Executive Board

8 March 2010

1030 – 1530

Rm 3028, Broadcasting House, London

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**Attendees**

**Present**
Mark Thompson (Chair), Director-General
Mark Byford, Deputy Director-General (by telephone, items 1-3)
Lucy Adams, Director, BBC People
Sharon Baylay, Director, Marketing, Communications & Audiences (MC&A)
Jana Bennett, Director, Vision
Tim Davie, Director, Audio and Music (A&M)
Erik Huggers, Director, Future Media and Technology (FM&T)
Zarin Patel, Group Finance Director
Peter Salmon, Director, BBC North
Caroline Thomson, Chief Operating Officer
Marcus Agius, Senior non-executive director
Val Gooding, Non-executive director (by telephone, items 1-5)
Mike Lynch, Non-executive director
David Robbie, Non-executive director
Samir Shah, Non-executive director
Robert Webb, Non-executive director

**With**
Jessica Cecil, Head of the Director-General’s Office
Jo Clarke, Acting Head of the Executive Unit (Secretary)
John Tate, Director, Policy and Strategy (item 2, 5 & 6b)
Gautam Rangarajan, Head of Strategy (item 2)
Roly Keating, Director of Archive Content (item 2)
John Smith, Chief Executive, BBC Worldwide (item 3)
Anna Mallett, Controller, Business Strategy (item 3)
David Moody, Director of Strategy, BBC Worldwide (item 3)
Neil Chugani, Head of Special Projects (item 3)
Adrian Ruth, Head of Department, Policy and Strategy (item 5)
Wilf White, Director, Policy & Communications, DSHS Ltd (item 6c)
1 Minutes from the Executive Board meeting on 8 February 2010

1.1 The minutes from the February Board were approved, subject to a further amendment to the January minute.

2 Strategy Review Update

2.1 The Board received a verbal update on the launch of the Strategy Review and its reception by stakeholders.

2.2 The Board noted that the Trust had requested reporting on the implementation of the Strategy.

3 BBC Worldwide Rolling Strategy

3.1 The Board noted that the paper set out BBC Worldwide’s (BBCW) revised rolling business strategy (and accompanying five year financial plan) as part of the BBC Executive’s 2008 Commercial Review of BBCW, which was approved by the BBC Trust. The paper followed two previous papers presented on the 8th February and the 25th February. In line with the new agreed governance process Zarin Patel sponsored the paper and a public service introduction was included.

3.2 During its last discussion of the BBCW Strategy the Executive Board had requested further information regarding: the US strategy; the production strategy; the role of the Operational Forum; magazines strategy, and the overall financial risk / reward profile. The Board noted the additional detail provided on these areas by the paper.

3.3 The Executive Board approved BBCW’s strategy for submission to the Trust for approval, subject to finalising financial targets.

4 Budget 2010/11 – 2012/13 Update

4.1 Zarin Patel provided an update on the production of the Budget for 2010/11-2012/13.

5 Pan BBC Objectives

5.1 The paper proposed the BBC’s annual objectives for 2010/11. The objectives had been developed in light of the Putting Quality First Strategy Review, and also took into consideration the Delivering Creative Future themes and long-term BBC goals as agreed by the BBC Trust in October 2007.

5.2 These objectives set the direction of the BBC for the coming year and provide the framework for Group/Divisional objectives, which then cascade down into team/personal objectives.

5.3 The Board discussed the objectives.

5.4 The Executive Board agreed that the pan BBC Objectives should be reviewed by the Board every six months.
The Executive Board approved the BBC Objectives for 2010/11

6 **Director updates**

a) **Audiences and all services**

6.1 Sharon Baylay updated the Board on key highlights for the previous month.

b) **Regulatory and industry**

6.2 Caroline Thomson provided an update on regulatory and industry matters. The following papers were also considered:

*Quarterly Performance Report, Quarter 3 2009/10*

6.3 This paper presented the Quarterly Performance Report for Quarter 3, 2009/10.

6.4 The BBC Executive Board discussed the information in the report and noted that Group and Divisional reports were available on request.

*Implementation of the AVMS Directive and Amendments to the BBC Agreement*

6.5 This paper updated the Board on the Government’s implementation of the Audiovisual Media Services Directive; briefed the Board on the Government’s legislation for regulating product placement on television; asked the Board to consider consequential draft amendments to the BBC Agreement; and recommended that the BBC in due course accepted amendments to the Agreement based on the principles set out in the draft amendments.

6.6 The Board noted the implementation of the AVMS Directive and agreed in principle that the necessary consequential amendments be made, subject to Trust approval and further investigation of the impact of the new regulations on product placement in first run programme acquisitions.

**Action:** Arrange for an offline consideration of the product placement issues by Caroline Thomson, Jana Bennett and Mark Thompson *(Jo Clarke)*

c) **Finance**

6.7 The Board noted the update on the BBC’s financial position. The following paper was also considered:

*Repayment of the Switchover Help Scheme Underspend*

6.8 The paper informed Executive Board that the DCMS had proposed a method by which they would like the BBC to repay the Switchover Help Scheme Underspend. Executive Board agreed the proposed repayments subject to the conditions set out in the paper.

d) **Journalism**

Helen Boaden provided the Executive Board with an update on Journalism matters.
Papers for approval

7  **Review of Syndication Policy and Guidelines**

7.1 The Trust is reviewing the Syndication policy, consulting in May and June this year. This paper represented the BBC Executive’s view on appropriate changes to the existing policy and guidelines for syndication by the public service.

*Action:* Arrange for Executive Board to approve the paper offline, once the remaining editorial and brand issues have been resolved (*Jo Clarke*)

8  **Syndication Six Monthly Update**

8.1 This paper is a regular update to the Trust on syndication activity within the Public Service.

8.2 *The Board noted the syndication activity, endorsed the move to open syndication with an ex-post compliance regime and approved the paper for submission to the Trust.*

9  **Progress Update Report on Value for Money Recommendations**

9.1 This paper provided a progress report to the Executive Board against recommendations in the Value for Money Report about specific areas of BBC activity.

9.2 *The Board noted the actions taken to address the VfM recommendations since the last update in February 2009 and approved the paper for onward submission to the Trust.*

10  **NAO VFM Review of Radio Production Efficiency- Implementation Update**

10.1 The provided an update to the Executive Board of the actions taken following the publication of the National Audit Office Value for Money (NAO VFM) review of radio production efficiency in early 2009.

10.2 *The Board noted the update and approved the paper for onward progression to the Trust.*

11  **NAO VFM Review of Major Event Coverage – Implementation Plan**

11.1 The paper outlined the planned actions that the management teams within BBC Sport and Audio & Music will take in response to the NAO recommendations in its review of the BBC's major event coverage.

11.2 *The Board noted the proposed plan and approved the submission of the paper to the Trust.*
The Trials Register

This paper set out the register of pilots and trials for approval before submission to the Trust.

The Board approved the paper for onward submission to the Trust Strategic Approvals Committee.

Digital Switchover Quarterly Update

This paper provided an update on the latest developments for the Digital switchover programme.

The Board approved the paper for onward progression to the Trust.

BBC Portfolio Status Report

The BBC PMO provided the Executive Board with a status report on the BBC Portfolio.

The Board approved the paper for onward submission to the Trust FCC.

Distinctiveness – Joint Trust /Executive Project Conclusions

In early 2009, the BBC Direction Group (BDG) and the BBC Trust initiated a joint project on distinctiveness, aiming “to create a coherent, agreed approach to distinctiveness…which will result in clear requirements for the BBC’s services and measures and criteria by which they can be judged”.

This paper presented the project’s findings to Executive Board for endorsement and proposed that the next iteration of the work take place within the four content groups and report back as part of the Strategy Review implementation in September.

Executive Board endorsed the project’s conclusions and the proposed next steps.

Executive Board approved the paper for onward submission to the Trust.

Any Other Business

No other business was raised.

Papers for noting

Summary of papers and actions from Finance Committee

The Board noted the summary of discussions and actions at the Finance Committee meetings held on 22 January, 1, 4, 9 & 11 February 2010.