ITEMS OF BUSINESS

1. Welcome and introductions
2. Audience and performance
   a) Audience report
   b) Audience films with Q&A
3. Director’s reports for the Regions
4. The market place and external environment
5. Channel Update
6. Running of the Committees/external advisers
7. AOB
ATTENDANCE

Members:

- David Clementi   Chairman
- Ken MacQuarrie  Director, Nations and Regions (Chair)
- Steve Morrison  Non-executive director

With:

- Phil Harrold  Company Secretary
- Mairead Ferguson  Head of Marketing and Audiences, Scotland
- Bruce Malcolm (item 5)  Project Director, Scotland 2018
- Stuart Martin (item 2)  Senior Research Executive, Scotland
- Caroline Richardson  Business Advisor, Scotland (Secretary)
- Gary Smith (items 2, 5)  Head of News and Current Affairs, Scotland
SCOTLAND COMMITTEE MINUTES – 19 SEPTEMBER 2017

1. Welcome and introductions

1.1 The Chair welcomed everyone to the inaugural meeting of the Scotland Committee.

1.2 The Chairman emphasised the importance of the Committee and its duty to comply with core responsibilities such as reviewing licence conditions, gauging audience opinion of the BBC, monitoring performance, and ensuring appropriate stakeholder and licence fee payers engagement.

2. Audience and performance

a) Audience report

2.1 The Committee were presented with an overview of recent BBC Scotland activity. The organisation had undergone a process of restructuring through a split of Commissioning and Production roles to reflect the changing needs of the business.

2.2 It had been a busy summer with events such as TRNSMT festival, the World Pipe Band Championships and BBC at the Edinburgh Festivals. The Committee noted the diverse range of Edinburgh Festival content available and considered whether even more could be done to enhance the offer next year.

2.3 The Committee then discussed an audience report which analysed TV, radio, online and social media consumption in Scotland in addition to general impressions of the BBC and content performance. The Committee commented on the success of BBC Scotland’s The Social.

b) Audience films with Q&A

2.4 The Committee were joined by audience members, selected by Ipsos Mori, for an audience feedback session. A short film was played containing diary-room feedback from a number of individuals on topics centred around viewing habits and opinion of the BBC and BBC Scotland. Some of the audience members then joined the Committee for a discussion on their views of the BBC.

3. Directors reports for the Regions

3.1 The Committee were presented the latest data on the UK’s market landscape and technology advancements.

3.2 The Committee commented on the growth of streaming services and it was agreed that more work was required to understand the impact on total consumption patterns in Scotland.
4. **The market place and external environment**

4.2 The Committee recommended that further work should be carried out to draw out the delineating differences of the Nations, with regard to quotas, and a paper should be brought back to the Committee for discussion.

5. **Channel Update**

5.1 The Committee were shown a film encapsulating the purpose, tone and vision of the proposed BBC Scotland channel and discussed the channel’s suggested transmission hours, schedule and news output.

5.2 The Committee noted the plans for the News hour.

6. **Running of the Committee**

6.3 The Committee discussed the BBC’s current level of stakeholder activity and requested that an over-arching stakeholder engagement plan was drafted, capturing all key contacts, to ensure a co-ordinated pan-BBC approach.

7. **AOB**

7.1 There were no items of other business.