**

6 Music extends the range of music available to its audiences and aims to increase understanding through the context it provides for the music it plays with regular documentary slots during the week. Programmes this year will include new essays that provide an informal learning insight into music as a social statement, including *Me and the Devil: Robert Johnson and the Legacy of the Mississippi Delta Blues*.

We will, as appropriate, support pan-BBC social action initiatives throughout the year ahead.

This year we will:

- Feature at least 550 hours of rebroadcast and newly commissioned documentaries and essays.

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

6 Music is primarily a music station, but the schedule does offer regular bulletins of accurate and impartial news.

The context 6 Music supplies for the music it plays explores the relationship between music and society, including regular documentary slots during the week, and the *6 Music Plays It Again* feature will provide context to specific anniversary and other projects.

### **Representing the UK's nations, regions and communities**

6 Music's live music and its coverage of music festivals will reflect activity throughout the UK, and we plan to trial the use of user-generated content from audience members attending major UK music festivals. We will undertake a further series of *Lamacq in the City* concerts; broadcast from a selection of summer festivals including the *Summer Sundae Weekender* in Leicester and Glastonbury; and broadcast live from universities around the country.

## **Bringing the UK to the world and the world to the UK**

6 Music will bring coverage of international music events to the UK audience, and our music news and documentaries will have an international scope. This year we will develop an increased range of overseas contributors for music news programming as well as reporting on and recording music from overseas events such as South by Southwest. We will continue to broadcast programmes from overseas, such as Bob Dylan's *Theme Time Radio*, to increase the range of musical creativity open to our audience.

## **Emerging communications**

6 Music is a digital radio station. It is available on DAB and via digital television, and is streamed on the internet. Some programmes are available for download after broadcast, extending the life of the programmes by making them accessible to listeners for whom a linear schedule is not convenient.

## **Performance measurement framework**

Reach:	6 Music should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to increase its own weekly reach.
Quality:	Audience approval of 6 Music and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
Impact:	Licence fee payer awareness of 6 Music and audience perceptions of 6 Music as engaging and challenging.
Value for money:	6 Music's cost per listener hour.

# BBC 7

## Service remit

BBC 7 provides speech-based entertainment. Its schedule includes comedy, drama, stories, features, unabridged<sup>8</sup> readings and programmes for children. Most output comes from the BBC archive, but the station commissions some original content, particularly of types of output rarely found on BBC Radio. The station is the home of children's speech radio from the BBC.

## Service priorities

BBC 7 provides a distinctive service compared with other UK speech radio stations. Programmes are aimed at both adults and children, based around a zoned schedule so that each audience knows when to expect output designed for them.

Classic and contemporary archive material includes comedy, drama, readings and features, giving older listeners a chance to hear their favourite programmes again while introducing the material and packaging it in such a way as to appeal to a younger audience.

Children's programming is an integral part of the schedule. Our provision, including newly commissioned content, covers a range of genres and programme types, including some drama and readings as well as feature programmes.

For the year ahead, key priorities for BBC 7 include:

Priority	Rationale
Attract new audiences by using the sound archive creatively and commissioning new comedy, drama and readings such as <i>The Further Adventures of Dr Syn</i> and <i>Ashenden – Gentleman Spy</i> .	Providing an entertaining mix of quality programmes to further build the station's reach.
Provide new children's programming and introduce the CBeebies brand.	Following on from the launch of the new children's schedule in March 2007, BBC 7 aims to consolidate its position as the BBC's lead provider of children's radio and to encourage little learners and their parents to tune in and discover new programmes.
Offer our audience additional and innovative ways to listen to and interact with the output, both on air and online.	Short-form interactive drama, for example, will exploit the varied platforms through which BBC 7 listeners access the network.

<sup>8</sup> The BBC Trust is considering removing the word 'unabridged' from this remit.

## How the service meets each BBC purpose

### Stimulating creativity and cultural excellence

BBC 7 aims to keep alive the best of the BBC's audio archive, part of the BBC's contribution to the UK's cultural heritage. The service aims to attract listeners to this programming through its tone and the structure of its schedule. This year we will be celebrating the centenary of Daphne du Maurier's birth with a season of her adapted novels, and also the centenary of Robert A Heinlein, one of the great masters of science fiction. We will be inviting a range of well-known writers to talk about their radio drama work, illustrated by archive examples. We will also be launching an American season which will include archive American drama and comedy from writers such as Dashiell Hammett, Raymond Chandler and Arthur Miller.

BBC 7 will also continue to support writers new to radio through original commissions encouraging writers to develop original drama in genres not often catered for on other networks. We nurture new talent through original commissions and use established talent to present and set in context archive material. New drama commissions for this year include *Slipstream* by Simon Bovey, *Never the Bride* by Paul Magrs, *Rush* by Annie McCartney and, by popular demand, second series of *Undone*, *Space Hacks* and *The Spaceship*. New comedy includes *Spats*, written by BBC 7 New Comedy Award finalist Luke Roberts, *No Tomatoes* by Ian Potter, and a further series of *Serious About Comedy* reviewing forthcoming events and acts in the world of comedy.

This year we will be further developing *Chain Gang*, as an interactive listener-written story in which the listeners contribute to the plot by sending in two-minute instalments via email.

In 2007/2008 BBC 7 will:

- Broadcast at least 2,800 hours of comedy (including repeats and acquisitions).
- Broadcast at least 2,800 hours of drama (including repeats and acquisitions).
- Commission and broadcast at least 10 hours of original new comedy.
- Commission and broadcast at least 20 hours of original new drama.
- Contribute to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers.

### Promoting education and learning

BBC 7 is the BBC's home for children's speech radio, and in 2007 will extend the established CBeebies TV and online pre-school brand to radio for the first time. CBeebies will become a genuine multimedia offer, with video and audio output and a dedicated online space for our younger listeners.

We will offer a three-hour magazine show for the CBeebies audience seven days a week, built around a block of mixed speech, music, features, presentation and stories. We will provide nursery rhymes, favourite songs and newly commissioned adaptations of popular children's storybooks, plus some archive material. We will encourage our listeners to join in wherever they are – whether at home or in the nursery – and sing along, shout out answers, follow simple recipes, or guess the mystery object or animal, for example. In addition, young children's voices will be heard in a variety of output, including a short feature titled *Out of My Window* in which pre-school children will talk about their environment.

For older children, *Big Toe Books* is a daily one-hour breakfast slot that offers longer readings, with titles this year to include *Oliver Twist*, *Twenty Thousand Leagues under the Sea* and *The Chronicles of Narnia*.

For older and adult listeners, BBC 7 gives context to its archive output, to better support an understanding of the UK's cultural heritage of entertainment speech radio. In September, to mark 40 years of Radios 1, 2, 3 and 4, we will be broadcasting a season of comedy from the early days of Radio 2, and a selection of 1967 drama from Radio 4. These will be introduced by contemporary presenters to give the audience a background to the material.

This year we will:

- Broadcast at least 1,400 hours of children's programming (including repeats).

### **Representing the UK's nations, regions and communities**

We will continue a nationwide search for the best new comedy writers and performers. Building on the BBC 7 New Comedy Awards from the past two years, we have invited aspiring comedy talent from all parts of the UK to send in examples of performances of their own work, in a project entitled *Witty and Twisted*. To develop this new talent, BBC 7 will be showcasing 10 of the performances in a series of 15-minute programmes, after which listeners will be given an interactive opportunity to vote for the performance they feel has the most potential. The winning writer/performer will receive a commission for a four-part comedy series.

Once more we will give network coverage to some of the best BBC local and regional programming, such as *The Fred MacAulay Show* from Radio Scotland, plus a selection of local radio award-winning features and drama.

### **Emerging communications**

BBC 7 is a digital radio station. It is available on DAB and via digital television, and is streamed on the internet. Some programmes are available for download after broadcast, extending the life of the programmes by making them accessible to listeners for whom a linear schedule is not convenient.

### **Performance measurement framework**

Reach:	BBC 7 should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to increase its own weekly reach.
Quality:	Audience approval of BBC 7 and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
Impact:	Licence fee payer awareness of BBC 7 and audience perceptions of BBC 7 as engaging and challenging.
Value for money:	BBC 7's cost per listener hour.

# BBC Asian Network

## Service remit

BBC Asian Network provides speech and music output that aims to appeal to British Asians, with a strong focus on news and current affairs. It is primarily in English, but some programming is provided in a range of South Asian languages. The primary target audience is British Asians under 35, but the station also aims to appeal to anyone with an interest in British Asian issues, music and culture.

## Service priorities

The Asian Network is committed to being the definitive forum for accurate and impartial news, informed debate and current issues relating to British Asians. It plays a broad range of South Asian-influenced music, with a particular emphasis on live performance and new British Asian artists, and broadcasts some sport. Programming is provided in five of the major South Asian languages to reflect the linguistic influences on young British Asians: Bengali, Gujarati, Hindi/Urdu, Mirpuri and Punjabi.

Our key priorities for 2007/2008 are:

Priority	Rationale
Broaden the range of music available in the schedule.	Some musical genres are a key driver for younger listeners, and can be scheduled in such a way that they are exposed to other (speech) output.
Increase the impact of journalism on the network, by commissioning more output from BBC News and independents.	More and improved news and current affairs coverage across the schedule will better reflect the lives of young British Asians.
Increase the number of original programme hours commissioned from the independent sector.	Investing in the independent creative economy will deliver benefits, including bringing fresh creative input to the station and offering different perspectives to our listeners.

## How the service meets each BBC purpose

### Sustaining citizenship and civil society

The Asian Network schedule has a strong focus on accurate, impartial and independent news and current affairs presented in an accessible style for its target audience. Complex issues are explained and placed into context to help the audience develop a greater understanding of UK and international events. This year we will be expanding our weekday lunchtime news programme *The Wrap* to deliver more output across the schedule.

In the year ahead we will:

- Ensure that content is approximately 50% speech and 50% music.

## **Stimulating creativity and cultural excellence**

The Asian Network provides an important platform for new and established British Asian talent and British Asian voices. Our daily soap *Silver Street* covers storylines and issues relevant to our listeners. We will encourage work from new directing and writing talent, and this year we will focus on finding new British Asian comedy talent, primarily through our afternoon arts and culture show *Nikki Bedi*.

Our music output covers a wide range of genres with an emphasis on new music and on nurturing and developing new acts. Through our broadcasts of live performances – from *Future Friction*'s championing of emerging and unsigned talent across the musical spectrum to traditional bhangra – we will continue to support and increase the appreciation of live music. Specifically this year we will, for the first time, have a significant presence at Glastonbury and the Edinburgh Festival, broadcasting live from both.

Over the next 12 months, we will:

- Ensure that at least 40% of the music playlist is from UK artists.
- Contribute to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers.

## **Representing the UK's nations, regions and communities**

The Asian Network will reflect and represent, through our output, the diversity of the UK Asian population. Across the schedule, regular opportunities for phone-ins will encourage debate and expose our audiences to the range of opinions found in the UK's Asian diaspora.

Programmes in various languages will continue to connect listeners with each other, and with their cultural and linguistic roots. A broad range of music is played, encouraging listeners to appreciate music from communities and cultures they may never have come across before.

August marks the 60th anniversary of Indian independence and the partition of India and Pakistan. The Asian Network will commission *Asian Nation* as part of our coverage of these momentous events, and build from it a multimedia chronicle of the lives of British Asians and how they relate to their roots.

This year, through our coverage of football and the Cricket World Cup, we will help our listeners unite behind their teams, and connect with each other across the UK.

This year we will:

- Broadcast an average of three to five hours of language programming every day.

## **Bringing the UK to the world and the world to the UK**

The Asian Network news and current affairs output regularly covers international events and issues, providing context and perspective to what are sometimes very complex issues.

Our music playlist encompasses artists from all over the world, with increased focus this year on Bollywood music: we will launch a new show for weekend mornings aimed at consolidating the current fragmented programming in this genre.

## **Promoting education and learning**

The Asian Network offers many opportunities for informal learning, particularly across our speech output. We will provide documentaries that cover a range of issues that affect the lives and experiences of British Asians.

Our language programming is aimed at listeners who may speak English as a first language, and is designed to link British Asians with their linguistic roots in an engaging way. This year we will further evolve our language programming, introducing a fresher tone to our output in Bengali, Gujarati, Mirpuri and Punjabi.

## **Emerging communications**

BBC Asian Network is available on DAB and via digital television, and is streamed on the internet. Some programmes are available for download after broadcast, extending the life of the programmes by making them accessible to listeners for whom a linear schedule is not convenient.

## **Performance measurement framework**

Reach:	BBC Asian Network should contribute towards the maintenance of combined BBC weekly reach for all services at over 90% by aiming to increase its own weekly reach, particularly among its stated target audience.
Quality:	Audience approval of the Asian Network and perceptions of it as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
Impact:	Licence fee payer awareness of the Asian Network and audience perceptions of the Asian Network as engaging and challenging.
Value for money:	BBC Asian Network's cost per listener hour.

# Future media

## bbc.co.uk

### Service remit

bbc.co.uk serves the BBC's public purposes through the provision of innovative and distinctive online content, and through distinctive propositions that reflect and extend the range of the BBC's broadcast services, available to all.

bbc.co.uk enables the BBC to develop a deeper relationship with licence fee payers and to strengthen accountability. It acts as a starting point on the internet from which users can develop their use of the medium and provides a trusted guide to the wider internet.

bbc.co.uk aims, at all times, to balance the potential for creating public value against the risk of negative market impact.

### Service priorities

bbc.co.uk will combine the BBC's major broadcast initiatives and output with published, interactive and user-generated content, plus context for programmes and tools such as navigation. bbc.co.uk will explore new ways of exploiting the unique characteristics of the internet to provide innovative and distinctive entertainment content and services.

bbc.co.uk will also offer on-demand access to some BBC television and radio programming and will begin to open up some of the BBC's content archives to users (subject to approvals).

For the year ahead, key priorities for bbc.co.uk will include:

Priority	Rationale
Launch the first release of the BBC iPlayer, including seven-day TV catch-up over the internet, simulcast TV over the internet and non-DRM audio downloads. (Subject to approval.)	Approval for the new BBC on-demand proposals has, in principle, been received, and once the service is launched it will enable audiences to have greater control of when and where they watch BBC content.
Institute a new portfolio approach to bbc.co.uk content and infrastructure by developing appropriate protocols for identifying and establishing significant bbc.co.uk propositions or subject portals (and mothballing or archiving others).	Historically, bbc.co.uk has grown organically. It now requires a clearer portfolio focus and better infrastructure to be prepared for the user demands of the Web 2.0 world. This will help improve the impact of our online propositions.
Complete the trial of the BBC Open Archive.	Digital distribution offers audiences access to the public value inherent in the BBC's archive content. Further work is still needed before the BBC will be in a position to define its overall Archive proposition.

## How the service meets each BBC purpose

### Sustaining citizenship and civil society

bbc.co.uk news and information complements the BBC's television and radio broadcast news coverage across all subject areas, including local, national and international news and sports.

bbc.co.uk provides different ways for all users, including younger people, to consume and interact with news and encourage active involvement of the audience by hosting debates on important issues. We will make available enhanced audio and video services to mobile phones alongside text and data services, including breaking news alerts on issues of national and international importance.

In terms of social action, we will continue to deliver a range of initiatives which contribute to the promotion of media literacy among diverse audiences; and we will refocus the *Action Network* site around issue-specific pages, generating deeper understanding from a range of viewpoints on a variety of issues. In the year ahead, we will support users' interest in the BBC's *Subcontinent* season by providing relevant archive footage through the Open Archive trial.

### Promoting education and learning

bbc.co.uk invests in content and applications that create educational value for children, parents, teachers and adults pursuing both formal and informal learning.

bbc.co.uk will contribute in making the internet the primary platform for BBC learning activity. We will deliver curricular learning materials and content, such as a new library of clips and short-form excerpts for teachers as part of a BBC Learning Zone broadband proposition, and continue to increase the rich media content within *Bitesize* and *Blast*. We will also develop the CBBC website into *CBBC World*, a dynamic virtual hub for British children, offering a personalised, cross-platform experience that will promote creativity, media literacy skills, positive contribution and collaboration among our very youngest users.

For older users, we will continue to provide more adult-oriented content, campaigns and events which support informal learning across the range of our content, as well as more explicitly educational provision.

We will continue to support the BBC's major learning campaigns, such as *RaW*.

### Representing the UK's nations, regions and communities

bbc.co.uk is committed to encouraging audiences to move from passive consumption to active participation – wherever they live and whatever their background. bbc.co.uk plays an important role in enabling communication within communities and between those with shared passions and interests.

bbc.co.uk's news services cover key events and issues in the nations and regions of the UK, bringing a distinctive local flavour to each subject, particularly our sports coverage. This year we will deliver distinctive sport content across bbc.co.uk, deepening the relationship with users by, for example, bringing commentary with a local flavour to local sports coverage.

## **Stimulating creativity and cultural excellence**

As part of the BBC's plan to meet the challenges and opportunities of Web 2.0, we will implement an automated programme support system which will ensure that comprehensive and consistent information about every programme is integrated into the website.

As our focus will be on preparing the [bbc.co.uk](http://bbc.co.uk) infrastructure for the Web 2.0 world, our emphasis this year will be on tactical content activity. For example, we will redevelop the digital environment for teens, focusing on existing content sites such as the Radio 1 site, as well as breaking new interactive formats. We will also develop the visualisation of radio for different platforms. Our plans to launch a new 'playground' site for the development community, through *Backstage*, will allow us to showcase [bbc.co.uk](http://bbc.co.uk) prototypes and ideas and will give users the opportunity to comment on them.

We will continue to explore new ways of exploiting the internet to deliver innovative and distinctive formats, with particular emphasis on projects which encourage users to generate, remix and share their own content.

This year we will:

- Commission at least 25% (by value) of eligible content and services from external suppliers.

## **Bringing the UK to the world and the world to the UK**

We will provide comprehensive coverage of key national and international events and issues, covering the range of opinion and providing rigorous and impartial analysis when appropriate. We provide context that enables a better understanding of the issues that are relevant to UK audiences, beyond the initial transmission of broadcast content.

We will work in partnership with BBC Worldwide to enable further development of the [bbc.co.uk](http://bbc.co.uk) proposition outside the UK.

## **Emerging communications**

[bbc.co.uk](http://bbc.co.uk) provides a wide range of high-quality, accessible and free digital content from the BBC and links to content from other providers. Across all our activities – from news to comedy, and from gardening to religion – we aim to make a positive contribution to the evolution of a rich UK internet industry.

We will continue to develop and trial services and content for experienced users, while at the same time providing entry points to the internet for new users, giving them access to the relevant tools and skills (through, for example, participation in media literacy initiatives).

This year we will improve the user experience of [bbc.co.uk](http://bbc.co.uk) by developing enhanced navigation systems, providing new ways for users to find the best high-quality content, across a range of devices, from the BBC and elsewhere. We will encourage greater user participation by developing new ways to allow users to take snippets of BBC content and use them in their own web environment, while ensuring that credit comes back to the BBC.

## **Performance measurement framework**

Reach:	bbc.co.uk should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to increase its own weekly reach.
Quality:	Audience approval of bbc.co.uk and perceptions of it as high quality and innovative.
Impact:	Licence fee payer awareness of bbc.co.uk and audience perceptions of bbc.co.uk as engaging and challenging.
Value for money:	bbc.co.uk's cost per user reached.

# BBCi

## Service remit

BBCi offers continuous and constantly updated news, information, education and entertainment to digital television audiences in the form of interactive video, audio, pictures and text.

BBCi offers content which supports and enhances some linear television programmes. It should be an access and navigation point for BBC non-linear television and radio content, offering supporting material and enhancements for linear broadcast output.

## Service priorities

BBCi aims to deliver on-demand and enhanced TV services with wide appeal across all genres, and to offer something of value to all digital viewers. It provides bespoke content across the full range of BBC genres, including education, entertainment, factual, drama, children's, learning, news and sport, as well as user-generated content. BBCi will work to improve the quality of its services and make it simpler for users to find their way around the full breadth of our service.

For the year ahead, key priorities for BBCi include:

Priority	Rationale
Improve the quality of the user experience by introducing simpler navigation and better content signposting throughout the service, maintaining load times, and investigating the relaunch of the cable version of BBCi.	BBCi aims to ensure that navigation is effective and optimised across different digital television platforms and seeks constant improvement in this area to deliver a better user experience. Cable reach has suffered as a result of poor user experience. This will resolve many user issues and drive reach on this platform.
Provide a more coherent approach to delivering interactive sport content through the development of an integrated and joined-up sport offering.	Sport forms a key part of our service and has proved extremely popular with the audience, particularly young males. Integrating all the elements of the sport offer will vastly improve the user experience in a consistent way, catering to sport fans and to fans of events such as the Olympics or Wimbledon.
Launch the BBC's new on-demand service on at least one video-on-demand enabled digital TV platform.	BBC's new on-demand proposals have received provisional approval to launch. Digital TV could offer an easy way for millions of viewers to gain access to the BBC's on-demand offering without a PC or broadband connection.
Complete the correct planning work to ensure that there is parity between the content on the analogue Ceefax service and the digital BBCi service by autumn 2008 (bandwidth and resource permitting).	It is essential that, during digital switchover (starting autumn 2008 in Borders), no viewer loses significant services that they have relied on from Ceefax as a result of switching to digital.

## **How the service meets each BBC purpose**

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

BBCi aims to be the essential source of on-demand news and information for digital television viewers, offering coverage of the top international, national and regional news, sport and weather at any time. Our news and information is accurate, impartial and independent, and is constantly updated.

Sport is a key element of the service, and is popular with our users, especially the difficult to reach young male audience. This year we will plan and prepare for the launch of a redesigned sport service on BBCi – integrating the video, text and data elements. We hope that the improved new service will go live in time for the 2008 Olympics in Beijing.

### **Promoting education and learning**

BBCi extends the range of learning services and content from the BBC. For younger children, we will continue to develop the CBeebies interactive service, providing additional interactive opportunities through developmental and educational games. This year we will launch new games for our younger users.

### **Representing the UK's nations, regions and communities**

Our news and information services cover key events and issues in the nations and regions of the UK. In the year ahead we will work with News colleagues on a feasibility study into launching a local TV proposition on digital TV platforms.

### **Stimulating creativity and cultural excellence**

Our interactive services have been groundbreaking, supporting the development of technology and enhancing broadcast content across digital television. We aim to continue to innovate and will work to develop specific eTV services in support of linear channel priorities.

### **Bringing the UK to the world and the world to the UK**

BBCi is available only to UK audiences. However, our news service includes comprehensive supporting context and content for stories from around the world and background information on issues of global relevance. This year, for example, we will support the wider BBC *Subcontinent* season and other BBC projects that help to generate a deeper understanding of issues that affect and are relevant to UK audiences.

### **Emerging communications**

BBCi supports the BBC's leading role in the switchover to digital television by delivering new services and content to digital platforms that increase the appeal of digital television. For example, we will extend the BBCi platform to incorporate the launch of BBC's new on-demand services on at least one video-on-demand enabled TV platform this year (subject to approval).

We will also continue to build public awareness of the benefits of interactive television, and act as an entry point to the BBC's interactive and non-linear television services.

This year we will ensure that the planning required to achieve parity between Ceefax and BBCi in time for the Borders region completing the switch to digital in autumn 2008 is finalised (subject to bandwidth).

We will make increasingly more content available on BBCi, and although we will continue to explore ways of improving the speed of the user experience, we will strive to maintain current load time performance in the light of the larger, improved service offer.

We will continue to develop services and exploit opportunities presented by the emerging digital landscape.

## **Performance measurement framework**

**Reach:** BBCi should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to increase its own weekly reach.

**Quality:** Audience approval of BBCi and perceptions of it as high quality and innovative. Also speed of access to BBCi.

**Impact:** Licence fee payer awareness of BBCi and audience perceptions of BBCi as engaging and challenging.

**Value for money:** BBCi's cost per user reached.

# News

## BBC News 24

### Service remit

BBC News 24 delivers up-to-the-minute, accurate, impartial and independent news, analysis and insight. It provides fast and comprehensive coverage of local, UK and international events as they unfold and specialist analysis to put the news in context.

### Service priorities

BBC News 24 draws on the BBC's newsgathering operations across the UK and around the world to provide accessible and accurate comprehensive news coverage and context. It offers a complete news service each hour, including sport, business and weather updates from across the UK. BBC News 24 aims to deliver breaking news first and, wherever possible, immediately, but not to the detriment of accuracy. It offers strong coverage of the UK, from across the UK and from the rest of the world.

For the year ahead, key priorities for BBC News 24 are:

Priority	Rationale
Put BBC News 24 at the heart of the BBC's online proposition and enhance audience interactivity via texts and emails.	BBC News 24 continually seeks to deepen its relationship with its audience, making itself accessible to them, and harnessing their own experiences and opinions supports this.
Deploy presenters on major news stories and significant planned theme days, taking them out of the studio and into communities where news is happening.	To deliver increased impact and first-hand reporting of major events and issues of significance to our viewers.
Build reach, especially among the younger and C2DE audiences, through enhanced entertainment news on the channel.	BBC News 24 aims to build audiences among groups we currently underserve, including the under 34s and C2DEs.
Produce more low cost documentaries on key news stories and themes.	Using existing resource to make more content on the back of big news stories and so deliver improved value for money.

## **How the service meets each BBC purpose**

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

BBC News 24 aims to provide accurate, impartial and independent news and analysis, exploring multiple viewpoints and giving voice to a wide range of opinions in order to serve all audiences. Our diverse agenda goes beyond the headlines to bring important stories to air, explaining these clearly by using specialist analysis and graphics to enhance viewers' understanding and enable them to make up their own minds.

Parliamentary reporting will continue to cover significant debates and parliamentary occasions from Westminster and the devolved parliament and assemblies, which is particularly significant for audiences in Scotland, Wales and Northern Ireland, and we will continue to explain European institutions and their work. This year will be an exciting one in UK politics – BBC News 24 will offer explanation and analysis, and the opportunity for debate, as the two main political parties transform themselves under new leaders in post-Blair Britain.

To promote national debate, we will encourage viewers to interact with the channel, to comment on issues and to put their questions to experts and those in authority.

Specifically we will:

- Broadcast a comprehensive news service each hour, including sport and weather updates, plus a news summary on the half-hour.
- Broadcast hourly business news from 9am to 7pm on weekdays.

### **Bringing the UK to the world and the world to the UK**

BBC News 24 aims to offer a more international news agenda than the other main continuous news channel(s) in the UK, and so features major international stories, drawing upon the expertise of BBC correspondents based in newsgathering bureaux across the world to provide insight and analysis. In addition, rolling news is regularly co-presented from the scenes of major breaking stories around the world.

Where appropriate, BBC News 24 will include a range of international voices across the output, including in-depth interviews with international politicians and significant public figures.

This year we will:

- Feature more international news coverage than the other main continuous news channel(s) in the UK, including comprehensive coverage of the build-up to the 2008 US and French presidential elections.

### **Representing the UK's nations, regions and communities**

BBC News 24 offers strong regional coverage, calling on a network of correspondents across the UK and trying to feature a regional perspective from beyond London in all relevant major stories in order to highlight different impacts in different parts of the country. We seek opinion and comment from a range of sources throughout the UK – business people, academics and pressure groups as well as the public – and give opportunities to viewers to pose their questions to the channel's guests.

Local, regional and national politics feature across the schedule, including proceedings of the devolved parliament and assemblies, and this year will include comprehensive coverage of the Scottish Parliament and Welsh Assembly elections as well as local elections in England.

This year we will:

- Feature more local and regional news coverage than the other main continuous news channel(s) in the UK, in part through giving regional perspectives to national stories.
- Report sports news throughout the day, rounding up the day's main sports stories every evening, delivering 100 hours of sports news across the year.

### **Emerging communications**

BBC News 24 is available on all digital television platforms, and in the event of significant breaking news will continue to be streamed live on the BBC News website. We augment our news coverage with video, still images and messages submitted by viewers, where appropriate, in order to offer first-hand accounts and a wide range of views. We aim to make it as simple as possible for audiences to make these contributions and create one seamless proposition across all platforms.

### **Promoting education and learning**

BBC News 24 delivers informal learning to viewers via the provision of trusted news and information on a range of topics, such as business and economics, science and technology, arts and culture.

### **Performance measurement framework**

Reach:	BBC News 24 should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach.
Quality:	Audience approval of BBC News 24 and perceptions of it as high quality and innovative.
Impact:	Licence fee payer awareness of BBC News 24 and audience perceptions of BBC News 24 as informative, engaging and challenging.
Value for money:	BBC News 24's cost per viewer hour.

### **Statutory commitments**

The following targets are agreed with Ofcom each calendar year:

- 90% of hours to be originations (original productions include all BBC-commissioned programming, including originations and all repeats of programming first shown on any BBC public service channel).
- In conjunction with other BBC network television services, to spend at least 30% of relevant programme<sup>9</sup> production budgets, representing 25% hours of productions by volume, outside the M25.

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<sup>9</sup> "relevant programme" excludes news

# BBC Parliament

## Service remit

BBC Parliament makes the work of the UK's parliamentary chambers and the European Parliament accessible to all. The service also analyses and sets in context the issues and politics behind parliamentary debates.

## Service priorities

BBC Parliament's emphasis is on showing proceedings from the Westminster Parliament (including uninterrupted debates from both Houses) and the devolved parliamentary chambers of Scotland, Wales and Northern Ireland, with little or no commentary or voiceover. A selection of Committee hearings is also shown. Outside Parliament, opportunities are taken to broadcast in full speeches and news conferences, plus comprehensive coverage of the Labour, Conservative and Liberal Democrat parties' main conferences, as well leaders' speeches from other political parties which have demonstrated a significant elected base. All output demonstrates impartiality, accuracy and independence.

For the year ahead, key priorities for BBC Parliament include:

Priority	Rationale
Examine the work of the Houses of Commons and Lords in <i>The Record Review</i> , using actuality and interviews with parliamentarians and expert commentators, supplemented by new support material on <a href="http://bbc.co.uk/parliament">bbc.co.uk/parliament</a> .	To complete the range of political and parliamentary programming by focusing, in a review programme, on Westminster.
Use broadband to provide live access, on-demand and video highlights of the work of the Houses of Commons and Lords and a selection of committees.	To use online technology to improve viewer access to the linear schedule.
Provide same-day transmissions for First Minister's Questions from Scotland and Wales in addition to the regular weekend broadcasts for the Parliament and Assembly.	To ensure timely access to the work of the devolved Parliament and Assembly.

## How the service meets each BBC purpose

### Sustaining citizenship and civil society

BBC Parliament provides accurate, impartial and independent coverage of the issues discussed by the UK's elected political representatives, offering a close-up view of democracy in action that is unavailable elsewhere in the UK. As well as comprehensive coverage of the House of Commons and House of Lords, and significant levels of coverage of Select Committee hearings and of debates in the devolved parliament and assemblies of the UK's nations, we also examine and explain the work of the European Parliament.

A high proportion of content is unmediated, presented live or as live without voiced-over interpretation. The channel provides context and explanation through on-screen graphics and text, enabling viewers to make up their own minds on important issues.

Specifically this year BBC Parliament will:

- Broadcast at least 70 hours of coverage of the Westminster Parliament during a normal sitting week, including 10 hours of Select Committees.

### Representing the UK's nations, regions and communities

BBC Parliament devotes extensive coverage to the work of the UK's devolved parliament and assemblies, including some debates in full from the Scottish Parliament, Welsh Assembly, Northern Ireland Assembly (when sitting) and Mayor's Questions at the London Assembly, together with edited highlights of other debates.

The channel also broadcasts debates from the parliament of the Church of England (the General Synod) when it is engaged in issues of constitutional or political importance.

This year we will:

- Broadcast at least 100 hours of proceedings of the Scottish Parliament.<sup>10</sup>
- Broadcast at least 100 hours of proceedings of the Welsh Assembly.<sup>11</sup>

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

BBC Parliament broadcasts a weekly programme (during parliamentary terms) covering news of the work of the European institutions, focusing on the European Parliament. We also feature a weekly simulcast with an American broadcaster to give UK audiences insight into US domestic and foreign politics.

This year we will:

- Broadcast 100 hours of programming from Brussels and Strasbourg (including repeats).

### Promoting education and learning

BBC Parliament helps viewers learn about politics and our democracy. Our coverage of debates, supported by on-screen text, enables viewers to understand more about the politics and procedures of national, UK-wide and European political institutions.

We also use the BBC's archive to put historical events in context. This promotes a better understanding of the UK's post-World War Two political history.

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<sup>10</sup> May not be achieved in election years because of fewer sittings.

<sup>11</sup> May not be achieved in election years because of fewer sittings.

## Emerging communications

BBC Parliament uses digital and interactive technologies to reach the widest possible audience, and will continue to explore new and emerging technologies with the aim of delivering greater value to audiences and of supporting the BBC's public purposes.

## Performance measurement framework

Reach:	BBC Parliament should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach.
Quality:	Audience approval of BBC Parliament and perceptions of it as high quality.
Impact:	Licence fee payer awareness of BBC Parliament and audience perceptions of BBC Parliament as informative, engaging and challenging.
Value for money:	BBC Parliament's cost per viewer hour.

## Statutory commitments

The following targets are agreed with Ofcom each calendar year:

- 90% of hours to be originations (original productions include all BBC-commissioned programming, including originations and all repeats of programming first shown on any BBC public service channel).
- In conjunction with other BBC network television services, to spend at least 30% of relevant programme<sup>12</sup> production budgets, representing 25% hours of productions by volume, outside the M25.

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<sup>12</sup> "relevant programme" excludes news

# Nations and regions

## BBC English Local Radio <sup>13</sup>

### Service remit

BBC Local Radio in England provides a primarily speech-based service of news, information and debate to urban and rural communities. Speech output is complemented by music. The target audience is listeners aged 50 and over<sup>14</sup>, who are not well served elsewhere. There is a strong emphasis on interactivity and audience involvement.

### Service priorities

BBC Local Radio provides accurate, impartial and independent news and speech programmes that set local issues in context. Its output is relevant to its local listeners, exposing them to local and other issues that matter to them. It champions the local area and calls decision makers to account. Programmes also give listeners the opportunity to tell their own diverse stories and share their experiences. Music output is mainstream in peak time and will include specialist output in off-peak hours appropriate to the local audience.

The priorities for BBC Local Radio in England for 2007/2008 include:

Priority	Rationale
Maintain the service's overall audience reach, including offering broad-appeal programming that provides entry points to local speech radio for new listeners.	In an increasingly fragmented media environment, and with no projected investment growth, this is an increasingly challenging target.
Refresh the output to better serve local radio's target audience.	It is our ongoing ambition to maintain our current range and mix of output and, at the same time, through our own dialogue and work with the BBC Trust's Audience Council for England, to understand audiences better.

<sup>13</sup> As at 1 April 2007 there are 38 BBC local radio stations in England – see table at end.

<sup>14</sup> Except BBC London – refer to service licence published by the BBC Trust in January 2007.

## How the service meets each BBC purpose

### Sustaining citizenship and civil society

The weekday breakfast show across the BBC Local Radio portfolio is 100% speech. Across the rest of its schedule, BBC Local Radio encourages a shared sense of civic responsibility among listeners by providing constantly updated, accurate news and information on local, national and international matters. Output includes opportunities for debate and discussion, including regular occasions for listeners to share their own views and hold elected and unelected decision makers to account.

The *Groundswell* format was originated by BBC Radio Nottingham and has since been adopted by other stations. It will continue to enlist local communities to help organise public debates on a matter of neighbourhood concern, with the debate recorded for broadcast. This year we hope to follow previous successes – for example, Radio Solent helped listeners to challenge policy makers on the ‘silent calls’ generated by telemarketing centres. The issue was subsequently raised in Parliament.

Many individual local radio services will continue to raise awareness of social issues and encourage volunteering.

Each local service will continue to be the primary source of local information during weather crises or other emergencies.

Specifically this year we will:

- Broadcast an average of at least 60% speech content in core hours and 100% at the breakfast peak.

### Representing the UK’s nations, regions and communities

BBC Local Radio provides a distinctive speech-based service across England which puts local and community concerns at the centre of its output. All stations carry religious output reflecting the faiths followed in their area and will continue to provide religious output on Sundays.

In the coming year we expect to complement this with other projects like last year’s look at Hindu identity in 21st-century Britain shared by several stations, and *Fresh Expressions*, a series about emerging churches within the Christian tradition.

BBC Local Radio brings communities together to mark key local events, and outside broadcasts from across the local area are regular features in the schedule. Where appropriate, BBC Local Radio works with network radio to deliver local material into national programmes – including sport, where local passions get a national stage.

This year we will:

- Broadcast at least 230,000 hours of local output (less than 2.5% repeats).

### Stimulating creativity and cultural excellence

BBC Local Radio provides the chance for musicians from the local area to get airplay – including once more this year Radio Northampton’s *The Weekender* and *South Live* from Southern Counties Radio.

Our *Where I Live* sites will also enable unsigned bands to upload their music for a local and global audience.

We will continue to use our specially equipped buses and open centres to reach into diverse communities and encourage individuals and groups to make their own creative content for broadcast.

With a roster of more than 300 presenters across its stations, BBC Local Radio is in a constant process of developing new presenter talent from a variety of backgrounds – recent finds include Toby Foster on Radio Sheffield, Charlie Crocker on Radio Solent, Jeremy Sallis on Radio Cambridgeshire and Janine Machin on Radio Stoke.

### **Promoting education and learning**

BBC Local Radio will once more use its buses and open centres – often in partnership with educational agencies such as further education colleges in Leicester and Liverpool – to engage adult learners. They are a stepping-stone to acquire computer skills, and because we are seen as a trusted friend by our listeners we are a safe way into opportunities which otherwise seem forbidding.

We will also continue our media literacy and learning work with schools and colleges – for example through the ongoing *All2gether Now* project in Leeds. In addition, this year all our local stations will be giving local expression to pan-BBC projects such as *How We Built Britain* and *Saving Planet Earth*.

### **Bringing the UK to the world and the world to the UK**

BBC Local Radio is primarily committed to serving local issues, including giving a local perspective to national stories, but its news programmes also cover key international events and issues. All BBC local radio stations are streamed on the internet and we will continue to look for new ways to connect individuals and communities on a global scale. For example, Radio Cornwall's radio and online offering *Cornwall Connected* brings together Cornish residents and émigrés from across the globe.

### **Emerging communications**

BBC Local Radio will continue to promote digital technologies to its audiences, and its buses and open centres will provide opportunities for listeners to try out digital platforms. Each local radio station is also supplemented with a website that provides local news and information and supports users in getting and improving their media literacy skills.

### **Performance measurement framework**

Reach:	BBC Local Radio should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach, particularly among its stated target audience.
Quality:	Audience approval of BBC Local Radio and audience perceptions of BBC Local Radio as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
Impact:	Audience perceptions of BBC Local Radio as engaging and challenging.
Value for money:	BBC Local Radio's cost per listener hour.

## BBC local radio stations in England

BBC Radio Berkshire	BBC Radio Humberside	BBC Radio Oxford
BBC Radio Bristol (including BBC Somerset Sound)	BBC Radio Jersey	BBC Radio Sheffield
BBC Radio Cambridgeshire	BBC Radio Kent	BBC Radio Shropshire
BBC Radio Cornwall	BBC Radio Lancashire	BBC Radio Solent
BBC Coventry & Warwickshire	BBC Radio Leeds	BBC Southern Counties Radio
BBC Radio Cumbria	BBC Radio Leicester	BBC Radio Stoke
BBC Radio Derby	BBC Radio Lincolnshire	BBC Radio Suffolk
BBC Radio Devon	BBC London	BBC Tees
BBC Essex	BBC Radio Manchester	BBC Three Counties Radio
BBC Radio Gloucestershire	BBC Radio Merseyside	BBC Radio Wiltshire and BBC Radio Swindon
BBC Radio Guernsey	BBC Radio Newcastle	BBC WM
BBC Radio Hereford & Worcester	BBC Radio Norfolk	BBC Radio York
	BBC Radio Northampton	
	BBC Radio Nottingham	

# BBC Radio Scotland

## Service remit

Radio Scotland is a speech-led service for audiences which covers a wide range of genres and reflects the issues, events, culture and interests of the people of Scotland. In addition to local and national concerns, output also addresses matters of UK and international significance from a Scottish perspective.

Radio Scotland also offers highly targeted local programming and, through its output, supports local communities.

## Service priorities

In its support of Scotland's music and arts, Radio Scotland nurtures Scottish creativity and talent across its range of speech and music output. It optimises the use of the FM and MW frequencies in order to provide a rich and varied choice of programme content for listeners. It provides an accurate and independent news service and platforms where local and national issues – from politics to sport – can be debated by listeners and experts. Local opt-outs reflect local needs and interests and the service promotes digital technologies to audiences and uses them to encourage audience interaction.

This year our priorities include:

Priority	Rationale
Maintain the service's overall audience reach.	In an increasingly fragmented media environment, this is an increasingly challenging target.
Broadcast a minimum of 7,000 hours of live or originated programming across a wide range of genres.	An ambition to maintain and develop our current range and mix, widening the range of voices heard and opportunities for comments and viewpoints to be expressed.
Provide substantial reporting and analysis of the Scottish parliamentary and local elections in May, including a Leaders' debate (simulcast on BBC One Scotland) and special election editions of programmes to allow the Scottish audience to question politicians and discuss key issues.	A core element in delivering an accurate, impartial and independent news and current affairs service for our audiences, providing authoritative analysis and comment and enabling our audiences to hold those in power to account.

## How the service meets each BBC purpose

### Sustaining citizenship and civil society

Radio Scotland will continue to combine wide-ranging reporting and analysis with individual and community involvement. Factual programmes will provide insights into issues and aspects of contemporary Scotland. News will be scheduled at major junctions in the schedule – *Good Morning Scotland* will remain the cornerstone of our schedule – with further bulletins broadcast frequently across the day. Political coverage will focus on Scottish affairs but will also cover the Westminster and European parliaments.

This year we will:

- Broadcast at least 2,200 hours of news and current affairs, including for 2007 substantial reporting and analysis for May's Scottish parliamentary and local elections.

### Representing the UK's nations, regions and communities

Radio Scotland broadcasts to the whole of Scotland and it reflects the diverse communities of Scotland through its output, including events, ceremonies and anniversaries of national significance. Throughout 2007/2008 we will continue to interact with our audiences through outreach at a local level and encourage them to participate in our programmes through phone-ins and staged debates, giving voice to their concerns. We will use our sites on [bbc.co.uk/scotland](http://bbc.co.uk/scotland) to extend this work.

This year we will introduce a new radio strand which we will embed within the schedule as a home for topical debate on issues that matter to people in Scotland.

We will work with BBC 7 to offer the best of Radio Scotland, such as *The Fred MacAulay Show*, to a digital UK-wide audience.

### Promoting education and learning

Radio Scotland will continue to provide opportunities for informal learning across a wide range of subjects in our feature, factual and documentary output. We will, as appropriate, participate in pan-BBC social action campaigns in Scotland, adapting them where necessary to enhance their appeal to audiences in Scotland.

Our plans this year include providing multimedia training for schools in the Highlands, with a view to producing broadcast materials (as part of Highland Year of Culture 2007), and working with media students to produce programme input to the 2007 elections.

### Stimulating creativity and cultural excellence

Radio Scotland will continue to nurture and build appreciation of traditional and contemporary Scottish culture, and provide a platform for the best of Scottish talent and creativity across the genres. We will offer platforms for Scottish people and passions, seeking new voices and discovering and supporting writing, musical and entertainment talent. We will build on our relations with the community radio sector and contribute to the growth of the creative economy in Scotland by maintaining our position as the main Scottish buyer of independently produced speech radio – we will aim to commission at least 10% of eligible hours from independent producers in 2007/2008.

We will also seek to maintain our position as the country's main broadcast outlet for live music, broadcasting more live music than all of the commercial stations combined. Live music sessions feature in all of our mid-evening and weekend music strands, including *Global Gathering*, *Travelling Folk*, *The Jazz House* and *Take the Floor*. As part of Scotland's Music '07 we will provide coverage of music festivals such as the Belladrum

Festival in Beaulieu, T in the Park and Celtic Connections. We will also cover the World Pipe Band Championships and work with the BBC Scottish Symphony Orchestra on a range of live music concerts and workshops.

This year we will:

- Broadcast weekly specialist music strands, complemented by a range of programmes as part of Scotland's Music '07, covering a diversity of musical genres and reflecting the various influences on Scotland's musical heritage.
- Broadcast at least 200 hours of arts coverage, including repeats of the daily arts show.

### **Bringing the UK to the world and the world to the UK**

Radio Scotland brings the world to the UK through its regular coverage of international events and issues in its news and current affairs output. It brings Scotland to the world by making Radio Scotland content available on [bbc.co.uk](http://bbc.co.uk), through which it continues to connect with the Scottish diaspora and increasing numbers of listeners across the globe. Our plans for the next 12 months include broadcasting a greater range of programming via the online Listen Again facility and showcasing the best of Scottish talent.

### **Emerging communications**

Radio Scotland output can be found on digital radio and is streamed live on the internet, with a large proportion available on the Listen Again online facility, within a seven-day window. [bbc.co.uk/scotland](http://bbc.co.uk/scotland) encourages audience interaction and introduces users to related content and services. This year we will further develop our portfolio of user-generated content, exploring the potential for Radio Scotland programmes to offer audio and video support materials via other BBC platforms.

### **Performance measurement framework**

Reach:	Radio Scotland should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach.
Quality:	Audience perceptions of Radio Scotland as providing high quality and innovative programming. Also, the proportion of originated programmes across all hours (including repeats).
Impact:	Audience perceptions of Radio Scotland as engaging and challenging.
Value for money:	Radio Scotland's cost per listener hour.

# BBC Radio nan Gàidheal

## Service remit

Radio nan Gàidheal is a comprehensive speech and music service for Gaelic speakers aimed at a wide range of audiences in Scotland with output covering a wide range of genres.

## Service priorities

Radio nan Gàidheal provides an accurate and independent news service and plays a central role in reporting and scrutinising national political life. It provides platforms where issues can be tackled and debated by listeners and experts. The service supports Scottish and Gaelic music and arts, and offers local, national and international news and analysis in Gaelic, topical debate and features, programming for children and young people, and religious programmes. It promotes digital technologies to audiences and uses them to encourage audience interaction.

This year the priorities for Radio nan Gàidheal include:

Priority	Rationale
Maintain the service's overall audience reach.	In an increasingly fragmented media environment, this is an increasingly challenging target.
Provide substantial broadcast reporting and analysis of the Scottish parliamentary and local elections in May, including daily campaign coverage, analysis of the key campaign issues and a simulcast TV/radio community debate offering the audience access to representatives of the political parties.	A core element in delivering an accurate, impartial and independent news and current affairs service for our audiences, and in enabling our audiences to hold those in power to account. Even more vital where audiences are scattered.
Develop and commission content with cross-platform potential. We will build on the experience of the recent multi-platform commission <i>Rapal</i> , pilot a weekly satirical news review format on radio with a view to development on television and, in Highland Year of Culture 2007, make innovative use of archive online to support multi-media output.	The natural progression of BBC Scotland's wider objective to work with the Gaelic Media Service and relevant bodies to develop a partnership for the delivery of a Gaelic digital service (launch subject to approval).

## How the service meets each BBC purpose

### Sustaining citizenship and civil society

Radio nan Gàidheal will continue to provide an impartial news service, combining reporting and analysis with individual and community involvement, with a particular focus on those issues that interest and affect Gaelic audiences. Other speech programming, such as *Coinneach Maciomhair*, will provide insights into issues and aspects of contemporary Scotland. News will be scheduled at major junctions in the schedule, with bulletins broadcast frequently across the day. Political coverage such as *Aithris na Maidne* and *Aithris na Seachdain* will focus on Scottish affairs but will also cover the Westminster and European parliaments.

Radio nan Gàidheal will offer a platform for the Gaelic-speaking communities of Scotland. It will, as appropriate, version the BBC's wider media literacy initiatives for its own audiences.

This year we will:

- Provide analysis and opportunities for debate of Scottish parliamentary and local election campaign issues which are important to the Radio nan Gàidheal audience and offer live, continuous coverage and analysis of election results as they are announced.

### Representing the UK's nations, regions and communities

Radio nan Gàidheal broadcasts to the whole of Scotland, including its island communities, and reflects the diverse lives of its listeners through its output, including events, ceremonies and anniversaries of national significance. Throughout 2007/2008 we will continue to interact with our audiences through outreach at a local level and encourage them to participate in our programmes through phone-ins and staged debates, giving voice to a range of viewpoints. We will use our sites on [bbc.co.uk/alba](http://bbc.co.uk/alba) to extend this work.

We will continue to offer past and present-day reflections on place and the Gaelic community through individual programmes and programme series which will focus on rural and urban issues.

We will also work to broaden our reach and appeal to younger sections of the audience, developing cross-media potential with programmes such as *Rapa!*, and developing skills among children and young people through outreach work in schools and in conjunction with partner organisations.

### Promoting education and learning

Radio nan Gàidheal will continue to provide opportunities for informal learning across a wide range of subjects in our features, factual and documentary output. In particular we will broadcast formal and informal education series that support Gaelic learning and development, including programming for primary stage pupils to stimulate reading, speaking and listening (in a transition year for the Scottish educational curriculum).

We will continue to support language learners and produce a variety of output which offers informal learning opportunities for adults, in collaboration with external agencies and organisations. This will include encouraging and supporting Gaelic writing in partnership with the Gaelic Books Council.

As appropriate, we will participate in pan-BBC social action campaigns in Scotland, adapting them where necessary to enhance their appeal to our particular audiences.

## **Stimulating creativity and cultural excellence**

Radio nan Gàidheal will continue to nurture and build appreciation of traditional and contemporary Scottish culture and provide a platform for the best of Scottish talent and creativity. We will offer platforms for people and passions, seeking to allow new voices to be heard and discovering and supporting writing, musical and entertainment talent.

This year our schedule will offer special programmes and themed weeks to complement events taking place under the banner of Highland Year of Culture 2007.

## **Bringing the UK to the world and the world to the UK**

Radio nan Gàidheal brings the world to the UK through its regular coverage of international events and issues in its news and current affairs output. It brings Scotland to the world by making Radio nan Gàidheal content available on [bbc.co.uk](http://bbc.co.uk).

## **Emerging communications**

Radio nan Gàidheal output can be found on digital radio and is streamed live on the internet, with a large proportion available on the Listen Again online facility, within a seven-day window. We strive to make innovative content for younger sections of the Scottish audience, for delivery via broadband and mobile devices. [bbc.co.uk/alba](http://bbc.co.uk/alba) encourages audience interaction and media literacy and introduces users to related content and services.

## **Performance measurement framework**

- Reach: Radio nan Gàidheal should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach.
- Quality: Audience perceptions of Radio nan Gàidheal as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
- Impact: Audience perceptions of Radio nan Gàidheal as engaging and challenging.
- Value for money: Radio nan Gàidheal's cost per listener hour.

# BBC Radio Wales

## Service remit

Radio Wales is a speech-led service for adults, covering a wide range of genres and reflecting the issues, events, culture and interests of the people of Wales. Programmes focus on local and national concerns but also address matters of UK and international significance.

## Service priorities

Radio Wales puts news, sport and information at the heart of the schedule. It delivers an accurate and impartial news service and provides platforms where local and national issues – from politics to football – can be debated by experts and listeners, who are encouraged to participate. Content on Radio Wales seeks to engage with both heartland and younger audience groups. The station nurtures new talent and commissions work from a range of speech and music genres from new and established talent.

For the year ahead, key priorities for BBC Radio Wales include:

<b>Priority</b>	<b>Rationale</b>
Establish Radio Wales as 'must listen' service for news, sport and information, measured by annual tracking survey.	Functionality is key to the Radio Wales audience. As the only national English-language radio service in Wales, our audiences expect Radio Wales to provide the correct and latest information as and when they need it.
Provide high-quality and distinctive coverage of the Welsh Assembly elections.	To support and demonstrate BBC's commitment to sustaining citizenship and civil society.
Enrich speech content during the main daytime programmes.	Audiences want to be both entertained and informed. With speech-led debate and interviews, Radio Wales will lead the national conversation on important issues.

## How the service meets each BBC purpose

### Sustaining citizenship and civil society

The backbone of the Radio Wales schedule continues to be accurate, impartial and independent news and current affairs. News is scheduled in all speech programmes at breakfast and drivetime, and news bulletins are broadcast frequently across the day. Political coverage focuses on Welsh affairs, but also covers Westminster and Europe.

Our presenters engage with their listeners, who are encouraged to interact with the service. Radio Wales leads the national debate on – and scrutiny of – the issues that matter to the people of Wales, including Richard Evans's phone-in, the politics strand *Called to Order* and the business programme *Wales@Work*.

Radio Wales will report and analyse the Welsh Assembly election in May 2007, including live coverage of the results and a presence at the key counts.

Radio Wales remains the BBC's primary source of information during weather crises and civil emergencies in Wales.

This year, Radio Wales will:

- Broadcast at least 1,500 hours of news and current affairs.

### Representing the UK's nations, regions and communities

Radio Wales fully reflects the diverse communities, cultures and faiths of Wales. Outside broadcasts cover events, ceremonies and anniversaries of national significance – including the Royal Welsh Show – which reflect the nation back to itself.

Sport matters to our listeners, and we will provide comprehensive coverage and analysis of sport in Wales, with live football and rugby, including the Rugby World Cup in 2007. We will use our Sunday morning slot *All Things Considered* to reflect on and debate religious and faith matters in Wales and the world, and open up ethical and moral issues for debate across our speech output.

This year we will:

- Broadcast at least 5,300 hours of non-news and current affairs (excluding opt-outs).

### Promoting education and learning

Radio Wales provides opportunities for informal learning across a wide range of subjects in its feature, factual and documentary output. This year our documentaries on arts and history – including a multi-platform proposition celebrating the 100th anniversary of the National Museum of Wales and a series on the lives of five Muslim women in Wales – will focus on creating a real impact with our listeners.

Radio Wales also contributes to pan-BBC social action campaigns in Wales, and will play into UK campaigns such as *How We Built Britain* to bring greater impact for BBC Wales and the BBC as a whole.

### Stimulating creativity and cultural excellence

Radio Wales supports established talent and refreshes it with new voices and contributors, including writers and presenters. It commissions independently produced output across its range of qualifying genres – we are projecting more than 400 hours this year – and contributes to the growth of the creative economy in Wales.

Radio Wales will broadcast concerts by the BBC National Orchestra of Wales, and will provide its regular arts programme *The Radio Wales Arts Show*.

### **Bringing the UK to the world and the world to the UK**

Radio Wales will regularly cover international events and issues in its news and current affairs output. It will bring Wales to the world by streaming Radio Wales content on the internet, and we will continue to look for new ways to connect with the Welsh diaspora and other interested groups from all over the world.

### **Emerging communications**

Radio Wales uses digital and interactive technologies to extend its availability, encourage audience interaction and introduce audiences to related content and services. This year for the first time we will deliver content via BBC iPlayer (subject to approval) and will look for new opportunities to extend our current podcasting trials.

### **Performance measurement framework**

Reach:	Radio Wales should contribute towards the maintenance of combined BBC weekly reach for all services at over 90% by aiming to maintain its own weekly reach.
Quality:	Audience perceptions of Radio Wales as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
Impact:	Audience perceptions of Radio Wales as engaging and challenging.
Value for money:	Radio Wales' cost per listener hour.

# BBC Radio Cymru

## Service remit

Radio Cymru is a comprehensive speech and music radio service for Welsh speakers, covering a wide range of genres and reflecting the issues, events, culture and interests of the people of Wales. Programmes focus on local and national concerns but also address matters of UK and international significance.

## Service priorities

Radio Cymru is a full, mixed-genre radio service. Output is all speech at the breakfast peak, and it provides accurate and impartial news across its schedule. It plays a central role in reporting and scrutinising national political life, and is an important platform where issues can be debated by experts and where listeners can share their own opinions and experiences.

Radio Cymru supports Welsh music, drama and arts, and commissions a wide range of work from new and established talent.

For the year ahead, key priorities for Radio Cymru include:

Priority	Rationale
Provide high-quality and distinctive coverage of the Welsh Assembly elections.	To support and demonstrate BBC's commitment to sustaining citizenship and civil society.
Over the next three years, increase the audience reach for the weekday afternoon schedule.	Addressing underperformance of the afternoon schedule will help maintain overall BBC weekly reach in Wales.
To develop and implement a technology and multi-platform strategy to increase brand impact.	Listening to what audiences say they want and responding to changes in their behaviour by strengthening online/broadband provision.

## How the service meets each BBC purpose

### Sustaining citizenship and civil society

Independent news, current affairs and political programming are the cornerstone of the service. News is scheduled in all speech programmes at breakfast and drivetime, and news bulletins are broadcast frequently across the day.

Political coverage and analysis focus on Welsh affairs – in particular this year the Welsh Assembly election. The Westminster and European parliaments are also reported, noting the local impact of UK and Europe-wide legislation and initiatives.

Listeners are encouraged to explore a broad range of subjects and to engage and interact with the service. Radio Cymru's weekly current affairs programme *Manylu* will continue to investigate matters which are of public interest and relevance to our listeners.

This year we will:

- Broadcast at least 1,000 hours of news and current affairs.

## **Representing the UK's nations, regions and communities**

Radio Cymru's output fully reflects the diverse communities, cultures and faiths of Wales. It marks key national events – including National Eisteddfod, the Urdd Eisteddfod, the Royal Welsh, and the Faenol Festival – and outside broadcasts from across Wales are regular features in the schedule. It provides a comprehensive sports service.

Religious output including *Oedfa* on a Sunday reflects the diversity of faiths in modern Wales, and *Bwrw Golwg* and *Dal i Gredu* continue to provide platforms for debate and reflection.

This year Radio Cymru will:

- Broadcast at least 6,200 hours of non-news and current affairs (excluding opt-outs).

## **Promoting education and learning**

Radio Cymru will provide opportunities for informal learning across a wide range of subjects in its feature, factual and documentary output. Weekly strands, such as *Y Celfyddydau* and *Galwad Cynnar*, will cover a wide range of subjects and will cross-reference other learning experiences offered by BBC Wales. Documentary output will remain varied and will have informal learning at its core including a planned business series about entrepreneurship

Radio Cymru will contribute to pan-BBC social action campaigns in Wales, adapting them where appropriate to enhance their appeal to audiences in Wales.

## **Stimulating creativity and cultural excellence**

Radio Cymru supports established talent, and continues to refresh it with new voices and contributors. It includes regular sessions and performance opportunities for unsigned bands, and provides a platform for young writers whose plays are successful at the Urdd Eisteddfod.

Radio Cymru covers the arts in Wales on a weekly basis in *Y Celfyddydau* and will broadcast concerts by the BBC National Orchestra of Wales.

We will aim to commission at least 10% of eligible hours from independent producers in 2007/2008.

## **Bringing the UK to the world and the world to the UK**

Radio Cymru will bring the world to Wales through coverage of international events and issues in its news and current affairs output. It will bring Wales to the world by streaming Radio Cymru content on the internet, and we will continue to look for new ways to connect with Welsh-speaking contributors from all over the world.

## **Emerging communications**

Radio Cymru provides a major platform for the BBC's Welsh language cross-media activities in Wales and will use digital and interactive technologies to extend its availability, encourage audience interaction and introduce audiences to related content and services. This year for the first time we will deliver content on BBC iPlayer (subject to approval) and will look for new opportunities to deliver enhanced radio programming via interactive TV.

## **Performance measurement framework**

- Reach: Radio Cymru should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach.
- Quality: Audience perceptions of Radio Cymru as high quality and innovative. Also, the proportion of originated programmes across all hours (including repeats).
- Impact: Audience perceptions of Radio Cymru as engaging and challenging.
- Value for money: Radio Cymru's cost per listener hour.

# BBC Radio Ulster/Foyle

## Service remit

Radio Ulster/Foyle is a speech-led service, covering a wide range of genres and reflecting all aspects of life within the region. Its programming combines extensive coverage of local issues, interests and events with coverage of national and international developments.

## Service priorities

Radio Ulster/Foyle aims to provide a broadly based and engaging mix of programmes which reflect the diversity of community life in Northern Ireland. Its output combines news and current affairs, music, specialist interest, entertainment and documentary programmes. Listener involvement is at the core of this service through phone-ins, outside broadcasts and audience-led series and activities.

Over the next 12 months the key priorities for Radio Ulster/Foyle are:

Priority	Rationale
Provide authoritative news and current affairs programming which reflects issues and events across the region and combines information, analysis and debate.	Authoritative reporting and analysis, editorial range, depth and ambition are what audiences expect from BBCNI. Radio Ulster/Foyle is committed to providing at least 1,930 hours of news and current affairs output in 2007/2008.
Maintain the range, impact and relevance of Radio Ulster/Foyle's output and its role in reflecting community and cultural diversity on programmes including <i>Arts Extra</i> and <i>Your Place and Mine</i> .	Radio Ulster/Foyle's schedule contains a diverse mix of voices, programme styles and content. It supports creative expression, innovation and programming which reflect the distinctive traditions of local society.
Initiate social action and adult learning initiatives, including <i>Learning Bites</i> , which are responsive to local needs and connect with audiences in different ways and places.	Addressing social action themes through partnerships and on-air campaigns is an important part of Radio Ulster/Foyle's role. Such work also includes training, outreach and new learning resources.

## How the service meets each BBC purpose

### Sustaining citizenship and civil society

News, information and debate are essential features of Radio Ulster/Foyle's output. Our programmes provide comprehensive coverage of local, national and international events, and include authoritative analysis of developments affecting the lives of BBC audiences in Northern Ireland. We will report political developments, reflect the impact of social and other changes affecting local society, and provide opportunities for listener involvement in broadcast debates through programmes including *Talkback* and *The Stephen Nolan Show*.

In the coming year:

- Radio Ulster will broadcast over 1,550 hours of news and current affairs.
- Radio Foyle will broadcast over 380 hours of news and current affairs.

### Representing the UK's nations, regions and communities

Radio Ulster/Foyle's programming reflects the experiences, achievements and diversity of local people. Its output engages with audiences in different ways and places, and includes specialist interest programming, regional events and news coverage. We provide dedicated programming in Irish and Ulster Scots. In the coming year we will continue to deliver a broadly based programme of outside broadcast events and activities from regional venues, including the Balmoral Show, the North West 200 and Proms in the Park.

This year we will:

- Broadcast 8,400 hours of local radio content each year.
- Broadcast a series of 40 Ulster Scots language programmes each year.

### Promoting education and learning

Radio Ulster/Foyle provides broadcast support for informal learning and personal development across the range of its output, with programmes for adults as well as younger listeners. It also delivers schools broadcasts, including *TANDY* and *One Potato, Two Potato*, and promotes media literacy and social skills through *Blast NI*.

Our social action work initiatives are delivered in association with external partners. This year we will work to develop programme and support materials around issues of bullying and the experiences of older people.

### Stimulating creativity and cultural excellence

Radio Ulster/Foyle plays a critical role in nurturing and showcasing local creative talent. It reflects different art forms and performance styles – from music to comedy – and makes these accessible to both specialist and generalist audiences. Its programming is characterised by a commitment to quality, innovation and creative excellence.

We will aim to commission at least 10% of eligible hours from independent producers.

In the coming year we will:

- Broadcast a nightly specialist music service (featuring a range of styles/genres).
- Broadcast 20 hours of new comedy (as part of our ongoing work to develop initiatives to nurture and showcase local creativity).

## **Bringing the UK to the world and the world to the UK**

Radio Ulster/Foyle connects local audiences to issues of national and international significance across the range of its output. Its programmes reflect the impact of global influences and developments on life in Northern Ireland and the region's role in the wider world. Programmes such as *Sunday Sequence* and *Good Morning Ulster* will include content and interviews which reflect and debate global issues, events and developments and their significance for local audiences.

We will provide dedicated broadcast coverage of the 41st Smithsonian Festival in Washington and its celebration of the region's cultural diversity.

## **Emerging communications**

Radio Ulster/Foyle's output and delivery platforms reflect changing patterns of media consumption. Its programmes are available on digital radio and are streamed live on the internet, with a large proportion accessible for a seven-day period through the Listen Again online facility. [bbc.co.uk/ni](http://bbc.co.uk/ni) encourages listener interactivity and introduces users to related content and services.

## **Performance measurement framework**

Reach:	Radio Ulster/Foyle should contribute towards the maintenance of combined BBC weekly reach for all BBC services at over 90% by aiming to maintain its own weekly reach.
Quality:	Audience perceptions of Radio Ulster/Foyle as providing high quality and innovative programming. Also, the proportion of originated programmes across all hours (including repeats).
Impact:	Audience perceptions of Radio Ulster/Foyle as engaging and challenging.
Value for money:	Radio Ulster/Foyle's cost per listener hour.

# Further commitments

## Further programming commitments

### Access services

The BBC exceeds current Ofcom targets for subtitling, signing and audio description, and we are committed to subtitling 100% of programmes on BBC One, BBC Two, BBC Three, BBC Four, CBeebies, The CBBC Channel and BBC News 24 in 2008. In addition, there are subtitles for some sections of BBC Parliament.

Under the Communications Act 2003 we are bound by Ofcom's code relating to provision for deaf and visually impaired people. Access to services by audiences (including those with visual, hearing, cognitive or motor impairments) is also covered by Part 3 of the Disability Discrimination Act 1995 (as amended by the Disability Discrimination Act 2005). We have agreed policies and have produced a Production Handbook which lays down expectations for programme makers. We also have Guidelines for Visually Impaired Television Audiences. Our policies on web accessibility are published online at [bbc.co.uk/commissioning/newmedia/websites.shtml](http://bbc.co.uk/commissioning/newmedia/websites.shtml).

## Further BBC commitments

The BBC's commitment to audiences extends beyond the policy for individual services. We also make significant commitments which apply across our services.

### Diversity

The BBC aims to reflect the reality of diversity within the UK in its output and through its television, radio and other services to offer something for everyone in the UK.

All newly submitted programme proposals have a diversity statement attached highlighting how, where appropriate, the programme will fulfil the BBC's commitment to reflecting the diversity of the licence fee paying public, both on and off screen. We will continue to assess how effectively this enables us to deliver against our pledge.

### Access

The BBC is a founder member of the Broadcasters' Disability Network, and is committed to:

- increasing the presence of disabled people on air and on screen
- increasing the number of disabled people in all areas of the workforce
- increasing access to services, on and off air
- ensuring access to its buildings

## Universal availability of BBC services

We will continue to ensure that all our services remain universally available and free to air, and that licence fee payers are able to access them through new media as relevant technologies develop. Our digital services are available on Freeview, satellite and cable in the manner and to the extent that each platform allows.

## **Training**

The BBC will continue to invest in training and developing its employees' skill base. We will also devote time, expertise and money as our contribution to industry-wide training and development initiatives, and will continue to run specific schemes designed to attract people to the broadcasting industry.

## **Accountability**

The BBC, as an open and transparent organisation which is trusted by the public it serves, seeks to engage its audiences in dialogue, to learn from them and to respond honestly to what they have to say.

Our information service is available to audiences 24 hours every day of the year, handling around 1.5 million (mainly unsolicited) contacts over the year by telephone, email and letter. These range from general enquiries to specific complaints about programme content. The quality of our responses to audience concerns is closely monitored and subject to an independent customer satisfaction survey.

We have a complaints handling process which makes it easy for the public to make a formal complaint and obtain a speedy response. There is a two-stage appeal process for anyone unhappy with the initial response they receive. The BBC Trust's Editorial Standards Committee is the third and final stage of the process inside the BBC. (See [bbc.co.uk/complaints](http://bbc.co.uk/complaints).)

The BBC organises regular public consultations and carries out extensive audience research to listen to the views of licence fee payers. This includes ad hoc studies into the interests and needs of particular sections of the audience and the use and value of particular services, as well as an ongoing monthly survey which tracks audience perceptions of the organisation and its output. In addition, a network of voluntary independent Audience Councils in England, Scotland, Wales and Northern Ireland provides direct feedback on BBC services via the BBC Trust.

The BBC Trust will report on the BBC's performance against the commitments contained in these statements in the BBC Annual Report and Accounts 2007/2008, scheduled for publication in July 2008.