



# BBC Statements of Programme Policy

2010/2011

**These Statements cover the year from April 2010 to March 2011**

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# Director-General's statement

In March 2010, the BBC published its strategy review Putting Quality First, in response to key challenges set by the BBC Trust. Under this strategy we have set five clear content priorities and will focus on providing audiences with: the best journalism in the world; inspiring knowledge, culture and music; ambitious UK drama and comedy; outstanding children's content; and events that bring communities and the nation together.

This year's Statements of Programme Policy (SoPPs) are the first steps on the road to delivering this new strategic ambition, which will lead to an additional £600million a year towards higher quality content by 2013/2014. These SoPPs set out the BBC's editorial priorities for each of our services and also include the BBC's commitments and conditions set out in service licences and by Ofcom.

2010 will see the election of a new Parliament in Westminster and our journalism across television, radio and online will seek to explain the issues and reflect the campaign from the point of view of voters throughout the UK. We will also continue to provide a wide range of business coverage to give our audiences greater insight and advice as the British economy continues to face the aftermath of the financial crisis.

This year we will look to engage mainstream audiences with serious factual content and new approaches in natural history, with programmes such as BBC One's Lost Land series. Modern Masters is a BBC One arts offering presented by a new arts specialist, who will bring a fresh approach to the subject matter. BBC Four will continue to grow the impact of arts and culture with The Secret Life of Opera, and on Radio 2 arts programming will be strengthened, including a series on the histories of both musicals and cabaret in Musical Theatre.

World Of Wonder is the BBC's Year Of Science in 2010/2011. On television BBC One will refresh Child Of Our Time, while on BBC Two The Story Of Science will reveal how scientific method shaped the modern world. Radio 4 will contribute with a range of programmes fostering public engagement with science, including So You Want To Be A Scientist? And Saving Species, by the Natural History Unit, will be a 40-part landmark biodiversity series in the UN Year of Biodiversity.

In drama, BBC Two will seek to deliver a greater range and more hours of original drama, with more impact on audiences, as well as being the new home of BBC Films. New commissions include a short season of dramas inspired by the Eighties, including Abi Morgan's Royal Wedding. BBC Three will build on the success of Being Human by experimenting with four new drama pilots featuring vibrant young casts.

BBC One will look to revitalise mainstream family comedy by funding a series of pilots and experimenting with innovative formats beyond the classic situation comedy, such as Mrs Brown and a new comedy drama Pink Ladies. BBC Three will continue its role in finding up-and-coming comedians in Funny Fifteen Seconds. Bringing the nation together will see BBC One leading the multi-platform coverage of the World Cup in South Africa.

Our commitment to outstanding children's content remains as strong as ever. Music will sit at the heart of pre-school programming on CBeebies with ZingZillas, stimulating children's creativity and inspiring their imagination. In addition to the return of CBBC's most popular shows such as Tracy Beaker, there will be new dramas including Sadie Jones, Just William and Me And My Monsters.

Radio 2 will seek to consolidate Chris Evans's role at breakfast, alongside Simon Mayo in the drivetime programme. Radio 3 will challenge some traditional perceptions of classical music with high-profile opportunities for participation in music-making, bringing people together. In Local Radio we will maintain or improve reach by focusing effort and resources on breakfast and mid-morning programmes, subject to BBC Trust consideration under the strategy review.

The BBC performed well last year, maintaining overall reach in television and radio and with growth in online. I believe that the editorial priorities and related activities set out for 2010/2011 in these SoPPs will make this another exciting year for the BBC and its audiences.

**Mark Thompson**

# Television

## BBC One

### Service remit

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

### Controller's vision for the service in 2010/2011

My vision is for BBC One to continue to be the most watched channel in Britain, offering a rich mix of high-quality factual, drama and entertainment programmes to engage, surprise and delight audiences.

BBC One programmes hold a special place in many people's hearts and I value and respect that. I intend to provide programmes that appeal to existing BBC One viewers while reaching out to people who come to the channel less frequently. Over the past year, we have successfully refreshed key factual titles while reintroducing engaging lifestyle programming to the channel with shows such as Jimmy's Food Factory, Nigel Slater's Simple Suppers and Famous, Rich And Homeless. I have also brought popular science back to the heart of the peak-time schedule with Bang Goes The Theory. This year I want to extend this evolutionary process to other areas and find more innovative ways of bringing thought-provoking programming to BBC One audiences, with a special focus on history.

It is important that BBC One continues to be bold and creative. I will innovate with our entertainment slate, bringing new ideas and formats to a broad audience. I also want to foster talent to develop a new mainstream comedy for the channel, while taking risks with some innovative post-watershed ideas. And in drama, I want to offer the audience challenging, thought-provoking pieces alongside the strong continuing series that are so loved and valued by BBC One viewers.

Finally, BBC One should continue to be the place where the nation comes at times of great significance. Whether it's for the General Election or the World Cup, Children In Need or Christmas Day, I want BBC One to be the number one choice.

**Jay Hunt, Controller, BBC One**

### Key challenges for BBC One in 2010/2011

**Challenge:** Ensuring that our schedule includes a rich mix of programmes that are seen as distinct and different from those on other channels, through creating new innovative programmes for our audience.

- We will introduce new ideas and approaches in factual programming. One example is a family-oriented invention show in collaboration with Aardman, featuring Wallace and Gromit.
- We will continue to refresh our entertainment programming by commissioning new, bold formats. We are particularly interested in creating physical, visual formats and have a number of series with potential in development.
- In drama we are aiming to deliver a number of distinct, unique productions, including Deep, which is a thriller set on a submarine; Outcasts, a ground-breaking science fiction piece from the team behind Spooks; and The Silence, with a storyline about a young deaf protagonist.

**Challenge:** Continuing to engage our audience with serious factual content.

We will continue to encourage new approaches in natural history with programmes such as the Lost Land series, and will extend this in 2010/2011 with a wide range of factual programming, maintaining landmarks in the schedule.

- As a central plank of the BBC One arts offering we have Modern Masters, presented by a new arts specialist who brings a fresh approach to the subject matter.
- We have a landmark history series in collaboration with BBC Learning which will use immersive 'living history' to tell the story of the British high street through the past 70 years.
- As part of World Of Wonder, the BBC's Year Of Science, we have refreshed Child Of Our Time with a major multi-platform venture, The Big Personality Test, and the new series of Bang Goes The Theory will encourage the audience to carry out experiments online.
- We will work on imaginative ways to bring current affairs to a mainstream audience by producing bold documentaries and building on the topical feature format Famous, Rich And..., along with pursuing our strategy at 10.35pm to feature content with younger, more diverse appeal and commissioning a mix of one-off documentaries covering a broad range of topics and repeating certain BBC Three shows.

**Challenge:** Bringing the nation together through major sporting events and new large-scale entertainment formats, representing and reflecting the whole of the UK.

The BBC is committed to producing programmes from around the UK and therefore has introduced a policy to set up centres of excellence for production in Scotland, Wales and Northern Ireland. Key programmes will be produced in these centres of excellence, such as Casualty (Wales) and the National Lottery shows (Scotland).

- In 2010/2011, BBC One will bring audiences together through an exciting World Cup story from South Africa over the summer.
- Event programming is an important way to bring broad audiences to the channel. We plan to do this through new series of The Apprentice, Junior Apprentice and Masterchef, and our coverage of key events such as Children In Need and the Pope's visit. We are continuing to develop new stand-out programmes like these, for example a new business format in production featuring British entrepreneur Jo Malone.
- Following on from the success of Gavin And Stacey, we will commission more shows that have regional or national identity in their DNA, for example Mrs Brown from the renowned Irish comedian Brendan O'Carroll and Pink Ladies set in the north-west of England.
- Inside Out and The One Show will continue to unite the UK by broadcasting engaging local stories and showing regional films.
- Shows such as Rip-Off Britain will come from different parts of the country and Crimewatch Roadshow from four different locations away from London.
- Following on from successes such as Small Island, Waterloo Road and So You Think You Can Dance, we will continue to develop and promote diverse actors and performers.

## Other programming highlights

### Daytime

BBC One will continue to increase its emphasis on factual events (Rewind The 60s), current affairs (Fake Britain) and consumer journalism (Save My Holiday).

- With the returning series of Land Girls and Moving On alongside new comedy drama The Indian Doctor (working title), BBC One plans to cement its reputation for being the only broadcaster to provide UK-originated drama in daytime.
- The channel will also be ready to react to breaking news events with live specials during the day. It will also develop ideas which have the potential for moving into the peak-time schedule.

## **News and current affairs**

- BBC One will continue to provide first-class news and current affairs coverage with the flagship programmes BBC News At Ten, Question Time and Panorama.
- We will continue our commitment to outstanding national and regional news output.
- We are planning innovative election coverage in the build-up to and on the night of the General Election, including coverage of the party leaders' debates.

## **Sport and events**

- Event programming is a central part of BBC One. This year, in addition to the usual sporting calendar with highlights which include Wimbledon and Formula 1, the channel will have an exciting World Cup story from South Africa over the summer.
- We will also have a new-look Children In Need event in the autumn and we have commissioned a number of stand-out pieces for the BBC One Christmas schedule.

## **Factual**

- As well as the return of successful series Bang Goes The Theory, Jimmy's Food Factory and the Famous, Rich And... strand, we have a number of high-profile programmes in production. Thirty Years Younger (working title) will take a group of 80 year olds and transport them back in time by getting them to live life as they did in their fifties, with the aim of seeing how this impacts on the ageing process. Andrew Marr will present a new BBC One landmark series, Metropolis.

## **Religion**

- Alongside BBC One's weekly commitment to Songs Of Praise and The Big Questions, we will continue to represent all major UK religions by focusing on key festivals. We have commissioned a major drama event about the Nativity to be stripped across the schedule.

## **Drama**

- We will continue to bring first-class drama serials to a BBC One audience with continued investment in EastEnders, Waterloo Road, Casualty and Holby City. We will also have successful returning series Waking The Dead, Spooks, Hustle and Silent Witness alongside new dramas: Five Daughters, about the Ipswich murders, Luther, The Silence and Deep.

## **Entertainment**

- Together with the exciting new formats in development, BBC One will be bringing a new Andrew Lloyd Webber talent search to the screens in the form of Over The Rainbow.
- We will continue to foster Michael McIntyre as key BBC One talent with a new series of his Roadshows, and there will be new series of Live At The Apollo, QI, Have I Got News For You and The Graham Norton Show.

## **Comedy**

- BBC One is looking to revitalise mainstream family comedy by putting resources into funding a series of pilots. We are experimenting with innovative formats that go beyond the classic situation comedy with shows such as Mrs Brown, and we are trying a new comedy drama in the form of Pink Ladies. We have also invested in a new series of the critically acclaimed Outnumbered.

## **Access**

- The BBC is committed to making its content widely accessible. We therefore provide subtitling for all our programmes and ensure that at least 10% of relevant programmes carry audio description and at least 5% of our programmes are signed.

## Conditions: BBC purposes and BBC One commitments

Unless otherwise stated, all commitments are minimum hours and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

### Stimulating creativity and cultural excellence

- 45 hours of arts and music. (Does not include output broadcast overnight in the Sign Zone.)

### Promoting education and learning

- 700 hours of new factual programmes.
- 1,500 hours of children's programmes, shared commitment with BBC Two.

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

- 110 hours of religious programming, shared commitment with BBC Two. (Does not include output broadcast overnight in the Sign Zone.)

## Statutory commitments

In these commitments, peak time is defined as 18.00–22.30 hours.

The following quotas are agreed with Ofcom and are measured across a calendar year (results being published at [bbc.co.uk/annualreport](http://bbc.co.uk/annualreport)):

- A minimum of 25% of qualifying hours are provided by independent producers.
- A minimum of 70% of all hours, and 90% of hours in peak time, to be original productions.
- To maintain the current broad pattern of news programmes throughout the day, with a minimum of 1,380 hours of network news programming, of which at least 275 hours are in peak time.
- 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 with BBC Two:

- A minimum of 365 hours of network current affairs programming, of which at least 105 hours will be in peak time.
- A minimum of 655 hours of regional programmes in peak time, plus a further 280 hours at times adjacent to peak time (i.e. the hour either side of peak time), excluding news on BBC One.
- A minimum of 6,270 hours of regional programming across the range of genres, including regional news programmes for BBC One.
- At least 95% of regional programmes should be made in the relevant area.

And in conjunction with other BBC network television services:

- A minimum of 30% of relevant programme production budgets, representing a minimum of 25% hours of productions by volume, to be spent 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.
- A minimum of 25% of qualifying hours across all of the BBC's network and non-network television services are provided by independent producers.

The BBC observes Ofcom's Access Services Code. BBC One has the following targets:

- A minimum of 90% of qualifying programming hours to have subtitling. Additionally, the BBC aims to subtitle 100% of actual programmes on the channel. (The relevant 12-month period runs from 1 April.)
- A minimum of 5% of qualifying programme hours to have signing. (The relevant 12-month period runs from 1 November.)
- A minimum of 10% of qualifying programme hours to have audio description. (The relevant 12-month period runs from 1 November.)

# BBC One Scotland Annex

## Service remit

The remit of BBC One Scotland is to complement the networked BBC One schedule by providing mixed-genre programmes appealing to mainstream Scottish audiences which displace or replace content otherwise available on BBC One.

The service should provide Scottish viewers with programmes that reflect and support Scottish culture, identity and heritage, and it should be the BBC's primary outlet for television coverage of major Scottish events.

## Director's vision for the service in 2010/2011

BBC One Scotland is the home of a broad range of distinctive, popular programming produced for Scottish audiences, to complement and enrich the network schedule with content of specific relevance and interest to viewers in Scotland. As well as providing the majority of televised news and current affairs for viewers in Scotland, BBC One Scotland also carries live sport, the continuing drama River City and comedy along with engaging popular factual programmes.

The station will continue to offer content that reaches out to the increasingly diverse communities of Scotland, reflecting the country's cultural heritage and capturing contemporary issues of topical social interest.

BBC Scotland's outstanding news teams will continue to improve the news and current affairs programme offerings to viewers, across channels and broadcast platforms. There will be in-depth coverage offered of major stories and every effort made to nurture new reporting talent. Business and international news and sports coverage will also feature prominently during this Commonwealth Games year.

In a General Election year, the channel will offer high-quality and extensive coverage of the issues and candidates across the period of the election, with an online text service offering minute-by-minute updates during the campaign and, on the night, a live results programme. A number of special televised documentaries will also act as a platform to launch wider public debate.

**Ken MacQuarrie, Director, BBC Scotland**

## Key challenges for BBC One Scotland in 2010/2011

BBC One Scotland performed well last year, maintaining its reach and approval among viewers. However, the channel continues to face a number of challenges.

**Challenge:** It is important that BBC One Scotland should continue to offer opportunities for audiences to come together in large numbers and enjoy a communal experience. It must deliver high-quality programming with a clear relevance to the lives of Scotland's population.

- New original drama will be commissioned to sit alongside River City.
- With the restructuring of UEFA football competitions we look to find creative ways to continue to provide live football as part of our overall offer. There will also be more live Scottish Cup games offered to viewers than in previous seasons.

**Challenge:** In order to ensure that audiences in Scotland are fully informed of the issues and policies provided by the different political parties at the 2010 General Election, BBC One Scotland will offer:

- Extensive televised news, current affairs and politics coverage of the election in the weeks preceding, during and after the election, including an overnight results programme.
- Two major debate programmes centring on the economy and on the Scottish party leaders.

- Issues relevant to local government and local communities will receive additional focus across the output following the appointment of a dedicated correspondent, supported by BBC Scotland's existing political correspondents.

## **Other programming highlights**

### **Documentaries**

We will cover a broad range of subjects across the year, appealing to a wide audience.

- The Scheme will be a hard-hitting series chronicling a year in the life of an Ayrshire housing estate.
- The Clydebank Blitz will mark the 60th anniversary of the bombing that destroyed a whole Glasgow community in World War Two.

### **Factual**

We will deliver knowledge-building programmes, produced in Scotland.

- Scottish Landscapes will be a major landmark series presented by Dr Iain Stewart, examining the changing environment and the human race's role in shaping it. The series will be accompanied by multi-platform content, complementary series on BBC Two Scotland, and outreach activities.

### **Events**

We will provide coverage of Scotland's major music events in 2010, such as Celtic Connections, T In The Park, Proms In The Park and the World Pipe Band Championships.

## **Conditions: BBC purposes and BBC One Scotland commitments**

Unless otherwise stated, all commitments are minimum hours and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

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

- 265 hours of television news and current affairs.

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

- 140 hours of other non-news programming.

## **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

The remit of BBC One Wales is to complement the networked BBC One schedule by providing mixed-genre programmes which appeal to mainstream audiences in Wales, displacing or replacing content otherwise available on BBC One.

The service should provide viewers in Wales with programmes that reflect and support national culture, identity and heritage, and it should be the BBC's primary outlet for coverage of major events in Wales.

## Director's vision for the service in 2010/2011

BBC One Wales is the cornerstone of the English language service we offer viewers in Wales. It will build on the popularity of BBC One network programming by offering strong multi-platform landmark programming, compelling contemporary drama and distinctive arts, culture and entertainment. BBC Wales Today, the daily news programme, is central to the service – trusted, authoritative and covering the whole of Wales. In parallel, the long-form current affairs series *Week In Week Out* explores major issues of the day in depth. Our overarching objective is to offer a well-rounded and diverse service that reflects a constantly changing nation.

Three major events will shape our provision in 2010/2011: the General Election; a landmark series of programmes building on the success of *Coal House* (which will take two families back in time to Snowdonia in 1890); and Rolf Harris's landmark exploration of Welsh art.

We will cement our relationship with the Welsh audience with popular contemporary documentary series, an enhanced consumer offering and factual entertainment.

**Menna Richards, Director, BBC Cymru Wales**

## Key challenges for BBC One Wales in 2010/2011

BBC One Wales will strive to continue to build greater audience reach with distinctive programming that appeals to the nation.

**Challenge:** We need to ensure that our coverage of the General Election will reach as many of our viewers as possible by producing a balanced portfolio of popular and informative programming.

- There will be a series of debate programmes during the election campaign including a debate with the leaders of the main political parties in Wales. *Wales Today* will provide an authoritative daily account of the election campaign to the broadest possible audience. We will produce a comprehensive results service, placing the Welsh results in the context of the overall UK picture.
- If there is a referendum in Wales on the question of giving the Assembly extra powers this year, we will of course provide comprehensive coverage of the issues.

**Challenge:** We need to be relevant to all parts of Wales and to a broad, diverse audience. Our ambition is for BBC Wales content is to be more prominent in peak time, while being very clear about the challenge this presents.

- *Snowdonia 1890* will be a major peak-time series relevant to the whole of Wales as it will address issues of language as well as portraying history in an accessible way.

## Other programming highlights

We will cover a broad range of programming which reflects modern Wales.

### Drama

- *Fabulous Baker Boys* is a three-part series which tells, in a popular way, how a valleys community copes with the recession. This drama will continue to develop local Welsh talent

which has grown in Wales since the advent of Doctor Who. The hospital drama Crash started this process and there will be a second series in the spring.

### **Arts**

- Rolf Harris On Art will bring fine art to a mainstream audience. Rolf Harris will explore and copy art in all corners of Wales in his own inimitable style. Complementing this will be a range of other content across platforms.

### **Documentaries**

- A new series, Snowdonia 1890, is at the heart of the autumn schedule. The series will reflect life in rural, Welsh-speaking Wales in the 19th century. As with Coal House, this will be living history with two contrasting families from the present day living life on a hillside farm. There will be extensive multi-platform content complementing the series including programming aimed at schoolchildren.

### **Sport**

- This autumn Wales hosts one of the biggest sporting events in the world, the Ryder Cup. There will be a series which goes behind the scenes to show how Wales has prepared for the week that puts the nation at the centre of the sporting world's attention.

## **Conditions: BBC purposes and BBC One Wales commitments**

Unless otherwise stated, all commitments are minimum hours and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

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

- 250 hours of television news and current affairs.

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

- 60 hours of other (non-news) programming.

## **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

The remit of BBC One Northern Ireland is to complement 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 should be the BBC's primary outlet for television coverage of major events in Northern Ireland.

## Director's vision for the service in 2010/2011

BBC One Northern Ireland seeks to reflect the diversity of community life through a mix of programme styles and subjects. Maintaining its reach and relevance in a fast-changing environment is a key priority. We have reviewed the content, scheduling and balance of local television output and have invested in several new series which are designed to extend the breadth of our programming and its appeal to our audiences.

BBC One Northern Ireland is a showcase for local talent, issues and ideas. Its programmes provide points of connection and celebration and form part of a wider conversation about our place in the world. The channel's role is to inform and investigate – extending understanding of big issues and providing a platform for audience concerns. BBC One Northern Ireland should be deep in its connection with local communities, broad in its sympathies and ambitions, and restless in its search for creative excellence. It should reflect the whole of our society through programmes that are resonant and engaging and which give authentic voice to local people and their experiences.

We will refresh and enhance our arts, entertainment and comedy programming. New observational documentaries will take viewers behind the scenes at Stormont and the Ulster Hospital. Leisure and lifestyle programming will return to the schedule and we will also screen a landmark series on Irish history. Our news and current affairs programmes will include extensive coverage of the Westminster election and audience-led debate as part of the new Spotlight Special strand. Local television news output will additionally benefit from our investment in new area-based correspondents.

**Peter Johnston, Director, BBC Northern Ireland**

## Key challenges for BBC One Northern Ireland in 2010/2011

**Challenge:** We need to build on success and to deliver programmes with breadth, impact and popular appeal. We want to enhance the range of local television output and to further develop the BBC One Northern Ireland schedule based on changing audience needs and viewing habits.

- We will provide additional coverage of the Belfast Festival at Queen's and a new series featuring stories, people and developments within the local arts sector.
- We will screen two new factually based dramas and will explore the events and legacies of the Troubles in documentaries about The Shankill Butchers and The Burning Of Bombay Street.
- We will profile two women with differing views on abortion and will televise a series on work within the Royal Victoria Hospital's Sexually Transmitted Diseases Unit.
- We will unlock the value and benefit of the BBC's local television archive with a series of programmes on contemporary history.
- We will describe the history and significance of 25 objects that have helped to define the traditions and identities of local communities in a short series of programmes as part of the BBC-wide initiative A History Of The World In 100 Objects.

**Challenge:** We need to increase the impact of our comedy and entertainment programming. A key priority will be to develop existing strands and to support new talent and programme ideas.

- The Blame Game will make its return and we will commission a further series of Great Unanswered Questions.

- Our William will bring William Caulfield's cast of characters to a television audience, while Sketchy and LOL will profile the work of new comedy writers and performers.
- Derek's Dreaming will follow the popular Fermanagh farmer as he takes on fresh challenges, including bullfighting.

## **Other programming highlights**

### **Factual**

- Feargal Keane will explore some of the defining moments in Ireland's history in an ambitious new series which will be accompanied by related programming on BBC Radio Ulster and a dedicated website.
- In Cold Blood will describe police investigations in recent murder cases.

### **Documentaries**

- Woodrow Wilson will trace the linkages between a Strabane bread delivery man and an American president with the same name.
- Northern Ireland's industrial heritage will feature in a documentary about a local shirt factory, and there will be an opportunity to catch up with the story of a young Portuguese boy and his family in Tiago And The Tunnel.
- Tim McGarry will provide an idiosyncratic account of Irish history in a programme based on his successful stage show about the complexities of our past.
- The work of midwives and the experiences of expectant mums will be the focus of a new observational documentary series about the Ulster Hospital.

### **Entertainment**

- Getaways will provide local viewers with some informative escapism through its film postcards from different holiday destinations.
- We will indulge our audience's interest in the paranormal and local history with a returning series, Northern Ireland's Greatest Haunts.

## **Conditions: BBC purposes and BBC One Northern Ireland commitments**

Unless otherwise stated, all commitments are minimum hours and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

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

- 280 hours of television news and current affairs.

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

- 80 hours of other (non-news) programming.

## **Statutory commitments**

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

# BBC Two

## Service remit

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

## Controller's vision for the service in 2010/2011

I believe BBC Two is the mainstream alternative channel, with a spirit of bold creativity as its defining characteristic. Armed with curiosity and wit, the channel is here to provide stimulating television. Reaffirming BBC Two's ability to launch ambitious factual programmes – the beating heart of the channel's identity – at the core of the peak-time schedule has been the most important task I have undertaken as Controller, and I'm very pleased to see programmes such as *The Love Of Money* and *the Poetry Season* achieve such reputational success. But BBC Two is about speaking intelligently to broader audiences too, and I'm deeply committed to developing more original factual series with the potential to engage large numbers of viewers hungry for meaning. BBC Two should be the natural home for lively presenters with something to say and a passion to communicate what they know. Nurturing new talent is key to BBC Two's purpose, and I'm especially pleased that the coming year will see new authoritative faces added to the channel's factual landscape.

But I'm convinced that what makes BBC Two truly unique is not just the quality of its creative ambition, but also providing the wide and eclectic mix of what viewers find interesting. BBC Two's discerning but diverse audiences want the channel to deliver pleasure alongside substance. *Victorian Farm* and *The Hairy Bikers: Mums Know Best* show that it is possible to combine genuinely informative content with entertainment values in a way that widens BBC Two's appeal without diluting its distinctiveness. I want to go on exploring new programme concepts and territories that keep BBC Two forward-facing and responsive to what viewers enjoy as well as what they want to know.

In a channel dominated by factual programming, fictional output is hugely important – a channel needs a heart as well as a head. I was delighted with the runaway success of *Miranda*, which showed that it was possible to make pre-watershed comedy that felt modern, fresh and attractive. In drama, I'm looking forward to the new opportunities for BBC Two to find a consistent and characteristic voice that encompasses all kinds of genres, but is underpinned by a common commitment to intelligent pleasure.

For me, BBC Two is all about the exciting combination of things – of knowledge and entertainment, authority and wit. It is this that makes it such a special and very different proposition from anywhere else in the television landscape.

**Janice Hadlow, Controller, BBC Two**

## Key challenges for BBC Two in 2010/2011

**Challenge:** Continuing to provide audiences with well-written comedies with wide appeal and a distinctively BBC Two character.

- *Miranda*, one of BBC Two's biggest comedy successes of last year, will return in 2010/2011 with a new series and a Christmas special. Other commissions will seek to find a similar connection with audiences seeking intelligent comedy that appeals beyond its niche.
- In *Whites*, Alan Davies is an ambitious chef trying to put his country house hotel on the culinary map. Simon Amstell returns to BBC Two in *Grandma's House*, based on his own experiences growing up in a Jewish family. Matt LeBlanc plays himself in *Episodes*, co-written by the co-creator of *Friends*, which tells the story of a pair of British scriptwriters transported to Los Angeles to seek success in Hollywood. Harry Enfield and Paul Whitehouse return to BBC Two with their sketch show *Harry and Paul*.

**Challenge:** Introducing a wider range of drama, with a greater consistency of offer, creating more impact for audiences and critics alike.

- BBC Two will increase its hours of original drama, drawing on new funding, and will establish drama as a more regular treat in the schedule. The task is to create a recognisable voice for the channel's output. Authorship and distinctiveness are the key qualities here: building a reputation for ambitious pieces that seek to inspire and entertain is crucial. New commissions that strive to reflect this broader canvas are well reflected in a short season of dramas inspired by the Eighties, including Abi Morgan's Royal Wedding and a two-part adaptation of Martin Amis's Money. The Shadow Line, written by Hugo Blick, is a tense and thoughtful contemporary thriller, while The Crimson Petal And The White is based on Michel Faber's best-selling novel of Victorian love, sex and marriage. A one-off drama written by Victoria Wood, based on the story of the young Morecambe and Wise just as they achieved television fame, is an affectionate take on the lives of two national treasures.
- The new role of BBC Two as the home of BBC Films means that a wide range of potentially high-quality and attractive fiction – such as The Duchess and The Damned United – will become a regular part of Two's offer, adding to the richness of the channel mix.

**Challenge:** Offering more distinctive factual programming to audiences, ensuring that even more intellectually ambitious and highly impactful factual series are at the heart of the schedule.

- BBC Two is committed to the confident expression of public service values through distinctive factual programming that still succeeds in engaging significant numbers of appreciative and discerning audiences. It has always been part of BBC Two's remit to make the good popular, and doing so while preserving intellectual ambition is one of the most exciting opportunities of the coming year. Programmes scheduled for 9pm which will engage with powerful ideas and arguments include: When We Were Good, in which Ian Hislop tells the story of the Victorian moral mission and proposes that we owe almost everything we really value in our society to a handful of our unfashionable forefathers; a new series about Great Ormond Street Hospital, with unprecedented access to the hospital's decision-making process, revealing some of the impossibly hard choices that doctors and managers have to make; and Dangerous School For Boys, in which Gareth Malone will use his ability to bring out the best in people to deal with educational underperformance in boys.

## Other programming highlights

### Science

- BBC Two will be the mainstream presence for the World Of Wonder initiative. The Story Of Science will reveal how the scientific method shaped the modern world. After the huge success of Wonders Of The Solar System, Professor Brian Cox turns to the complexities of the universe and how they can be reduced to simple truths in Universal. The Secret Life Of Cows, Pigs And Sheep explores the hidden lives of farmyard animals.

### History

- BBC Two will offer unparalleled range, authority and a significant investment in new talent. There will be major series on the Normans and the Classical World. First Light, a powerful drama documentary, will mark the 70th anniversary of the Battle of Britain.
- There will be a stronger presence from new history presenters, including Amanda Vickery's Behind Closed Doors revealing private lives of the 18th century, Mary Beard unearthing new insights into Pompeii, and Bettany Hughes exploring the Atlantis myth.
- Increased online support will connect new science and history programmes with the best of the BBC's past output and the rest of the web.

## Arts

- BBC Two will continue to deliver unmatched depth, variety and consistency. For the BBC's 2010 Opera Season, Gareth Malone attempts to produce and direct an opera in Gareth Does Glyndebourne. Performances include Plácido Domingo in Verdi's Simon Boccanegra. In Goldie's Rough Diamonds, Goldie will scout for young musical talent on the streets of Britain. Fantasy Rock 'n' Roll will chart the last 50 years of rock history, using testimony, archive, memorabilia, music, rock psychology and hearsay.
- Renaissance Remastered investigates how some of the world's greatest paintings were created. Paul Merton's Birth Of Hollywood shows how the blueprint for today's film industry was established in the silent era. Sebastian Faulks will celebrate the British novel in Faulks On Fiction.

## Documentaries

- BBC Two's commitment to reflect contemporary experience includes a major season on education featuring Gareth Malone's Dangerous School For Boys, and Mind The Gap, in which John Humphrys finds out whether education can still change the lives of children. Catchment follows five families battling to get their children into the right school.
- Documentaries will continue to act as a window on the wider world. In Ben Fogle Faces Africa, Ben follows surgeons operating on victims of the disfiguring disease Noma. Bruce Parry will immerse himself in the lives of Arctic people.

## Popular factual

- BBC Two will continue to engage with viewers' lifestyles. Cracking Antiques shows how to furnish your home with original furniture that has an ongoing value. Sue Perkins and Giles Coren try 1970s-style self-sufficiency in Sue And Giles Live The Good Life.

## News and current affairs

- In addition to Newsnight and delivering the best in business journalism from the Money Programme team, BBC Two's schedule will reflect its strong international remit. Secret Iraq sets out to provide an authoritative account of what happened following the 2003 invasion. Andrew Marr will explore the legacy of John F Kennedy in JFK: The Making Of Modern Politics. This World will continue to tell compelling international current affairs stories.

## Religion

- Silence In The City finds out whether being in a place of silence can bring about personal and spiritual awakening. Melvyn Bragg will explore the extraordinary impact on Britain of the King James Bible.

## Daytime

- BBC Two will build on its success in popular factual, attracting an audience that seeks programmes with purpose. Michael Portillo will take more Great British Railway Journeys; Escape In Time sees two families try out 19th-century farming; and the Hairy Bikers park up for a new studio show combining cookery and chat.

## Conditions: BBC purposes and BBC Two commitments

Unless otherwise stated, all commitments are minimum hours and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

### Promoting education and learning

- 520 hours of new factual programmes.
- 1,500 hours of children's programmes, shared commitment with BBC One.

### Stimulating creativity and cultural excellence

- 200 hours of arts and music programming. (Does not include output broadcast overnight in the Sign Zone.)

## Reflecting the UK, its nations, regions and communities

- 110 hours of religious programming, shared commitment with BBC One. (Does not include output broadcast overnight in the Sign Zone.)

## Statutory commitments

In these commitments, peak time is defined as 18.00–22.30 hours.

The following quotas are agreed with Ofcom and are measured across a calendar year (results being published at [bbc.co.uk/annualreport](http://bbc.co.uk/annualreport)):

- A minimum of 25% of qualifying hours are provided by independent producers.
- A minimum of 70% of all hours, and 80% of hours in peak time, to be original productions.

In addition, BBC Two shares the following commitments with BBC One:

- A minimum of 365 hours of network current affairs programming, of which at least 105 hours will be in peak time.
- A minimum of 655 hours of regional programmes in peak time, plus a further 280 hours at times adjacent to peak time (i.e. the hour either side of peak time) excluding news on BBC One.
- A minimum of 6,270 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.

And in conjunction with other BBC network television services:

- A minimum of 30% of relevant programme production budgets, representing a minimum of 25% hours of productions by volume, to be spent 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.
- A minimum of 25% of qualifying hours across all of the BBC's network and non-network television services are provided by independent producers.

The BBC observes Ofcom's Access Services Code. BBC Two has the following targets:

- A minimum of 90% of qualifying programming hours to have subtitling. Additionally, the BBC aims to subtitle 100% of actual programmes on the channel. (The relevant 12-month period runs from 1 April.)
- A minimum of 5% of qualifying programme hours to have signing. (The relevant 12-month period runs from 1 November.)
- A minimum of 10% of qualifying programme hours to have audio description. (The relevant 12-month period runs from 1 November.)

# 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 Scotland.

## Director's vision for the service in 2010/2011

BBC Two Scotland seeks to reflect the aims and aspirations of the BBC Two network with the addition of bespoke programmes produced for Scottish audiences reflecting the distinctive social, cultural and artistic life of Scotland and helping to deliver on the BBC's remit for diversity. As with the rest of BBC Two, this programming will seek to stimulate enquiry and inform debate and understanding.

In this General Election year, coverage of the campaign will feature prominently across news, current affairs and politics output, with Newsnight Scotland extended to 30 minutes for the duration of the campaign.

BBC Two Scotland will also continue to introduce and develop new talent, with a particular emphasis on home-grown comedy with potential to showcase on the BBC Two network to help the rest of the UK to better understand the culture of Scotland.

**Ken MacQuarrie, Director, BBC Scotland**

## Key challenges for BBC Two Scotland in 2010/2011

BBC Two Scotland performed well last year, maintaining its reach and approval among viewers. However, the channel continues to face a number of challenges.

**Challenge:** In common with many BBC services, we need to generate fresh and new ideas, presenting more programmes that audiences view as distinctive and relevant. A key area is arts and culture, where we will provide high-quality programmes exploring subjects rarely featured elsewhere.

- A new series Films Of Scotland will offer a unique perspective on the last century through the pioneering work commissioned by the Films of Scotland Committee, first established to mark the 1938 Empire Exhibition in Glasgow.
- The 75th anniversary of the BBC Scottish Symphony Orchestra will be marked with a live concert performance.

**Challenge:** We need to ensure that our programmes are both relevant and entertaining and that they connect with the needs and tastes of our diverse audiences, while maintaining a firm public service ethos across all of the channel's output:

- We will aim to position more popular factual series alongside the provision of political programming, minority sport coverage including shinty, curling, mountain biking and bowls, and Gaelic language output.

**Challenge:** We need to create distinctive, innovative comedy, reinforcing BBC Two Scotland as a destination brand for this genre.

- We will target a younger audience with the second series of the much-praised Gary: Tank Commander.
- A number of new comedy pilots will be aired in the course of the year.

## **Other programming highlights**

### **Documentaries**

We will cover a broad range of subjects, appealing to a wide audience.

- The Guga Hunters will tell the story of the age-old annual gannet cull carried out by the men of Ness on a remote outcrop off the coast of Lewis.
- Travellers will present an intimate portrait of one of the last travelling families as they move around Scotland over the summer months.

### **Factual**

We will deliver a range of history, science and arts programmes, produced in Scotland.

- A new series Men Of Rock will tell the story of Scotland's pioneering geologists, complementing the major BBC One Scotland landmark series Scottish Landscapes.
- The Lighthouse Stevensons will celebrate the engineering achievements of the Stevenson dynasty as they built lighthouses around Britain's coastline.
- Landward will continue to reflect the importance of bringing rural and environmental issues to the audience.

### **Sport**

- Coverage of events across the Scottish sporting calendar will be complemented by a major television event in the shape of a live climb from Harris, in the Western Isles, featuring a selection of the world's top mountaineers.

## **Conditions: BBC purposes and BBC Two Scotland commitments**

Unless otherwise stated, all commitments are minimum hours and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

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

- 190 hours of other non-news programming each year including Gaelic language output.

## **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 should be a mixed-genre service for Wales, appealing to a broad audience with programmes of relevance and depth. There should be 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.

## Director's vision for the service in 2010/2011

Our programmes on BBC Two Wales will underpin the national offering on BBC One Wales as well as serving our heartland audiences. BBC Two Wales is the platform for our coverage of major Welsh sports, especially rugby, with well over 30 live games throughout the year as well as highlights programmes. It is also the vehicle for most of our in-depth coverage of politics in Wales, including the flagship programme Dragon's Eye.

The service will reflect the diversity of Welsh life and culture with a varied balance of arts programming and coverage of events important to the nation.

**Menna Richards, Director, BBC Cymru Wales**

## Key challenges for BBC Two Wales in 2010/2011

**Challenge:** BBC Two Wales will strive to attract a broader, more diverse age range, while continuing to appeal to our core audience.

- We will ensure that our factual programmes have a high impact by commissioning content that complements some of our landmark programming on BBC One such as Rolf Harris On Art and Snowdonia 1890.

**Challenge:** To provoke national debate through content that is both accessible and relevant to a wide audience by broadcasting the BBC Wales flagship political programme Dragon's Eye in a new slot in 2010/2011.

## Other programming highlights

### Landscape

- A major series for peak-time BBC Two Wales is The Secret Life Of Birds presented by wildlife expert Iolo Williams. This is a landmark series which looks at one of the aspects of nature that makes Wales so special.

### Arts

- An ambitious series called Ballet School will follow a number of Welsh teenagers at one of the top ballet schools in the world.

### Talent

- There will be a showcase of late-night programmes featuring films made by aspiring young Welsh talent. These will be made in all parts of Wales and feature the nation's diverse communities.

### Events

- Coverage on BBC Two Wales of major events in Wales is eagerly anticipated throughout the year and will include in-depth coverage of the Royal Welsh Show, the most popular outdoor event in Wales.

## **Conditions: BBC purposes and BBC Two Wales commitments**

Unless otherwise stated, all commitments are minimum hours and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

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

- 190 hours of non-news programming.

### **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 which complements the range and appeal of network programmes on BBC Two Northern Ireland.

## Director's vision for the service in 2010/2011

BBC Two Northern Ireland provides a showcase for a more specialist local programming – in all its range and diversity. It additionally provides an outlet for repeat broadcasts, extending their reach and accessibility. Minority language and sports programming are core elements of its schedule. Our output in Irish now extends across much of the year and features an engaging mix of content and styles, and is being complemented by new commissions in Ulster-Scots.

BBC Two Northern Ireland helps us to extend the range and diversity of local television output. It is the home of different voices and enthusiasms and a testing place for new ideas. The channel reflects much of what is distinctive about local society and complements the editorial ambition of network programming on BBC Two. It describes past and present, changing traditions and our fast-arriving future.

We want to encourage innovation and new programme ideas and to involve younger audiences with output that reflects their interests and concerns. Our coverage of rugby will be enhanced and we will develop our portfolio of minority language programming, working in partnership with other organisations. We will continue to provide dedicated coverage of Assembly proceedings and will provide in-depth political interviews and debate as part of the popular Hearts And Minds strand.

**Peter Johnston, Director, BBC Northern Ireland**

## Key challenges for BBC Two Northern Ireland in 2010/2011

**Challenge:** We will seek to facilitate risk-taking and innovation in our local programming, with a particular focus on the needs of younger audiences. A key priority will be to showcase new formats, talent and ideas.

- Wannabes will follow the ambitions of an aspiring group of young female musicians.
- Quitting Crime will describe the experiences of young ex-offenders as they begin their process of rehabilitation.
- Happening Here will look at young people's involvement with the arts.

**Challenge:** We will develop the range, visibility and impact of our sports programming on BBC Two Northern Ireland.

- GAA coverage will include the Ulster Championship and the MacRory Cup final.
- We will provide live coverage of Irish League soccer finals and a series of away fixtures involving the Northern Ireland international team.
- We will provide live coverage of a selection of Ulster rugby fixtures as part of the Magners League and the annual Schools' Cup.

## Other programming highlights

### Entertainment

- Santer will feature Ulster-Scots stories, music and events in a new magazine-style programme.

## **Comedy**

- Belfast FM will provide viewers with an unusual mix of comedy and interviews, featuring a puppet character from our earlier Teethgrinder series.

## **Documentaries**

- Dissenting Voices will describe the story of the Ulster Plantation in a short series of documentary programmes in Irish.

## **Conditions: BBC purposes and BBC Two Northern Ireland commitments**

Unless otherwise stated, all commitments are minimum hours and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

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

- 55 hours of non-news programming.

## **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

The remit of BBC Three is to bring younger audiences to high-quality public service broadcasting through a mixed-genre schedule of innovative UK content featuring new UK talent. The channel should use the full range of digital platforms to deliver its content and to build an interactive relationship with its audience. The channel's target audience is 16–34 year olds.

## Controller's vision for the service in 2010/2011

With a clear mission to provide thought-provoking and entertaining programmes for young viewers, BBC Three is going from strength to strength. We provide an exciting range of innovative programming across all genres to meet the needs of our audience. Our viewers clearly value what we offer because now BBC Three is the most watched digital channel for 16–34 year olds during its broadcast hours. Although I am very proud of this fact, I want the channel to keep growing and improving in both its appeal to young audiences and in the richness, range and public reputation of its output.

I believe our new programme line-up will deliver this. It is a rich combination of documentaries, comedy, drama and entertainment, all underpinned by a host of young television stars. Thought-provoking factual programming now sits at the heart of BBC Three, and this year the channel will continue to tackle a powerful range of complex subjects in ways that appeal to our young audiences. BBC Three is committed to developing the next generation of young British talent, both in front of and behind the camera. I am excited by the way home-grown British drama is developing on the channel and I have commissioned a third series of the hit drama *Being Human*. The new relationship drama *Lip Service* will be on our screens later this year and we have plans in place to develop the next generation of stand-out scripts and talented young performers with four new drama pilots.

Shows that make young viewers laugh continue to be the lifeblood of BBC Three. It has been fantastic to witness Gavin And Stacey's hugely successful transfer from BBC Three to BBC One, and we are working hard to develop the next generation of young stars. Russell Howard's *Good News* returns for a second series and new shows include character comedy from Simon Brodtkin in the form of *The Lee Nelson Show* (working title), an ambitious new puppet show *Mongrels*, and a beautifully written new sitcom *Him And Her*. Our entertainment plans should also give young audiences plenty to make them smile. *The King Is Dead* is a unique new entertainment show starring Simon Bird that combines character comedy with elements of a panel show, a chat show and a spoof job interview.

**Danny Cohen, Controller, BBC Three**

## Key challenges for BBC Three in 2010/2011

**Challenge:** Continuing to provide distinctive, challenging current affairs content with a BBC Three approach that engages young audiences.

- Continue to introduce BBC Three viewers to a broad range of current affairs content from autism to child trafficking. Some of these pieces will be UK-based, while others will have an international dimension.
- Build on the *Blood, Sweat And...* brand, which explores the impact of globalisation on the developing world. *Blood, Sweat And Luxuries* will explore the production of gold, sapphires, coffee, mobile phones and leather.
- Building on the range of programmes aimed at engaging our audience with the political process which transmitted in March 2010 (such as the *First Time Voters' Question Time*), we will also feature set-piece interviews with the main party leaders, another *First Time Voters' Question Time* on the eve of the election and a short film authored by Robert Peston explaining how to vote.

**Challenge:** Building on BBC Three's reputation for innovative, experimental fiction through finding and delivering new British comedy and drama for our audience and breaking new ground in entertainment.

- Being Human started life as one of a series of drama pilots broadcast by BBC Three in 2008. This year we are going to repeat that experiment with four new drama pilots featuring vibrant young casts. We will ask our audience for their feedback on the pilots, and will take this into account when we decide which to commission as a full series.
- We will be experimenting with a new entertainment format with The King Is Dead (working title). Part game show, part chat show, The King Is Dead will be entering new territory in the entertainment genre.
- We will bring a range of fresh new comedy to the screen. We know that our viewers want and expect this of BBC Three, so we will ensure that we deliver.

**Challenge:** Further developing BBC Three's website, enabling audiences to connect and interact with BBC Three via the internet.

- We will be launching a multi-platform comedy initiative called Funny Fifteen Seconds which will produce user-generated content for BBC Three. This content will be available on various sites throughout the wider web with the most innovative pieces hosted on the BBC Three site. Exceptional films will be featured on the BBC Three TV channel.
- Wu-How is an idea that came from a BBC Three competition to find new creative ideas. These are fun online video guides showing how to do everyday tasks simply and easily.
- Special-1 TV is a puppet show fronted by a José Mourinho character. We will have a series of Special-1 TV shows that will be played out in the build-up to and during the World Cup.

**Challenge:** Introducing our audience to the best new, diverse British actors, presenters and writers.

- We would like to discover a range of new comedy writers and performers. We hope that Funny Fifteen Seconds will be another vehicle to help us uncover up-and-coming comedians.
- We are working with new comedian Simon Brodwin on a new comedy series, The Lee Nelson Show.
- We will continue to give new presenters a chance and develop them where we can. Over the last 12 months Rickie Haywood Williams made two highly successful thought-provoking documentaries that resonated with the BBC Three audience. Recently Stacey Dooley, one of the young people who took part in Blood, Sweat And T-shirts, fronted her own two-part documentary series on child labour. We will work with Stacey again this year.
- We will continue to support the Fresh initiative for young film-makers. This year we have doubled our commitment by commissioning six documentaries through this scheme.

## **Other programming highlights**

### **The Adult Season**

- Due to the stand-out success of the Adult Season in summer 2009, we will be revisiting this theme. We will bring together a series of informative programmes that explore the transition from child to adult and question what it means to grow up. The Adult Season will be supported by a vibrant, informative online site.

### **The Autism Season**

- Building on the success of the award-winning The Autistic Me, BBC Three is planning to commission a raft of programming which will examine various aspects of autism, giving an insight and understanding of this most complex of disabilities.

## News

As well as delivering our commitment to provide ground-breaking, innovative current affairs content for our audience, we will continue providing a first-class news service.

- 60 Seconds is our hourly news bulletin.
- The BBC Three website will have news, sport and entertainment headlines with links through to BBC News online.

## Sport

BBC Three will showcase sport with a younger audience in mind.

- As well as the possibility of taking some of the matches live, there will be a raft of imaginative programming on TV and online around the World Cup. We have sent a group of 'WAGs' to experience the reality of life in an orphanage in one of the poorest South African townships, and we have a documentary about Nelson Mandela and his impact on the world. There will also be a number of entertainment pieces including a multi-platform comedy, Special-1 TV.
- Building on recent successes, BBC Three will continue to showcase sport that we feel has a particular appeal for our target audience. Alongside our existing commitments we are planning to feature the Free-Running Championships and to investigate the possibility of covering some athletics in the build-up to 2012.

## Music

- Our commitment to live music events continues with coverage of the key festivals in the UK music calendar, including the Mobo Awards, Eurovision, Glastonbury, Radio1 Big Weekend and T In The Park.

## Science

- For the first time BBC Three will feature hard science with an examination of the history of the universe. This ambitious project will be fronted by a young scientist who will bring his own knowledge, insight and distinctive presenting skills to the project.

## Conditions: BBC purposes and BBC Three commitments

Unless otherwise stated, all commitments are minimum hours and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

### Stimulating creativity and cultural excellence

- 35 hours of new music and arts programmes.

### Promoting education and learning

- 125 hours of new factual programmes.

### Sustaining citizenship and civil society

- 15 hours of new current affairs programmes.

## Statutory commitments

In these commitments, peak time is defined as 19.00–24.00 hours.

The following quotas are agreed with Ofcom and are measured across a calendar year (results being published at [bbc.co.uk/annualreport](http://bbc.co.uk/annualreport)).

- A minimum of 70% of all hours, and 70% of hours in peak time, to be original productions.

And in conjunction with other BBC network television services:

- A minimum of 30% of relevant programme production budgets, representing a minimum of 25% hours of productions by volume, to be spent 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.

- A minimum of 25% of qualifying hours across all of the BBC's network and non-network television services are provided by independent producers.

The BBC observes Ofcom's Access Services Code. BBC Three has the following targets:

- A minimum of 90% of qualifying programming hours to have subtitling. Additionally, the BBC aims to subtitle 100% of actual programmes on the channel. (The relevant 12-month period runs from 1 April.)
- A minimum of 5% of qualifying programme hours to have signing. (The relevant 12-month period runs from 1 November.)
- A minimum of 10% of qualifying programme hours to have audio description. (The relevant 12-month period runs from 1 November.)

# BBC Four

## Service remit

The remit of BBC Four is to be a mixed-genre television channel for all adults, offering an ambitious range of innovative, high-quality output that is intellectually and culturally enriching. Its focus should be on the provision of factual and arts programming.

## Controller's vision for the service in 2010/2011

BBC Four aspires to be the most culturally enriching channel in UK broadcasting. It aims to be the channel that refreshes those parts of the brain that other channels don't reach and, by doing so, become the channel of distinction for people who love to think.

BBC Four's foundation is purpose, proposition and passion. It will continue to champion the expression of opinion and point of view from experts in their field, all with something to say. In doing this, BBC Four aims to be as much part of Britain's arts output as the culture it reflects upon.

BBC Four will continue to be the gold card channel for arts and culture, approaching subject matter at a level of depth, detail and authority second to none. It is not just committed to coverage of the arts but actively celebrates them, producing content with a broad appeal. The channel is curious about the role of arts and culture in our modern society. That includes tackling some of the big arts subjects like ballet and sculpture, as well as examining how science has shaped our culture.

The aim is to offer discourse and insight through factual, drama and entertainment programming. BBC Four will continue to employ style and wit, to entertain as it informs and to be as enjoyable as it is knowledgeable and insightful. So, expect strong points of view and new ways of looking at subjects that open up debate in a collection of programmes that I hope people will find as entertaining as they are satisfying.

**Richard Klein, Controller, BBC Four**

## Key challenges for BBC Four in 2010/2011

**Challenge:** Inviting in the broadest possible audience by continuing to grow the impact of arts and culture and bringing a distinctively BBC Four perspective to seasons which mix origination and archive and make use of pan-BBC partnerships.

- The Secret Life Of Opera will be a season in which experts such as Antonio Pappano, Director of the Royal Opera House, and rising international soprano Danielle de Niese will explore the history and practice of opera in a series of documentaries, accompanied by performance.
- BBC Four will celebrate Britain's great tradition of sculpture in a season of films which will approach the form from fresh and surprising angles, including a look at the remarkable carvings of Rosslyn Chapel in Scotland and an exploration of the importance of the head in sculpture.
- We will extend the range of our drama beyond acclaimed biographical films with two adaptations of 20th-century novels, Women In Love and Room At The Top, which helped to define modern sexual mores.
- As part of World Of Wonder, the BBC's Year Of Science, BBC Four will profile current practitioners (three British Nobel Prize winners: astronomer Dame Jocelyn Bell Burnell, biologist Sir Tim Hunt and chemist James Lovelock) in the series Beautiful Minds, and will explore the essential tools of the trade – statistics, diagrams and equations – in a season of single films.
- We will develop relationships and partnerships with external parties. For example, two series, Maps: Power, Plunder And Possession and The Beauty Of Maps, will be broadcast to coincide with an exhibition at the British Library, while Rude Britannia, a series on deference and vulgarity, taboo and social convention, satire and protest, is scheduled to coincide with Tate Britain's exhibition of British comic art. BBC Four will continue its partnership with the Oxford Literary Festival, supporting it with special screenings and events.

**Challenge:** Enabling audiences to gain the broadest range of views and voices through creating the platform for world experts to share their knowledge and reflecting the diversity of human experience.

- During the year, alongside Antonio Pappano and Danielle de Niese on opera, BBC Four will feature Owen Sheers on war poetry, Simon Armitage on the Odyssey, Robin Lane Fox on Greek myth, David Frost on satire, Laverne Antrobus on the science of paternity and Desmond Tutu on African leadership.
- Our World Cinema Awards and series of free-to-air premieres of foreign language films will provide a window for authorship around the world. At home, we will continue to value contrarian but informed opinion such as that of Jonathan Meades and Charlie Brooker. The Storyville strand will continue to seek out the best of international documentary with films which this year will include Chinese settler farmers in Zambia, a Colombian drug lord and an Afghan cricket team. In a major season on BBC Four about the nature of justice, Storyville will contribute films from Beijing, Cambodia, the Philippines and the American ghetto.

**Challenge:** Encouraging viewers to deepen their interaction with BBC Four online through developing the channel's multi-platform identity.

- We will aim to improve our programme pages with in-depth text articles and interviews gathered during production. In partnership with BBC Archive Collections, we will highlight the cultural history of the television archive, applying a new lens to subjects, using curated seasons and the spark of original programming. Our forthcoming season on the North offers a prime opportunity to complement new commissions with the effective use of programmes in the BBC archive.

## Other programming highlights

### Arts

- Andrew Graham-Dixon will return with Art Of Germany, exploring the great themes of Germanic art, landscape, folklore and national identity. Kernow, Art Of Cornwall celebrates a region with a unique place in the British imagination, and tells the story of its impact on our art and culture. Goldsmiths: But Is It Art? enters the institution with an unrivalled reputation for producing the art stars of the future, following a group of artists as they struggle to make a name for themselves during their final show.
- Films on literature will focus on Harper Lee, Keith Douglas, Homer, and the themes of fathers and the sea in books. Mark Lawson will interview Martin Amis. Edgar Allan Poe's Women examines how the writer's troubled relationships with his mother, stepmother, wives, paramours and muses shaped his work. Mark Gatiss's Horror Show celebrates the greatest achievements of horror cinema and explores how the genre reflected the fears and anxieties of the 20th century.

### Music

- BBC Four will continue to showcase the bastions of the British music performance calendar, with Young Musician, Choir Of The Year and the Proms.
- Elgar The Music Maker will complete film-maker John Bridcut's trilogy about the greatest British composers of the last century. Chopin And The Nightingale will recount the clandestine love affair between the world's finest composer for piano and the first celebrity diva.
- Reggae Britannia will tell the story of how reggae has formed an intrinsic part of British culture since the mid-Sixties and how black reggae and ska musicians have found their music and identities shaped by the reaction of British audiences.

### Science

- Dr Michael Mosley will journey Into The Mind to understand science's last great frontier, tracing the history of our attempts to comprehend and manipulate the brain.

## History

- In A Story Of England, Michael Wood will tell the tale of the ordinary people of England through the detailed study of one place and its documents, from the Vikings to the Victorians.
- Forty years after Nixon came to office as American president, Professor David Reynolds will re-evaluate his reputation.

## International

BBC Four's Africa season features engaging and revealing programmes that will cast this little-understood continent in a new light.

- In The Archbishop Tutu Interviews, one of Africa's most respected figures interviews other eminent people from southern Africa about their life experiences and the wider issues affecting the region.
- In African Railroad Adventure, Sean Langan takes an inside look at one of Africa's few working passenger and freight railroads.

## British culture and social history

- The Sea will draw on rich professional and amateur archive to recreate vividly the British experience of the sea since the start of the 20th century, focusing on fishing, leisure and safety.
- BBC Four will journey to the north of England for a season of celebrations: Dr Jonathan Foyle on the architecture of Britain's civic buildings, Andrew Hussey on northern culinary traditions and a history of rugby league told through the story of one of the game's most significant personalities – Eddie Waring.

## Religion

- Marking its 400th anniversary, Adam Nicolson will tell the story of the unlikely assortment of scholars who worked tirelessly to create a new translation of the scriptures in Creation By Committee: The Making Of The King James Bible.

## Conditions: BBC purposes and BBC Four commitments

All commitments are minimum hours and include first-run originations and acquisitions. All conditions are annual unless otherwise stated.

### Stimulating creativity and cultural excellence

- 100 hours of new arts and music programmes.

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

- 20 premieres of new international film titles (defined as the first showing in the UK on a digital TV channel).

### Promoting education and learning

- 110 hours of new factual programmes.

## Statutory commitments

In these commitments, peak time is defined as 19.00–24.00 hours.

The following quotas are agreed with Ofcom and are measured across a calendar year (results being published at [bbc.co.uk/annualreport](http://bbc.co.uk/annualreport)):

- Approximately 70% of all hours, and 50% of hours in peak time, to be original productions.

And in conjunction with other BBC network television services:

- A minimum of 30% of relevant programme production budgets, representing a minimum of 25% hours of productions by volume, to be spent 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.
- A minimum of 25% of qualifying hours across all of the BBC's network and non-network television services are provided by independent producers.

The BBC observes Ofcom's Access Services Code. BBC Four has the following targets:

- A minimum of 90% of qualifying programming hours to have subtitling. Additionally, the BBC aims to subtitle 100% of actual programmes on the channel. (The relevant 12-month period runs from 1 April.)
- A minimum of 5% of qualifying programme hours to have signing. (The relevant 12-month period runs from 1 November.)
- A minimum of 10% of qualifying programme hours to have audio description. (The relevant 12-month period runs from 1 November.)

# CBBC

## Service remit

The remit of CBBC is to provide a wide range of high-quality, distinctive content for 6–12 year olds, including drama, entertainment, comedy, animation, news and factual. The great majority of this content should be produced in the UK.

CBBC should provide a stimulating, creative and enjoyable environment that is also safe and trusted. The service should have a particular focus on imparting knowledge, with an emphasis on encouraging participation.

## Controller's vision for the service in 2010/2011

CBBC is the most watched children's channel and the most popular website for 6–12 year olds in the UK.

Next year we want to strengthen our position as the nation's favourite by bringing even more children to the channel, representing the full diversity of kids in the UK and reaching out to children in satellite and cable homes.

To help us do this, BBC Children's will receive its highest ever level of funding. This new investment will enable us to commission new drama and Saturday morning entertainment and to continue to be the main channel for original British children's programmes in the UK. It will also help us to strengthen the things that make CBBC unique.

The first of these is that CBBC broadcasts everything from comedy to natural history and current affairs. We're proud to support the breadth of factual programming that runs on CBBC. This will be a particular strength in 2010/2011, with a new long-running issue-based drama, more Newsround specials and the inspirational show *This Kid Can Change The World* all transmitting this year.

A second unique feature of the channel is that it's filled with British content made for and featuring British children. Everything on CBBC should feel relevant to children's lives, whether it's a comedy drama like *Roy* or a Newsround bulletin. *Tracy Beaker* is a great example of a hit show for 2010/2011 that will feel strongly rooted in the UK.

The tone of CBBC is also unique. It's modern, contemporary, upbeat and fun, but it also has a cheeky, anarchic feel. Shows such as *The Sarah Jane Adventures* or *Tracy Beaker* are exciting and popular, but they have real substance as well as mass-market gloss. Presenters like *Iain* and *Hacker* give the channel a personality and allow children to get involved, an element that will remain key to our success in the next year.

Most importantly, CBBC is kid-centric. It sees the world through their eyes and on their terms. Real content and facts are at the heart of much of our programming, but we always present them in a way that's entertaining to children. Humour is intrinsic to this and CBBC understands the importance of making our audience laugh, even with typically straight subjects like history or science. *Horrible Histories* and *Richard Hammond's Blast Lab* are great examples of CBBC's approach to public service TV in 2010/2011— we don't want kids to feel like they're being taught, we want them to laugh themselves smart.

**Damian Kavanagh, Controller, CBBC**

## Key challenges for CBBC in 2010/2011

CBBC performed strongly last year, reaching more 6 to 12 year olds than any other channel in this market. However, the channel continues to face a number of challenges.

**Challenge:** Remaining relevant to all UK children.

- CBBC must stay relevant to all UK children, particularly in satellite and cable homes. We will continue to work hard to increase reach and share, using off-air marketing as well as scheduling and commissioning.

**Challenge:** Enabling children to find our content in a crowded market through clearer navigation.

- We need to consolidate our schedule and the way that we use well-known presenters to enable ease of navigation for the audience and ensure that priority content brands cut through. As with the return of Tracy Beaker and The Sarah Jane Adventures, we need to select channel-defining brands and creatively support them. Off-air activity will be particularly important.

**Challenge:** Increasing audience engagement with CBBC.

- Enjoying CBBC should not be a passive experience. We want kids to be able to interact with our brand on any platform, and the CBBC website is key to this. We also want to proactively create opportunities for children to get hands-on with CBBC and come face to face with our content. The See Me On CBBC Tour that ran in 2008 and 2009 allowed active participation and helped CBBC reach out to our audience. 2010/2011 will see CBBC out and about again, particularly in Scotland, Wales and Northern Ireland, with experiences from Deadly 60, Newsround and Blue Peter among others.

**Challenge:** Ensuring that audiences continue to find programmes dealing with citizenship relevant.

- CBBC is proud to cover issues that no other children's channel would touch – like smoking, elections and children's homes. With these citizenship programmes, and particularly with our upcoming citizenship drama, we need to constantly work to make sure that they feel more celebrated, relevant and brand-defining than ever before. Our content needs to continue to be an offering that children want to watch as well as one that we, as the BBC, are committed to making.
- This is particularly important for our core citizenship strands, Blue Peter and Newsround. In 2010/2011 we will be working very hard to make sure that both of these shows reach as many children as they possibly can.

## Other programming highlights

### Drama

- In 2010/2011 we plan to launch new dramas including Sadie Jones, Sparticle (working title), Just William, a long-running citizenship drama and Me And My Monsters (a mix of live action and puppets from Jim Henson Studios and Tiger Aspect).
- This year will also see new series of some of CBBC's most popular shows: Tracy Beaker, MI High and The Sarah Jane Adventures.
- Through their links with Spooks and Doctor Who respectively, both MI High and The Sarah Jane Adventures should help to strengthen the connection between CBBC and BBC One while bolstering our commitment to quality programming for 6–12 year olds.

### Comedy

- Comedy has been a key genre for CBBC in recent years and comedies for 2010/2011 include favourites such as Dani's House, The Legend Of Dick And Dom and Bear Behaving Badly, as well as newer shows like Ooglies, Big Babies, Hounded (starring Rufus Hound) and Game Over (from the producer of the hit show Sorry, I've Got No Head).

### Factual

- The success of Horrible Histories will continue with a new series and there will also be new series of Little Howard's Big Questions, Richard Hammond's Blast Lab and Deadly 60. Alongside the TV show, Deadly 60 will feature a campaign to encourage kids to take part.
- Our factual line-up for this year will also include inspirational programmes such as This Kid Can Change The World (working title), programmes that help to connect CBBC to other BBC channels like Junior Masterchef, and Newsround specials such as The Real Tracy Beaker. We will also be launching the new art show Wild About Art.

## Entertainment

- There will be new weekend entertainment shows on CBBC this year, including a new live show to kick the weekend off in style.
- Successful formats such as Basil And Barney's Swap Shop and Escape From Scorpion Island will continue and we also plan to launch major new entertainment shows including The Singing Coach (featuring Gareth Malone from The Choir), the giant format Fee Fi Fo Yum, and the robot spectacular Mission 2110.
- Entertainment will continue to thrive on CBBC with on-air presentation working hard to keep the audience at the heart of our programme schedule while raising a laugh at every junction.
- CBBC will also continue its commitment to outstanding British animation, with highlights including Muddle Earth and Shaun The Sheep.

## Conditions: BBC purposes and CBBC commitments

Unless otherwise stated, all commitments are minimum hours and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

### Stimulating creativity and cultural excellence

- 665 hours of drama programming.

### Sustaining citizenship and civil society

- 85 hours of news programming.

### Promoting education and learning

- 550 hours of factual programming.

(Note the hours conditions for children's output on BBC One and BBC Two in their respective Statements of Programme Policy.)

## Statutory commitments

The following quotas are agreed with Ofcom and are measured across a calendar year (results being published at [bbc.co.uk/annualreport](http://bbc.co.uk/annualreport)).

- A minimum of 70% of hours to be original productions.

And in conjunction with other BBC network television services:

- A minimum of 30% of relevant programme production budgets, representing a minimum of 25% hours of productions by volume, to be spent 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.
- A minimum of 25% of qualifying hours across all of the BBC's network and non-network television services are provided by independent producers.

The BBC observes Ofcom's Access Services Code. CBBC has the following targets:

- A minimum of 90% of qualifying programming hours to have subtitling. Additionally, the BBC aims to subtitle 100% of actual programmes on the channel. (The relevant 12-month period runs from 1 April.)
- A minimum of 5% of qualifying programme hours to have signing. (The relevant 12-month period runs from 1 November.)
- A minimum of 10% of qualifying programme hours to have audio description. (The relevant 12-month period runs from 1 November.)

# CBeebies

## Service remit

The remit of CBeebies is to offer high-quality, mostly UK-produced programmes to educate and entertain the BBC's youngest audiences. The service should provide a range of programming designed to encourage learning through play in a consistently safe environment for children under six years old.

## Director's vision for the service in 2010/2011

I know how much CBeebies means to so many children and their families. By developing programmes which are creative, imaginative, stimulating and trusted, CBeebies seeks to enrich young children's lives through a range of topics and tales that grab their interest, empower them to try something new and encourage them to be active.

CBeebies will always stay in tune with pre-school children, using its specialist knowledge and expertise to connect with and stimulate them. It will remain a channel that is specifically designed for them, at a pace and in a style that suits them, but it won't be frightened to innovate or be adventurous.

This year CBeebies will continue to break the day into zones, helping parents through their daily routine. CBeebies will feature motivating upbeat shows in the morning as part of the Get Set Go! zone, followed by programmes with innate learning themes, activities and storytelling, all showcased in our Discover And Do zone. In the afternoon it's all about relaxing during the Big Fun Time zone with lots of laughter and fun, until we wind down for the calming Bedtime Hour which closes the channel at the end of the day.

We're making more of the shows we know children love, so look out for brand new episodes of Grandpa In My Pocket, Mister Maker and Nina And The Neurons, as well as new commissions blending music, movement, storytelling, diversity and community – all in a fun but safe environment. ZingZillas is a great example of this kind of show.

Online we shall continue to use our programmes and original web productions that are both interactive and involving to provide opportunities for children to practise and extend their learning through play. The CBeebies iPlayer, the BBC's most recommended online offering, will be key to this, giving our young audience a safe place online where they can find and watch our shows.

CBeebies should lead world-class content creation for pre-school and nursery school children, backed by extra investment in BBC Children's. Pulling creative and imaginative ideas together, mostly from the UK, but also from around the world, CBeebies will act as an inspirational nerve centre, using both educational and entertainment materials to support learning concepts, encourage personal growth and, above all, give lots of laughs.

**Joe Godwin, Director, BBC Children's**

## Key challenges for CBeebies in 2010/2011

CBeebies performed strongly last year, growing its reach and approval among viewers. However, the channel continues to face a number of challenges.

**Challenge:** Ensuring that young children find our programmes stimulating and inclusive through encouraging fresh and new ideas. We will aim in particular to maintain the BBC's reputation for high-quality and distinctive pre-school programming with landmark series that truly engage them:

- Music sits at the heart of ZingZillas, which will launch this year, but this series is more than a simple passive musical experience. These programmes will stimulate children's creativity and inspire their imagination, and impart knowledge on a variety of themes such as co-operation, diversity and tolerance.

- Big City Park will explore nature and the environment, and foster important values like the power of imagination and the importance of community. Set in real parkland, the programme features children at its heart.

**Challenge:** Strengthening CBeebies' connection with its young media savvy audience through distinctive, innovative online content.

- Alphablocks will present children with a fun and eclectic community of characters based on the alphabet, inspiring them to learn about letters and interact with them online.
- Generally we will continue to enhance our online offering, using it as a springboard for learning, full of fun ideas to support children to continue playing and learning even when the channel is switched off.

**Challenge:** Further promoting a sense of awe and wonder at the world around young children and exposing them to a range of people, animals and environments, emphasising both differences and similarities with the child's own experience, in turn fulfilling our global purpose from a young child's viewpoint.

- Little Human Planet visits towns and villages all over the world to examine different cultures and customs, featuring young children at the heart of each film.
- Let's Celebrate is a set of special programmes built around multi-faith and cultural festivals from all corners of the UK, and presented by children.

## Other programming highlights

### Storytelling

- Tinga Tinga Tales is a series that provides a rich range of language and narrative. The programmes are set in Africa, featuring exotic artwork and using tall tales to inspire children to call upon their own imaginations.

### Playful learning

- Nina And The Neurons aims to present science to 4–6 year olds in a fun and entertaining way, engaging them in simple experiments to help develop their critical thinking skills.
- Get Squiggling shows the audience how to draw colourful characters on their Squiggle Pads.
- Mister Maker is a groundbreaking arts and crafts show aimed at 4–6 year olds which combines live action, CGI and animation techniques, bringing arts and crafts to life.

### Diversity

- Same Smile is presented by Nisha Anil, who travels to nursery schools around the UK, meeting young children and exploring their likes and interests, discovering that we are all both the same and different.
- Something Special is designed to teach children signing supported by Makaton gestures, and is specifically aimed at children with delayed learning and communication difficulties.

### Community

- Mightymites is a fast-moving, funny and informative show that will inspire children to get up, get out and try something active.
- Waybuloo focuses on social and emotional development. The Piplings, through their play, exploration, friendships, adventures and interactions with real children, introduce and model emotions and positive behaviours.
- Grandpa In My Pocket explores the hugely important relationship between grandchildren and grandparents by turning it on its head. Jason and Grandpa's adventures are fantastical and touching, but always hilariously funny.

## Conditions: BBC purposes and CBeebies commitments

No specific conditions.

(Note the hours conditions for children's output on BBC One and BBC Two in their respective Statements of Programme Policy.)

### Statutory commitments

The following quotas are agreed with Ofcom and are measured across a calendar year (results being published at [bbc.co.uk/annualreport](http://bbc.co.uk/annualreport)):

- Approximately 80% of hours to be original productions.

And in conjunction with other BBC network television services:

- A minimum of 30% of relevant programme production budgets, representing a minimum of 25% hours of productions by volume, to be spent 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.
- A minimum of 25% of qualifying hours across all of the BBC's network and non-network television services are provided by independent producers.

The BBC observes Ofcom's Access Services Code. CBeebies has the following targets:

- A minimum of 90% of qualifying programming hours to have subtitling. Additionally, the BBC aims to subtitle 100% of actual programmes on the channel. (The relevant 12-month period runs from 1 April.)
- A minimum of 5% of qualifying programme hours to have signing. (The relevant 12-month period runs from 1 November.)
- A minimum of 10% of qualifying programme hours to have audio description. (The relevant 12-month period runs from 1 November.)

# BBC HD

## Service remit

The remit of the BBC HD channel is to offer a mixed-genre schedule of programming in high-definition format, most of which has been originated by the BBC's other television channels.

## Head's vision for the service in 2010/2011

BBC HD offers viewers a selection of the best of the BBC's programmes in high-definition format. We want to offer audiences the programmes that they love already from standard definition television, as well as bringing to them the new titles that we hope they will grow to love in HD, and those programmes which may benefit particularly from the advances of high-definition technology.

In doing so BBC HD is seeking to extend the range of material that is available in the UK to viewers who have invested in HD connectivity.

While we cannot offer every programme that the BBC broadcasts across its channels, our goal is for the BBC HD schedule to represent every sort of programme that the BBC produces, and to provide something that every member of the potential audience can engage with.

In practice that means that we showcase almost all of the BBC's natural history, drama and music programmes. We also transmit a selection of children's programmes, daytime shows, entertainment, comedy and sport. From Top Gear through to Doctor Who, Waybuloo and Countryfile, from costume drama to big science series and Wimbledon or football, we seek to ensure that we deliver consistently high standards in producing and broadcasting HD programmes, and that we make full use of what HD can offer to television producers to delight and engage audiences with this new technology.

**Danielle Nagler, Head of BBC HD**

## Key challenges for BBC HD in 2010/2011

BBC HD has grown substantially over the last year. It has shown more original programmes in HD than ever before, and brought many long-standing BBC programmes into the HD world.

**Challenge:** Increasing the number and range of programmes being made in HD.

- We expect to increase still further the number of hours of new HD content broadcast by the BBC next year in recognition of the growing audience for HD content and the benefits that making programmes in HD can offer. Recognising the important role that national events play in bringing people around the UK together, for the first time BBC HD will broadcast the Grand National and The Open, as well as offering coverage of the football World Cup over the summer.
- We also expect to make around 200 hours of new children's programmes in HD, including Muddle Earth, Horrible Histories, ZingZillas and Hounded.
- In drama, we will seek to offer our audiences new, challenging dramas such as The Silence and Luther, but, recognising that the BBC's regular drama programmes play a very significant role in many people's television viewing, we are also looking at making a number of our continuing dramas available in HD over the course of the year.
- BBC HD will combine coverage of significant new factual programmes, such as Stonehenge, Ancient Worlds and Viva Opera Italia, with our commitment to regular series such as Horizon, Natural World, Antiques Roadshow and The Culture Show.
- In recognition of the need for BBC HD to reflect the full range of programmes offered by the BBC's other channels, we will also focus on ensuring that we find ways to highlight programmes made for BBC Two, BBC Three and BBC Four. We will maintain our commitment to showcasing in addition a limited number of programmes made for viewers in Scotland, Wales and Northern Ireland, allowing these programmes to reach a UK-wide audience. We

will seek to develop our partnerships with producers both inside and outside the BBC, to share insights into HD technology and creative programme-making, and working in partnership with them and with technology providers to develop HD for audiences.

**Challenge:** Ensuring that audiences can locate all the programmes the BBC is making in HD.

- We recognise that we need to work to help viewers to know which programmes are available on BBC HD, when they can view them and how they can access the channel. To do this we will work to ensure that there are clear messages about which programmes are available on BBC HD and we will provide effective signposting to the channel across as many as possible of the varied routes through which people plan their viewing.
- We will also work with HD platform operators to ensure that those viewers entering the world of HD connectivity for the first time know what they can expect from BBC HD and where they can find the channel. We will explore ways in which to make the path from standard definition to high definition as seamless as possible for audiences.

**Challenge:** Developing the creative potential of HD for audiences while aiming to deliver the highest quality standards in the UK.

- HD can be transformational for the television viewer in terms of both picture and sound. In its work with programme-makers and its choices about new commissions, BBC HD seeks to ensure that the full creative potential of the technology is explored and realised for audiences around the UK. Over the next year, we will be seeking to continue to push the boundaries of HD programming. Working with others across and beyond the BBC we will focus on developing programme-making skills, sharing best practice and applying what we know HD can bring to viewing to new areas of HD programme-making, such as observational documentaries.
- Audiences have high expectations of the quality that HD can bring to television. As our range of programming extends and the number of programmes we are making in HD increases, we will continue to work to ensure that picture and audio standards are maintained. We will continue to work along the whole broadcast chain to make the best use of the technology to enhance the viewing experience across all HD-enabled platforms on which we broadcast.

## Other programming highlights

### Drama

- BBC HD will offer new drama including *Women In Love*, *Five Daughters*, *Canoe Man* and *First Men On The Moon*, as well as a series intended for teenage viewers, *The Cut*.

### Comedy and entertainment

- *The Apprentice* will debut in HD this summer, and BBC HD will also begin to show *The Weakest Link* later this year. *Masterchef* in its various forms is also moving to HD, starting with *Masterchef: The Professionals* in autumn 2010. A number of new comedy series will also be shown on the channel including *Whites*, *Grandma's House* and *London 2012*.

### Factual and knowledge-building

- BBC HD will continue to show significant landmark factual series, which this year will include *Invisible Worlds*, with stunning close-ups of the microscopic universe captured in slow-motion HD.
- As part of our broader factual offering, we will also be showing *Helicopter Heroes*, *Bruce Parry's Arctic* and the majority of the BBC's learning output.

### News and current affairs

- We will continue to work with current affairs programme-makers, and hope to screen a limited number of episodes of *Panorama* on BBC HD this year.

## **Children**

- The Sarah Jane Adventures will return to BBC HD and will be joined in the course of the year by the CBBC factual series Even Deadlier 60. From CBeebies there are moves to HD for Get Squiggling and Bob The Builder, as well as the new series Same Smile and Alphablocks.

## **Conditions: BBC purposes and BBC HD commitments**

Unless otherwise stated, all commitments are minimum percentages and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

### **Delivering the benefit of emerging communications technologies**

- Less than 20% of output to be first-run showings of sport and acquired feature films (except on occasions of major sporting events).

# Radio

## BBC Radio 1

### Service remit

The remit of Radio 1 is to entertain and engage a broad range of young listeners with a distinctive mix of contemporary music and speech. Its target audience is 15–29 year olds and it should also provide some programming for younger teenagers.

It should offer a range of new music, support emerging artists – especially those from the UK – and provide a platform for live music. News, documentaries and advice campaigns should cover areas of relevance to young adults.

### Controller's vision for the service in 2010/2011

Radio 1 was established in 1967 in response to the seismic shifts in youth music and culture during the Sixties and was designed to connect the BBC to younger audiences with a service of their own. For it to continue succeeding in the 21st century I believe it is vital we remain true to that original mission, constantly evolving and regenerating to attract the next generation of listeners. To add to the challenge, we must do this today in a technological and cultural environment which is changing faster than ever before.

My ambition for Radio 1 is for it to be a leading voice of young UK culture, delivering a high-quality and distinctive service. We already enjoy a deserved reputation for supporting the best new music and acting as a champion for emerging UK artists. In Newsbeat we offer a level of news provision designed specifically for our young audiences, which the rest of the market is unable to sustain. I believe we can do more, however, and will be challenging our production teams this year to devise bigger and bolder creative projects, and to deliver social action campaigns which resonate with the audience.

Key to our long-term success will be our ability to recruit new listeners at the younger end of our target audience and so we will be enlarging the current teen zone on Sunday evenings, aiming to provide an easy entry point for younger teens into the network. We must also ensure that our online interactive and visual elements keep pace with audience expectations.

I believe we are in a unique position to deliver important information and offer a platform for people to come together and share their music, experiences, views and opinions. Across the decades this is what Radio 1 at its best has done, and it is what I'm determined it will remain doing into the future.

**Andy Parfitt, Controller, BBC Radio 1**

### Key challenges for Radio 1 in 2010/2011

**Challenge:** Radio 1 has to ensure that it constantly evolves to attract the next generation of young listeners. Programming for teenagers in particular has an important role in this strategy, acting as a bridge for younger teens, helping them make the jump from the kind of programming offered by CBBC and others to that offered by the BBC's more youth-orientated brands such as Radio 1, Radio 1Xtra and BBC Three.

- We will extend the teen zone on Sunday evenings to include the Chart Show.
- Tom Deacon, who currently hosts the BBC Switch online 5:19 Show, will join Radio 1 to present a companion radio programme. Annie Mac and Nick Grimshaw will move to a new late Sunday evening slot, following The Surgery With Aled.
- We will continue to develop the new Fearne Cotton and Greg James weekday daytime programmes introduced last autumn, to ensure that they focus on serving 15–29 year olds. We will also work to identify potential new presenting talent for the future.

**Challenge:** Radio 1 has built a strong reputation for supporting a wide range of new music relevant to young audiences, but opportunities remain for developing distinctive and high-quality speech output so that it provides increased impact:

- Radio 1's The Surgery will be given an earlier timeslot and a brief to take a more journalistic approach, being responsive and reacting to topical issues of relevance.
- We will look to engage the audience in our news coverage of major stories in 2010, including the General Election, Afghanistan and unemployment – which had a proportionally bigger impact on our young audiences during the recent recession.
- Our new Radio 1's Stories strand will offer a wide range of documentaries. The Art Of Noise will go to the very edges of music aiming to search out the most experimental sounds on the planet. A further series of International Radio 1 will visit Africa, Asia and Europe's new clubbing hot-spot, Croatia.
- Regular campaigns during the year will focus the network on a number of key issues. A volunteering initiative will broadcast in April and we are also currently devising campaigns which will look at travel and at relationships.

**Challenge:** Younger audiences are at the forefront of new technology and Radio 1 must ensure that its interactive services adapt to meet changing habits. In particular, the growth of broadband continues to fuel increased demand for visual content.

- We will aim to capture more key moments visually, filming a selection of sessions and Live Lounge performances, as well as other significant programme features such as the entertainment news bulletin at 6.30pm.
- Our Official UK Chart online presence will be revamped and improved following the launch on air of the new midweek chart update in Greg James's show, celebrating UK chart history and culture.
- The Access All Areas experiment in 2009 demonstrated how our audience love to participate and interact with the network. We will look for further opportunities in this area in 2010, including exploring ways in which users can personalise how the Radio 1 homepage appears to them.
- We will aim to segment more audio elements from programmes, for example to make notable interviews easier to find and access. Where appropriate we will also look to syndicate material to third-party sites.

**Challenge:** As a national network based in London, Radio 1 must nevertheless work to ensure that it serves audiences equally across the UK.

- Radio 1's Big Weekend this year will be held in north Wales and we will work closely with BBC Cymru Wales to ensure that they are able to broadcast in Welsh from the event.
- Our live events calendar will reflect a range of events, both big and small, across the UK. We will return to Wales to cover Wakestock for the first time and make a first trip to RockNess in Scotland. We are also looking at opportunities for programming focused on Northern Ireland.
- Throughout the year we will aim to showcase the best of our specialist shows across the UK, through tours, festival coverage and one-off programmes from notable events.

## Other programming highlights

### Music

- We aim to celebrate the 10th Radio 1's Big Weekend with our most ambitious interactive coverage to date, allowing those not able to attend the event to enjoy extensive virtual access. In addition, in common with many other festivals around the UK, we will be looking at ways of making this year's event more environmentally sustainable.

- Scott Mills The Musical was Radio 1's unexpected hit at last year's Edinburgh Fringe Festival, collecting five-star reviews. We are currently looking at creative ideas for covering this year's event.
- With an ever greater number of organisations covering live music we will aim to ensure that our coverage remains distinct, offering a greater depth and range of coverage where possible, for example through related documentaries.

## **Sport**

- Coverage of the World Cup will focus on how our audience are following the event in the UK.

## **Conditions: BBC purposes and Radio 1 commitments**

Unless otherwise stated, all commitments are minimum hours or percentages and include originations, repeats and acquisitions.

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

- 60 hours of specialist music per week. (Specialist music is music that appeals to specific groups of listeners, focusing on a specific genre of music or on cutting-edge music from a range of genres.)
- 40% of music in daytime from UK acts. (Daytime is defined as 06.00–19.00 Monday–Friday and 08.00–14.00 Saturday–Sunday.)
- 45% of music in daytime that is new (either unreleased or less than one month since release – physical release, not download release).
- Broadcast from c.25 live events and festivals from the UK and abroad.
- 250 new sessions (excluding repeats).
- Contribute to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers.

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

- 1 hour of news in daytime each weekday, including two extended bulletins (with flexibility for holiday periods and occasional special schedule changes).
- Regular bulletins during daytime at weekends.

### **Promoting education and learning**

- 40 new documentaries.
- At least two major social action campaigns.

### **Reflecting the UK, its nations, regions and communities**

- 200 hours of original opt-outs from Scotland, Wales and Northern Ireland.

# BBC Radio 2

## Service remit

The remit of Radio 2 is to be a distinctive mixed music and speech service, targeted at a broad audience, appealing to all age groups over 35.

It should offer entertaining popular music programmes and speech-based content including news, current affairs, documentaries, religion, arts, comedy, readings and social action output.

## Controller's vision for the service in 2010/2011

Radio 2 aims to maintain a mass audience for BBC Radio through a range of stimulating original music and speech programmes that are hallmarked with entertainment value. In a schedule that has been radically reshaped, with major new programmes in key breakfast and drivetime slots, we will offer broadcasting that is positive and warm in tone, and that celebrates creativity and quality.

Our pivotal role in music will continue, extending listeners' tastes and supporting artists. The station's commitment to live music will be extended through the refocusing of the BBC Electric Proms, which will become wholly associated with Radio 2 from 2010.

We will continue to showcase the rich popular culture of the nation, drawing upon the best of our comedy heritage in a refocused commitment that will also offer opportunities for new writers and performers, and celebrating our indigenous musical forms such as brass and folk.

We aim to use the size and breadth of our audience to deliver strong public value. Radio 2 will continue to build its appeal to a broad range of audiences, including those over 50. We want inclusiveness to be at the heart of Radio 2's programming, characterised by multigenerational listening, interaction and engagement.

We recognise the opportunity of offering current affairs to more difficult to reach parts of the population, encouraging participation and empowerment. These are themes we will explore further through new activity aimed at extending media literacy.

It is our ambition to provide a service that continues to offer surprises but at the same time is more cohesive, with our digital offer taking a central role. We will further develop new opportunities in our daytime output to reflect the specialist music programmes and documentary output of the evening schedule.

**Bob Shennan, Controller, BBC Radio 2**

## Key challenges for Radio 2 in 2010/2011

**Challenge:** Radio 2 will seek to maintain the reach of its weekday schedule.

- Chris Evans will consolidate his role replacing Terry Wogan, alongside Simon Mayo in the drivetime programme. However, these changes impact on the station's largest audience driver and content, style and tone will be carefully monitored by the station's management.

**Challenge:** Radio 2 will seek to provide more distinctive content during the daytime.

- Radio 2 will further integrate peak and off-peak content. It will also take a more ambitious approach to campaigns intended to enhance awareness of particular topics that bring cultural and social benefits across the diversity of the daytime schedule.
- Jeremy Vine's show will pick up themes from documentaries which are broadcast in the evening, such as the 52-part series Tim Rice's American Pie.
- Extracts from new evening comedy output will be previewed in Steve Wright's show.

**Challenge:** Radio 2 will aim to refresh and refocus its comedy output to gain greater impact from existing levels of investment in this genre, ensuring differentiation from comedy on Radio 4. The output will deliver two main themes:

- Reinforcing the link between the station and landmark UK comedy through documentaries, such as those on Peter Sellers, Bob Monkhouse, Tommy Cooper and Dave Allen, and in a new history of the Carry On films. Ronnie Corbett will feature in a four-part series of sketches and monologues. A four-part comedy panel show, Never Write Off The Germans, will tie in with World Cup programming. A Michael McIntyre series will showcase his favourite comics and clips.
- Maintaining the commitment to new writing and performing talent, including a co-production between BBC Comedy and BBC Scotland to identify Radio 2's New Stand-Up Of The Year. To tie in with Black History month, Craig Charles will host a two-part showcase of the UK's best talent from the black stand-up scene. In new writing, commissioned pilots will feature Richard Wilson in Fare Trade, playing a suburban taxi driver with too much time on his hands, and Ricky Tomlinson.

**Challenge:** Arts programming needs to be strengthened. The station will identify opportunities in the daytime output to enhance coverage of popular culture. In addition, documentaries will be commissioned that extend total provision under four headings:

- Musical theatre, including series on the histories of both musicals and cabaret.
- Cultural landmarks, including a celebration of 100 years of the London Palladium and reflecting upon the 50th anniversary of the novel To Kill A Mockingbird.
- Creative biographies, including exploring the unexpected influence on British pop music of the writer Roald Dahl.
- Broadcasting, including Paul Gambaccini's history of radio, Michael Grade's history of television, and a biography of Sir David Frost that will reflect the emergence of TV satire.

## Other programming highlights

### Live music

- We will offer live music capturing unique performances, repertoire and collaborations. Our activity will include coverage of the Electric Proms, newly identified with Radio 2, in order to provide new creative input into this already successful season, closely attuned to our audience's tastes, and secure television coverage to increase the overall impact of the event.

### Music documentaries

We will continue to offer programmes which offer new insights into the history of popular music. These will include the following:

- A major 10-part landmark series, Jazz Junctions, exploring the development of jazz through the stories of the characters who helped shape the form over 100 years.
- Stephen Tompkinson will present a series on the lasting influence of British military music that traces the global spread of brass ensembles from the deserts of Rajasthan to the carnivals of Trinidad.
- How Ella Met Marilyn is the unlikely story of Marilyn Monroe's significant role in breaking the colour bar in her campaign of support for Ella Fitzgerald, a study of two icons in opposition to the strictures of their times.
- Keep Calm And Carry On: Vera Lynn, I Told You We'd Meet, a biography of the enduring star.

### Religion and faith

We aim to build upon the strength of long-established formats and offer challenging new perspectives:

- We will celebrate the 70th anniversary of Sunday Half Hour through an extended programme.
- 2010 also marks the 25th anniversary of Radio 2's Young Choristers Of The Year, to be reflected in special programming.

- In A Great British Faith, three very different UK cities will be looked at to give an insight into the questions raised by the religious and cultural make-up of Britain, stimulating a national conversation about who we are as a nation.

### **Cultural context**

We will explore the enduring impact of the 1960s with a season that investigates the enduring legacy in both the UK and the USA.

- Actor Kevin Kline will narrate JFK: Pop President, a documentary that places Kennedy in a cultural, not just a political, context.
- The legendary publicist and designer Tony King will take listeners on a personal journey through the 1960s in Eyewitness To History.
- In The British Invasion, Alice Cooper looks at the British musical invasion of the United States – uniquely, from an American perspective.

### **Insight into global events**

During the World Cup season, Radio 2 will reflect the political and musical landscape of South Africa.

- I Ain't Gonna Play Sun City documents the role of music in bringing the issue of apartheid to greater public attention.
- Paul Simon will offer a personal perspective in his Musical Map Of Johannesburg.
- The landmark series Freedom Sounds 2010 will be reversioned and rebroadcast, with Hugh Masekela tracing the history of South African music and the role of the arts in fostering change to bring democracy to the country.

## **Conditions: BBC purposes and Radio 2 commitments**

**The commitments stated below are subject to change as a result of the current review of performance against public purposes conducted by the BBC Trust.**

Unless otherwise stated, all commitments are minimum hours or percentages and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

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

- 40% of music in daytime from UK acts. (Daytime is defined as 06.00–19.00 hours Monday–Friday and 08.00–14.00 hours Saturday–Sunday.)
- 20% of music in daytime to be new (either unreleased or less than one month since release – physical release, not download release).
- 260 hours of live music.
- >1,100 hours of specialist music programmes.
- >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**

- 16 hours a week of news and current affairs programming, including regular news bulletins (with flexibility for holiday periods and occasional special schedule changes).

### **Representing the UK, its nations, regions and communities**

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

# BBC Radio 3

## Service remit

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

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

## Controller's vision for the service in 2010/2011

The range and depth of Radio 3 is unlike that of any other radio station in the UK. More than half the music output comes from live and specially recorded performances, it is the most significant commissioner of new work in the world, and it maintains a commitment to a variety of musical genres and speech programmes. This range carries a number of challenges, in particular scheduling and delivering such diverse programming.

Western classical music lies at the heart of Radio 3's programming and in developing musical policy for the station we will offer more chances to hear the great works of this classical canon. Radio 3 also aspires to open the minds of our audience to new sounds, works of art and ideas, and to take our listeners on journeys of discovery by expanding their range of experience in the world of music and the arts.

Following the success of Radio 3's Four Composers in 2009 (Purcell, Handel, Haydn and Mendelssohn), we will continue to provide various points of focus within our schedule in the coming year. In particular, there will be a concentration on opera, and we will be seeking new ways of opening up this important classical music genre to new audiences, working closely with television colleagues to optimise impact. At the same time, major anniversaries such as those of Schumann and Mahler provide Radio 3 with a natural opportunity to celebrate their work in our programming.

Encouraging audiences to participate in musical performance has been a major emphasis for us in past years. With this in mind, we intend to build on the success of Sing Hallelujah!, supporting the Choir Of The Year competition and related choir initiatives, as well as organising community events during the Proms.

**Roger Wright, Controller, BBC Radio 3**

## Key challenges for Radio 3 in 2010/2011

**Challenge:** Encouraging potential listeners to sample the station, in particular those who might be unaware of what Radio 3 has to offer.

- Radio 3 will develop its breakfast and drivetime programmes as primary entry points for new listeners, with an engaging combination of music, topical information and audience interaction.
- The station will encourage the interest of potential listeners through seasons, based around the Proms, Free Thinking, Human Planet and special programming on featured composers.

**Challenge:** Challenging some traditional perceptions of classical music.

- Radio 3 will provide high-profile opportunities for participation in music-making, bringing people together and presenting classical music to the listening audience as an opportunity for enjoyment and communal activity.
- It will increase the opportunities for a wide range of people to express their individual musical passions on air.

## Other programming highlights

### Classical music

- Radio 3 is currently planning an extended focus on a major composer, based around complete works and building on previous initiatives which have had the capacity both to attract new listeners and to engage existing audiences. In addition, the station will be celebrating the anniversaries of Schumann (1810–56) and Mahler (1860–1911).
- The station will present a project about the key works of classical music, providing a platform for the public to share their personal tastes and interact with others who appreciate classical music.
- Radio 3 will develop its coverage of new classical recordings in order to strengthen its role as a source of recommendations and as an informed guide to classical music. In this programming, it will seek to foster debate about classical music performance and the world of recordings.

### Opera

- Working closely with television and interactive, Radio 3 will underline its ongoing commitment to opera through The BBC – A Passion For Opera during 2010. The station will dedicate more airtime to performances from international opera houses and other programmes will provide a range of opportunities for listeners to engage with the genre.

### BBC performing groups

- The six BBC performing groups play a significant role in providing musical performance on Radio 3, not least in delivering the station's unique commitment to new work. They will provide over 300 performances in the coming year, and for the first time Radio 3 will create a special day of live broadcasting celebrating their work.

### World music

- As part of our world music programming, there will be a special series providing a musical complement to television's Human Planet series, looking at the peoples of the world. The BBC Symphony Orchestra is planning a collaborative project with Moroccan culture and musicians. Radio 3 will also promote a mentoring scheme for an emerging musician in the genre of world music.

### Arts and ideas

- Radio 3's festival of ideas, Free Thinking, will return to Gateshead, continuing its role of stimulating interest in major contemporary issues and trends in society. It provides a unique opportunity for the public to interact with leading thinkers and opinion-formers, and this distinctive material is reflected in Radio 3 speech programming.
- Among other themes, Radio 3 is planning a drama focus on the German playwright Georg Büchner. It will also explore the cultural history and psychology of chess – from India to the Cold War – through features, talks, drama and related music.

## Conditions: BBC purposes and Radio 3 commitments

Unless otherwise stated, all commitments are minimum hours or percentages and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

### Stimulating creativity and cultural excellence

- 50% live or specially recorded music.
- 500 broadcasts of live or specially recorded performances.
- 30 new musical works commissioned (excluding repeats and acquisitions).
- 35 new drama productions broadcast (excluding repeats and acquisitions).

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

#### **Promoting education and learning**

- 30 new documentaries broadcast on arts and cultural topics (excluding repeats and acquisitions).

#### **Representing the UK, its nations, regions and communities**

- 40% of relevant spend incurred outside the M25. (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.)

# BBC Radio 4

## Service remit

The remit of Radio 4 is to be 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 should appeal to listeners seeking intelligent programmes in many genres which inform, educate and entertain.

## Controller's vision for the service in 2010/2011

Listeners look to Radio 4 for a uniquely eclectic schedule of factual programmes, drama, comedy and debate, built on a foundation of powerful news and current affairs about the UK and the wider world. This year our news priority will be the General Election, providing comprehensive coverage and illuminating analysis of the campaign and the consequences of the vote for government and nation.

Beyond news, we will offer intellectually thrilling factual programmes embracing science, natural history, literature, music, art, history, religion and consumer affairs. Our biggest single project is A History Of The World In 100 Objects, a unique partnership with the British Museum which began in early 2010 and will continue through the year. As part of the BBC's wider contribution to the Year Of Science, we will broadcast a 40-part series on endangered species and invite the Astronomer Royal, Sir Martin Rees, to present the Reith Lectures. We will also heighten the impact of arts programming with Moving Pictures, a season on film, which will explore the ways in which the great 20th-century art form has changed the way we see ourselves.

Radio 4 is the home of radio drama, driven by the power of good storytelling. In 2010 there will be nearly 200 single plays, including 40 works by writers new to radio. There will be big events such as Life And Fate, Vassily Grossman's epic of Soviet Russia, delivered across every drama slot for a week.

Radio 4 aspires to be the destination for the best comedy, both classic and cutting-edge. We will continue to invest in new talent, as well as opportunities for established performers, including a radio vehicle for Ronnie Corbett. We will be present at festivals such as Edinburgh and Glastonbury, discovering emerging acts and seeking to increase the diversity of our comedy voices.

Listeners expect Radio 4 to evolve, technologically as well as editorially. Some major series will be complemented by innovative interactive experiences and we'll be improving access to Radio 4's growing online archive of factual programmes.

**Mark Damazer, Controller, BBC Radio 4**

## Key challenges for Radio 4 in 2010/2011

Radio 4 performed strongly last year, achieving record reach and consistently high audience approval. In the coming year we aim to enhance our offering in a number of ways.

**Challenge:** To react flexibly to the news agenda and in particular to provide the widest and most insightful coverage of the General Election.

- In the election period we will use the expertise of our numbers strand, More Or Less, inside our mainstream journalism to interrogate the parties' use of statistics. We will bring the classic TV format What The Papers Say to radio in a special election series.
- A fresh strand, The Heckler, will take a sharp, sideways look at the election campaign, challenging political shibboleths.
- The Vote Now Show will be a late-night election campaign series of the satirical comedy, recorded on the day, lampooning the pretensions of all sides.

- The Report, our new current affairs strand, will exploit radio's inherent qualities of speed and directness to respond to big stories at full programme length.
- Decision Time, with BBC Political Editor Nick Robinson, will offer an engine-room perspective on the process of government.

**Challenge:** To contribute to the BBC-wide focus on science in 2010.

- A range of programmes fostering public engagement with science will include The Infinite Monkey Cage and So You Want To Be A Scientist?
- Saving Species, by the Natural History Unit, will be a 40-part landmark series addressing biodiversity in the UN Year of Biodiversity.
- The Astronomer Royal, Sir Martin Rees, will present the Reith Lectures.

**Challenge:** To maintain and grow reach for our interactive services in an ever more competitive digital market.

- The uniquely ambitious History Of The World website will showcase all the objects in the series and make the programmes available permanently as podcasts, ensuring a lasting legacy from this partnership with the British Museum and enabling listeners to contribute their own objects and histories to the virtual collection.
- We will aim to develop compelling interactive propositions that reflect the audience's growing take-up of social media.
- We will make a greater impact beyond Radio 4 by syndicating content across BBC Online and across the wider web.
- We will improve the user experience of the Radio 4 website.
- We will develop our digital offer for Desert Island Discs.

**Challenge:** To develop our creative relationships with BBC Television and with other partners inside and outside the BBC.

- A pan-BBC collaboration with BBC Nations and Regions, CBBC and World Service, supported by 350 museums across the country, will be central to our aim to promote learning from A History Of The World In 100 Objects.
- We will co-commission with BBC Television an Eighties drama season and a Torchwood series.
- We will develop drama around Children In Need and undertake bimedia projects with Film London and The Rural Media Company.

## Other programming highlights

### Factual

- To coincide with the fifth anniversary of 7/7 and the successful Olympic bid, London: Another Country? is a season charting London's extraordinary transformation over the last 30 years and examining the capital's relationship with the rest of the UK and the world.
- The 50-part narrative history of Russia, The Wild East, will mark the 20th anniversary of the break-up of the Soviet Union, presented by Martin Sixsmith.
- Democracy On Trial will be a landmark three-part series by Michael Portillo, telling the story of democracy and looking at the challenges it faces today.
- In the wake of increased public scrutiny of social work, Who'd Be A Social Worker? is a three-part series following rookie social workers over a significant period of time, exploring the issues they face.

- On the 10th anniversary of the successful mapping of the human genome, *The Age Of The Genome* is a four-part series on genetics by Richard Dawkins.
- Evan Davis *On Tax* will be a peak-time series across a week, unravelling the mysteries of taxation.
- Simon Schama will join the roster of eminent writers presenting *A Point Of View*, the weekly reflection on current events.
- Features on the arts will include Martin Scorsese on George Harrison, Grayson Perry on creativity and imagination, Robert Winston on music, David Walliams on Philip Larkin, a 60th birthday interview with Stevie Wonder, and Afghani poets on the war.

## Drama

- On 1 January 2011 *The Archers* turns 60. The story is under close wraps, but it will shake Ambridge to the core.
- *I, Claudius* will be a six-part dramatisation of Robert Graves' celebrated Roman trilogy.
- *The Eighties Season* will include three plays by Danny Brocklehurst, Ian Hislop and Nick Newman, and Dick Clement and Ian La Fresnais, to coincide with BBC Two's *The Eighties* season.
- Family-friendly listening: Radio 4 will continue to produce dramatisations of the best modern children's literature, with *When Hitler Stole Pink Rabbit*, *The Indian In The Cupboard* and Leon Garfield's *Devil-in-the-Fog*.
- Classic Serial dramatisations will include both *The Snow Goose* by Paul Gallico and *Miss McKenzie* by Anthony Trollope, which were the winner and runner-up in the 2009 *Neglected Classics* vote on *Open Book*. We will also read Susan Hill's choice, *The Rector's Daughter* by FM Mayor, in *Book At Bedtime*. We intend to run the event again.
- *Severed Threads*, from the Sony Gold winning team who made *Q&A*, are three plays which span the globe, telling stories of the fashion industry from the point of view of the New York catwalk, the Indian sweatshops and the London buyers.
- *The Far Pavilions*, MM Kaye's epic love story set against the Indian Raj and the Afghan rebellions, will be serialised for *Woman's Hour*.

## Comedy

- *When the Dog Dies* is a new comedy drama vehicle for Ronnie Corbett.
- Building on the success of the first run of this comedy drama about an African woman working as a carer in England, *Beauty Of Britain* will bring sharp insights into the way we deal with our old people.
- *The Other Side* is a new series from Peter Serafinowicz about a radio station on the 'other side'.
- *Nick Mohammed In Bits* will see Nick move in 2010 from 15 minutes to a full 30-minute format.
- We will broadcast first radio series for Micky Flanagan, John Bishop and Helen Keen.

## Conditions: BBC purposes and Radio 4 commitments

Unless otherwise stated, all commitments are minimum hours or percentages and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

### Sustaining citizenship and civil society

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

### Stimulating creativity and cultural excellence

- 600 hours of original drama and readings (excluding repeats).

- 180 hours of original comedy (excluding repeats).
- Contribute to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers.

**Promoting education and learning**

- 200 hours of original documentaries (excluding repeats).

**Reflecting the UK, its nations, regions and communities**

- 200 hours of original religious programming (excluding repeats).

# BBC Radio 5 Live

## Service remit

The remit of Radio 5 Live is to be BBC Radio's home of continuous news and live sports coverage. It should aim to bring its audience major news stories and sports events as they happen, and provide context through wide-ranging analysis and discussion. Programming should be designed to inform, entertain and involve. The service should appeal to news and sports fans of all ages and from all ethnic backgrounds and areas across the UK.

## Controller's vision for the service in 2010/2011

Our ambition for 5 Live is to weave the station into the fabric of everyday British life, engaging a broader audience through its distinctive combination of high-quality BBC journalism and accessible tone and style. We aim to stimulate our audience's interest in the world around them by sharing the immediate drama of live news and sports events. Matter-of-fact explanation is also an important part of what we do, providing the audience with the in-depth analysis and commentary that encourages them to debate and explore complex issues.

During the next year, 5 Live will provide the very best of BBC news coverage of the General Election, giving a sense of the issues which matter most and how opinions are changing. 5 Live will encourage listeners to follow, and comment on, the leader debates. We will also offer comprehensive and high-quality coverage of the World Cup in South Africa, with expert opinion and analysis of the drama on and off the pitch. We also aim to reflect the impact of the event on South Africa and on Africa as a whole.

We will continue to involve the audience in our programming, taking advantage of our informal and flexible style to offer the widest range of views and voices. We will also offer more outside broadcasts from diverse locations and in front of a live audience, to produce surprising and inclusive programmes which bring us closer to our audience and help us to represent communities all over the UK.

Our move to Salford will enable us to strengthen relationships with independent producers and new partners, leading to more innovative content ideas. We will continue to experiment with formats for comedy and humour based on news and sport, encouraging new listeners to try the station and building a reputation as a home for inventive and challenging programmes. 5 Live will also continue to work with its sister station, 5 Live Sports Extra, to drive digital listening.

**Adrian Van Klaveren, Controller, BBC Radio 5 Live and 5 Live Sports Extra**

## Key challenges for Radio 5 Live in 2010/2011

Radio 5 Live performed well last year, successfully maintaining reach and share among listeners. The biggest challenges the station faces in 2010/2011 are as follows.

**Challenge:** We need to broaden our reach among audiences, attracting new listeners to speech radio.

- We will use high-profile, popular presenters in different ways on 5 Live. For example, Danny Baker will be part of 5 Live's line-up for the World Cup coverage from South Africa.
- We will develop editorial themes and programme ideas designed to broaden our appeal by focusing on subjects we know potential listeners care about and broadcasting from as wide a range of places as possible.
- We will work with other parts of the BBC to create high-impact content. For example, we will form a partnership with BBC Drama around the new prime-time series Luther.

**Challenge:** To provide the very best coverage of the General Election, explaining the issues and reflecting the campaign from the point of view of voters.

- We will provide concise and engaging illustrations of policy reflecting what the parties are saying and made available for on-demand listening throughout the campaign.
- We will chart the campaign and bring topics to life by following specific voters and their families as they develop their views and opinions.
- We will provide live coverage of the leader debates and use new technology to allow listeners to comment on these.

**Challenge:** To offer distinctive and comprehensive coverage of the World Cup in South Africa.

- We will offer live coverage of every game including in almost all cases full commentary.
- As part of the World Cup football coverage we will feature extensive coverage on our news programmes with some of our best-known presenters in South Africa. We will also work hard to reflect the impact of the event on South Africa and on Africa as a whole.

**Challenge:** 5 Live has positioned itself as a pioneer in new ways of audience interaction. The station needs to ensure that it continues to try out new ways of sharing views and stories.

- We will step up the promotion of the 5 Live Now service, pulling together listeners' contributions by text, tweet, Facebook and blog. We will increase the hours we use this service during our daytime programmes.
- We will offer listeners new ways of understanding and contributing to content around the General Election, via a new web-based application.

## Other programming highlights

### Sport

5 Live is committed to evolving its sports coverage, allowing listeners to engage and explore sports events.

- Coverage of Wimbledon will include more online opportunities for listeners to interact with each other and share comments on the tennis.
- We will build on our reputation for innovative cricket coverage by using new commentary techniques and voices to cover the Ashes series in November.
- We will build on the success of 5 Live's Octoberfest, which took place in Hull in 2009, through collections of programmes during the Grand National at Aintree showcasing sport and comedy, and during the Great North Run in Newcastle, covering the UK's biggest sports participation event.

### Investigative reporting

5 Live's continuous news coverage is complemented by hard-hitting investigative journalism, tackling a wide range of issues that affect the lives of our listeners.

- We will continue our commitment to original and investigative journalism with the return of the Donal McIntyre weekly strand and regular one-off documentaries looking at news events and stories. We will promote and feature this work across our other daytime schedule.
- We will continue to support original and investigative journalism in sport, placing this content prominently in the schedule in Sportsweek and 5 Live Sport.

### Entertainment and comedy

5 Live aims to offer a well-rounded service, balancing the news and sport with engaging entertainment.

- We will encourage the increase in entertainment coverage on the network: both the Richard Bacon show and the Victoria Derbyshire programme have consciously broadened their agendas to respond to listeners' interest in this area.
- We will aim to build a reputation as a place to try out comedy talent and formats based on news and sport.

## **Conditions: BBC purposes and Radio 5 Live commitments**

Unless otherwise stated, all commitments are minimum hours or percentages and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

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

- c.75% of output to be news coverage.

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

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

# BBC Radio 5 Live Sports Extra

## Service remit

The remit of BBC Radio 5 Live Sports Extra is to bring a greater choice of live action to sports fans by offering a part-time extension of Radio 5 Live. The service should aim 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.

All output on 5 Live Sports Extra should be live sports coverage.

## Controller's vision for the service in 2010/2011

5 Live Sports Extra is a dynamic, engaging station that fans turn to for live coverage of their favoured sports. It has a reputation for trying out new commentary voices and techniques and aims to bring the listener the very best in uninterrupted coverage. The station also benefits from the ready access it has to expert analysis. In the last year the station has concentrated on extending the menu of sport available to include more niche events such as Extreme Sports Festivals and NFL. Combined with this we have also sought to bring greater depth to the way we cover the core sports of cricket, football, rugby league and tennis. This approach has delivered the highest figures on record for the station with almost a million people tuning in in quarter 3 of 2009.

In the next year I see us building on both these strategic ambitions, taking considered risks with the sports and events we offer a commentary service on, looking especially at the Olympic sports as we work towards 2012. We will also maintain our reputation as the station where new approaches can be used with core coverage, encouraging producers to try out new techniques and trying out new voices as part of our commentary teams.

By making 5 Live Sports Extra the home of both innovative content and traditional favourites we will provide strong support for the digital ambitions of BBC Radio, using the station to promote other platforms and digital opportunities to the audience.

**Adrian Van Klaveren, Controller, BBC Radio 5 Live and 5 Live Sports Extra**

## Key challenges for 5 Live Sports Extra in 2010/2011

5 Live Sports Extra has performed strongly in the past year, delivering record reach and share for the digital station and playing its part in the promotion of digital platforms for the BBC. However, there are challenges which the station needs to consider.

**Challenge:** Although cricket remains a perennial favourite, we need to continue to attract new listeners and encourage older listeners to use digital platforms to consume the brand.

- We will offer innovative and distinctive content around our commentary on Test Series and the forthcoming Ashes in November. We will try out new pundits and offer depth and breadth in the techniques used to bring the game to life for listeners.

**Challenge:** The main coverage of the football World Cup in South Africa will be found on 5 Live, but we will try to persuade listeners to try out 5 Live Sports Extra when it carries the less important games.

- We will promote the service heavily on 5 Live and on other platforms, offering an unrivalled – on digital – collection of expert voices and uninterrupted commentary.

**Challenge:** Cricket, football, rugby league and tennis will remain the core sports for 5 Live Sports Extra, but we need to continue to broaden the menu of sports that we offer, encouraging listeners to try others in the run-up to London 2012.

- We will continue to build on the programming we have done around rowing and the Paralympics, seeking opportunities to cover other Olympic sports in the next year.

## **Other programming highlights**

### **Basketball**

- Building on the success of the NFL coverage, we will offer listeners the opportunity to hear basketball on the radio, with expert commentary and opinion.

### **Rugby league**

- We will continue to cover rugby league, using new techniques to refresh the traditional approach to commentary.

### **Tennis**

- We will offer coverage of the main Grand Slams on 5 Live Sports Extra.

## **Conditions: BBC purposes and 5 Live Sports Extra commitments**

Unless otherwise stated, all commitments are minimum hours or percentages and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

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

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

# BBC Radio 1Xtra

## Service remit

The remit of Radio 1Xtra is to play the best in contemporary black music with a strong emphasis on live music and supporting new UK artists. The schedule should also offer 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.

## Controller's vision for the service in 2010/2011

Radio 1Xtra was set up to provide a service targeted at young fans of black music and quickly established a reputation as a gritty and credible station, steadily building a fan base of loyal listeners. As the UK's cities become relatively younger and home to a more ethnically diverse audience, I believe Radio 1Xtra is in a perfect position to complement Radio 1 and that, together, they can be a leading voice for young UK culture and help the BBC connect with the next generation of licence fee payers.

Radio 1Xtra's digital-only distribution does pose challenges to its growth and awareness remains low. However, it possesses significant potential to grow and I will be looking for the network to increase its reach over the next few years, improving its overall value as a result. Key to this will be developing new and ambitious creative ideas which have the potential for making a real impact.

The network's live events programme is a prime example of the way forward. A few years ago it was focused mainly on smaller-scale club nights and DJ sets, but, by utilising the expertise of Radio 1's live events team, 1Xtra Live in Sheffield last year took place in front of an audience of 12,000 listeners. In return, Radio 1 can gain from Radio 1Xtra's unique connection with audiences in multicultural urban areas, and so I will be looking for ways in which the two networks can collaborate more closely to share skills and knowledge where relevant.

**Andy Parfitt, Controller, BBC Radio 1Xtra**

## Key challenges for Radio 1Xtra in 2010/2011

**Challenge:** We need to grow reach and awareness to Radio 1Xtra, while ensuring that its reputation as a ground-breaking station for new, black music in the UK remains as strong as it is today. Having simplified the schedule we will now invest in a number of creative initiatives aimed at making Radio 1Xtra more visible.

- We will rebrand the station BBC Radio 1Xtra (previously BBC 1Xtra), aiming to ensure that our association with the UK's best known station, Radio 1, is clear to potential new listeners.
- Radio 1Xtra will make a conscious effort to get out and meet its audience in 2010, with a series of ambitious events planned which will take the network's programmes on the road to a number of UK cities.
- We will aim to repeat the success of 1Xtra Live in Sheffield with a similar scale event this year. In addition, we hope to develop a smaller HomeGrown version of the show, focusing purely on UK talent.
- The Radio 1Xtra/Radio 1 simulcast zone on a Saturday night will be used to showcase the best of Radio 1Xtra's specialist shows through a series of special genre-specific takeover nights during the course of the year.
- Many of the UK acts who enjoyed mainstream chart success in 2009 were championed by Radio 1Xtra from a very early stage in their careers. The network cannot rest on its laurels, however, and will endeavour to help discover and develop the next generation of UK talent.

**Challenge:** We need to increase the impact of our news and social action content.

- Following the BBC Trust's review of Services for Younger Audiences, Radio 1Xtra's news coverage was revamped in August 2009 and two new 15-minute bulletins, similar in style to Radio 1's Newsbeat, were introduced each weekday. These will be supplemented during 2010 with a number of news specials which will address areas of specific interest to the audience.
- We will broadcast a wide range of documentaries, based around both topical issues and cultural themes. They include *Designing For Obsolescence*, which will see Trevor Nelson investigating today's consumer technology cycle.
- We will look to deliver a project similar in character to the U Takeover project, which saw a number of young adults undergo a training programme before they created, produced and presented a day's programming on Radio 1Xtra in September 2009.
- Working closely with Radio 1, a series of campaigns will run during the year, focusing the network on a number of key issues. A volunteering initiative, originally planned for 2009, will be broadcast in April and we are also currently devising campaigns which will look at travel and at relationships.

## **Other programming highlights**

- Radio 1Xtra's online service is highly valued by users, but again has potential for growth. We will continue to maintain an in-depth focus on the key music genres, but also invest in the visualisation of key programme moments, live music sessions and major events, for example via the use of web streams, which enhanced the coverage of 2009's 1Xtra Live and allowed unique access to audiences unable to attend the concert itself.
- Coverage of the most important international music events will feature across our specialist output – the MAMAs, BET Awards, Reggae Sumfest and Sting were among the festivals covered in 2009, for example.
- The art of mixing will be celebrated in a series of shows led by Rampage, Radio 1Xtra's mid-morning show presenters.
- Our coverage of gaming will continue and we will look to mark this key aspect of our audience's social lives with a special week of programmes in the autumn.

## **Conditions: BBC purposes and Radio 1Xtra commitments**

Unless otherwise stated, all commitments are minimum hours or percentages and include originations, repeats and acquisitions.

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

- 60% of music in daytime is new (either unreleased or less than one month since release – physical release, not download release). (Daytime is defined as 06.00–19.00 Monday–Friday and 08.00–14.00 Saturday–Sunday.)
- 35% of music in daytime from the UK.
- 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**

- c.20% of speech-based output each week (with flexibility for holiday periods and occasional special schedule changes).
- Broadcast at least 1 hour of news during daytime each weekday, including two extended bulletins (with flexibility for holiday periods and occasional special schedule changes).

# BBC 6 Music

## Service remit

The remit of BBC 6 Music is 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 should provide context for the music it plays, and support live music and new artists.

## BBC Strategy Review

This Statement of Programme Policy has been written in light of the BBC Strategy Review. BBC management recommended the closure of BBC 6 Music by the end of 2011, focusing popular music output on Radio 1 and an increasingly distinctive Radio 2, using the resources released to drive digital radio. The BBC Trust is consulting on this proposal.

## Key challenge for 6 Music in 2010/2011

**Challenge:** Successfully maintaining quality and distinctiveness of output throughout the BBC Trust consultation period.

- Retaining, motivating and developing key station presenters and staff in light of uncertainty over the service's future.
- Maintaining audience engagement and enjoyment, supporting the implementation of the strategy for the network radio portfolio, for example with the transfer of individual presenters to other stations.

## Other programming highlights

### Trusted guides

- The weekday schedule will continue to develop with the use of presenters both recognised as music authorities and having broad appeal, as in the case of Lauren Laverne, who took up her new role in November 2009.
- The weekend schedule has been styled to utilise two types of presenters: those with an existing radio fan base, such as Adam and Joe, and Richard Bacon; and distinguished musicians, such as Jarvis Cocker, Cerys Matthews and Guy Garvey. The acclaimed series Month Of Sundays, where leading musicians and other cultural figures showcase their musical tastes and influences over four episodes, will continue to be an integral part of reshaped weekend broadcasting.

### Documentaries

- The station will broadcast more original documentaries in the coming year, enhancing its speech output. These will include two further editions of the occasional series The Record Producers.

### Focus on albums

- The current Album Of The Day feature will be augmented by a series of Album Of The Day Plus projects, scheduled monthly. These will include playing most or all of a new work from a heritage artist, who may now gain little exposure elsewhere on radio.
- In addition to the tracks, contextual material will be generated including new interviews, archive content and the artist curating a programme that explores their musical influences.
- Where possible, artists will be invited to perform their new album live, in full, in front of an audience either at Maida Vale or in the Radio Theatre. Artists likely to be reflected in the coming year include Paul Weller and Massive Attack.

## **Music events**

We will promote a number of seasons and on-air events that will provide high-quality content and are designed to engage the audience in a digital conversation. These will include:

- Back To The Phuture, a personal view of the alternative music of the Eighties provided by industry commentator Mark Jones.
- The station will celebrate the work of independent music labels with a day devoted to their artists on July 4th, US Independence Day.
- The 15th anniversary of the peak of one of the more significant music movements in UK pop music, Britpop, is marked with a Bank Holiday special reuniting Steve Lamacq and Jo Whiley, early champions of the emerging genre.

## **Conditions: BBC purposes and 6 Music commitments**

**The commitments stated below are subject to change as a result of the current review of performance against public purposes conducted by the BBC Trust.**

Unless otherwise stated, all commitments are minimum hours or percentages and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

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

- 50% of music to be over four years old.
- 400 hours of archive concert performances.
- 15% of music to be concert tracks and sessions from the BBC's archive.
- 275 new sessions (excluding repeats and acquisitions).
- Contribute to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers.

### **Promoting education and learning**

- 10 hours of speech-based features, documentaries and essays each week.

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

- 6 hours of news each week.

# BBC Radio 7

## Service remit

The remit of Radio 7 is to provide speech-based entertainment. Its schedule should include comedy, drama, stories, features and programmes for children. Most output should come from the BBC archive, but the station should commission some original content, particularly of types of output rarely found on BBC Radio.

The station should also broadcast daily speech radio for children.

## Controller's vision for the service in 2010/2011

Radio 7 brings the jewels of the BBC archive to a wide audience, supplementing the schedule by commissioning and acquiring new radio output in popular genres such as crime and thrillers, sci-fi and fantasy. We aim to bring a unique freshness to some of the BBC's best-loved programmes by presenting and repackaging archive material, adding value for listeners through interviews with writers, performers and producers.

Comedy entices listeners to the network. We will build on our comedy output by commissioning a returning series of Newsjack (a topical comedy which nurtures new writers), broadcast new comedy acts from the Leicester Comedy Festival and deliver further new editions of the series I Did It My Way, in which established writers and performers present and illustrate retrospectives on their radio careers.

As announced in the BBC Strategy Review, BBC management plan to rename Radio 7 as Radio 4 Extra, and to implement a number of changes to the editorial offer. We expect to develop these during 2010/2011, and will give more details at a later date. However, I want to stress at this time that we will be seeking to build upon, not replace, many of the most successful and distinctive aspects of Radio 7 as we make this transition

**Mark Damazer, Controller, BBC Radio 4 and Radio 7**

## Key challenges for Radio 7 in 2010/2011

**Challenge:** Finding innovative and fresh ways of delivering archive material.

- In addition to compilations of programmes introduced by presenters, we should develop new ideas for broadcasting archive programmes. To retain a distinctive sound we will be pursuing new presentation styles. Furthermore, Radio 7 supports new talent, writers and performers, and the challenge is to discover and provide opportunities for talent new to radio.
- We will also build on the successful track record with on-demand listening by enhancing descriptions and details of programmes.
- Encouraging interactivity on a pre-recorded network requires imagination, and we will build on programmes which are developed from listeners' ideas and contributions, such as the interactive drama Chain Gang.

**Challenge:** As with all the digital stations, we must seek ways to further raise our profile and awareness.

- We will improve awareness of Radio 7 through co-ordination of our schedules with pan-BBC initiatives, for example Black History Month and National Poetry Day. We will also schedule high-impact seasons of programming to tie in with our sister station, Radio 4.

**Challenge:** Scheduling children's programmes on an adult network.

- CBeebies programming for very young children has been reduced to two hours daily. One hour daily of readings for older children continues, and one hour daily of Young Classics aimed at older children, but with family listening appeal, has also been introduced.

## Other programming highlights

### Drama

- We plan to develop a new strand, Saturday Late Night Thrillers, which will include commissioned readings of works that are not suitable for daytime listening, such as the Jack Carter novels of Ted Lewis.
- We will continue to work alongside Radio 4, providing complementary scheduling in forthcoming seasons such as the work of JB Priestley and the Sherlock Holmes collection.
- To complement Radio 4's Neglected Classics initiative, we will also broadcast a series of Neglected Children's Classics.
- To commemorate the anniversaries of the birth of JM Barrie and the deaths of Mark Twain and Leo Tolstoy, we are planning special seasons of their work, to include dramatisations, reading and features.
- For our 7th Dimension strand we will be introducing a new series of dramas which will include Blake's 7, Doctor Who, The Man In Black and the Lucifer Box trilogy by Mark Gatiss.
- Whodunnits For Summer Days will include crime and thriller commissions from independent production companies, plus a season of readings and dramatisations of the work of Ian Rankin to coincide with his 50th birthday and a selection of dramatisations of PD James thrillers to celebrate her 90th birthday.

### Entertainment

- A celebration of radio quizzes and panel games will include a selection of pilots and programmes from the 1950s to the present day, presented by Russell Davies.

### Comedy

- We will introduce up-and-coming talent to co-host the late-night Comedy Club.
- Highlights and interviews from the Edinburgh Fringe Festival will be broadcast in conjunction with Radio Scotland's Festival output.

## Conditions: BBC purposes and Radio 7 commitments

Unless otherwise stated, all commitments are minimum hours or percentages and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

### Stimulating creativity and cultural excellence

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

### Promoting education and learning

- 1,400 hours of children's programming.

# BBC Asian Network

## Service remit

The remit of BBC Asian Network is to provide speech and music output appealing to the British Asian communities. It should be primarily in English, but some programming should be provided in a range of South Asian languages.

The primary target audience is British Asians under 35 (reflecting the age profile of the Asian communities), but the station should also appeal to anyone with an interest in British Asian issues, music and culture.

## BBC Strategy Review

This Statement of Programme Policy has been written in light of the BBC Strategy Review, in which BBC management has recommended that the BBC Trust considers closing the Asian Network as a national service. The Trust is consulting on this proposal.

The BBC is exploring a number of options for meeting the needs of Asian audiences, for example through a network of part-time local services with some syndicated national Asian programmes. These would be available on local DAB and local medium wave, serving areas with the largest British Asian communities. The BBC plans to engage with audiences and stakeholders to explore this and other possibilities for the service.

## Controller's vision for the service in 2010/2011

This year will be challenging for the Asian Network as we go through a period of uncertainty and transition, but my ambition is for the BBC to continue to be recognised for its provision of high-quality British Asian news, music and culture. I want the Asian Network in the meantime to focus on the achievements and culture of British Asian communities and as our plans evolve, subject to BBC Trust approval, I believe the services we provide for these audiences will become more valued and distinctive.

We already offer significant support to the British Asian music scene, championing this unsung part of the UK's creative economy through both the artists we introduce and coverage of live events and melas. Our news and documentaries generate a range of ground-breaking stories about British Asian communities, and we provide a forum for debate, covering issues which are given little attention elsewhere. We also provide a range of South Asian language programmes that cater for our audience's hunger to explore their linguistic roots.

Family is important to many in British Asian communities and I will be asking programmes and presenters to place a renewed emphasis on being a 'friend to the family' across the schedule, aiming to be entertaining and stimulating to a broad range of listeners.

**Andy Parfitt, Controller, BBC Asian Network**

## Key challenges for BBC Asian Network in 2010/2011

**Challenge:** Maximise reach by focusing on content relevant to British Asian communities, while maintaining quality and distinctiveness of output throughout the BBC Trust consultation period

- A refreshed schedule will bring back one of the best known names in UK Asian broadcasting, Sonia Deol, who will host a new weekday mid-morning programme from 10am. Tommy Sandhu will also look after a new afternoon drivetime show from 3pm.
- We will examine the formats of our key daytime programmes to ensure that they fit with the new strategy of being a friend to the family and celebrate the best in UK Asian culture.
- At the weekend Bobby Friction, one of the UK's biggest champions of British Asian music, will host a new programme supporting the first ever Official Asian Music Chart, a major industry initiative developed by Asian Network which will use UK digital music sales as its basis.

**Challenge:** To build our reputation within British Asian communities.

- We will look to expand the range of programming coming directly from Asian communities. In addition to coverage of major events such as the London Mela and Manchester Mela, which concentrate more on music and entertainment, we will aim to take a series of other live programmes on the road as part of a drive to connect more closely with audiences.

## **Other programming highlights**

- We will introduce a new monthly drama slot to the schedule from September, replacing our current soap opera, Silver Street. This should provide a series of opportunities for British Asian writers and actors to experiment, offering a chance to portray key issues affecting Asian communities around the UK.
- We will provide extensive coverage of the General Election from an Asian perspective, reflecting the issues our audience place the greatest importance on.
- Asian Network Reports will tackle the biggest stories affecting our listeners and include a number of documentary specials investigating areas of specific concern.
- Coverage of key sporting events in 2010 will include news from the Pakistan versus Australia Twenty20 and Test match series being held in the UK in July.

## **Conditions: BBC purposes and BBC Asian Network commitments**

Unless otherwise stated, all commitments are minimum hours or percentages and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

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

- 50:50 proportion of speech to music.

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

- 40% of music in daytime from UK artists. (Daytime is defined as 06.00-19.00hrs, Monday-Friday and 08.00-14.00 Saturday-Sunday.)
- Contribute to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers.

### **Reflecting the UK, its nations, regions and communities**

- 3–5 hours on average of language programming each day.

# Future Media

## BBC Online

### Service remit

The remit of BBC Online is to promote the BBC's public purposes by providing innovative and distinctive online content and distinctive propositions that reflect and extend the range of the BBC's broadcast services.

BBC Online should offer UK users greater choice and control over how they consume BBC content by providing a range of recent broadcast output on demand.

BBC Online should enable the BBC to develop a deeper relationship with licence fee payers and strengthen the BBC's public accountability.

BBC Online should, at all times, balance the potential for creating public value against the risk of negative market impact.

### Controller's vision for the service in 2010/2011

BBC Online will continue to provide world-class content and services to users in the UK and across the world. For more than a decade, our website has been where all BBC activities have found some kind of expression.

Although parts of the site have been very successful, others have been less so and the site has become more of a collection of separate propositions than a coherent whole. In 2010/2011 we will start to consolidate around a smaller number of compelling offers which will be clearly delineated and whose purpose and aim are clearly apparent. Excellence and distinctiveness will be our watchwords. BBC Online will renew its focus on connectedness, making it simpler, more useful and more coherent. This will facilitate richer, more relevant journeys, allowing users to follow their interests and find out more.

Alongside what the BBC provides, we will guide our users to the best relevant content offered on the wider web. Where we can we will seek to work with partners, opening up BBC Online – both content and technology – to third parties, allowing them to derive benefit from publicly funded activity. We have implemented new BBC Trust-approved processes to ensure that these initiatives succeed in their objective of limiting undue negative market impact.

Our ambitions are part of a wider drive to bring more people in the UK online. With partners inside and outside the BBC we will begin a three-year programme of activities which we hope will significantly reduce the numbers who are not online, helping to bring the benefits of the internet to all.

**Seetha Kumar, Controller, BBC Online**

### Key challenges for BBC Online in 2010/2011

**Challenge:** As BBC Online becomes more focused, the service will gain a renewed emphasis on the BBC's editorial priorities, which will result in the closure and consolidation of some parts of BBC Online.

- Simultaneously, as part of this increased focus, we will apply our distinctiveness criteria more stringently. Our ambition is to make more distinctive, innovative sites across all of BBC Online.

**Challenge:** We need to reach underserved audiences and work to ensure that everyone is able to, and wants to, access BBC Online.

- A key aim is to increase digital access, increasing reach in demographics that have low take-up, such as older and less affluent groups. Encouraging broadband uptake is a significant challenge as there is no single solution and many of those excluded are at different stages of their journey to home adoption.

- Overall, we aim to grow total reach share of online audience.
- We will develop the media literacy site so that it becomes a useful one-stop shop for users – from initial online access to learning how to participate in the digital world, with tools for audiences whose skills are more advanced.
- We will continue development with partners of safety products, to help parents decide which sites and content are appropriate for their children to view.

**Challenge:** As the web becomes more integrated, social and shared, BBC Online needs to become increasingly open and collaborative to ensure that we remain a key part of the web ecosystem, and operate effectively within the fast-changing online environment.

- We will increase both the number of external links and the traffic flowing through them.
- We will finalise and implement (subject to necessary approvals), two of the BBC's partnership proposals:
  - iPlayer partnership – linking from BBC iPlayer to other UK TV providers
  - Radio player – building a network of online radio sites which includes BBC iPlayer, to create a more coherent online radio experience
- We will launch features which allow users to contribute to and comment on our content. Users will be able to make recommendations to their friends on BBC Online or via their chosen social networks.

**Challenge:** To enable users to access the BBC's archive, covering broadcast audio and video as well as our online heritage. Because of the size of the task, this will be a multi-year challenge, but real progress can be made in 2010/2011.

- Continue the work of opening up selected elements of the BBC's archive (subject to the BBC Trust's approval where required).
- Develop a system for managing programme information going back 70 years.

**Challenge:** To refocus the formal learning offering for children and teenagers around the popular Bitesize revision and recap service, offering audiovisual clips linked to the curriculum (subject to approval by the BBC Trust).

- We will also start to link from learning pages to other parts of BBC Online which can support children's learning and homework.

## Other service highlights

### Refresh some key sites

- We will refresh a number of significant sites in 2010, including news, sport, comedy, food and CBBC. These will be part of site-wide improvements to the design and shape of BBC Online, intended to deliver a more satisfying and consistent experience to all our users, whichever part of the site they are on.

### A more sociable BBC Online

- We will deliver a number of initiatives designed to encourage our users to participate more around our content, and to make better connections with other users. Instead of building our own social networking site, we will enable users to integrate their experience of the BBC with their use of existing social networking sites such as Facebook and Twitter. Users who wish to participate in this way will be given a page of their own which aggregates their BBC activities and allows them to make connections with their chosen social networks.

### An expanding world of programmes

- We will invest in a more integrated experience for users around our programmes, offering clearer choices around listening, viewing and finding out more. For a few key titles we will offer a richer extension of the broadcast experience designed to exploit the distinctive

characteristics of the internet. At the same time we will develop better ways of allowing users to find and experience individual segments of programmes when these cover a range of subjects. We will also develop our programmes site to include more programme information from the archive, pointing users where possible to the programmes themselves wherever they can be obtained.

### **Drama and comedy**

- We will deliver a small number of highly targeted propositions for the UK that break new ground, develop fresh approaches to storytelling and take creative risks particularly in support of diverse, new talent and new ideas. We will also seek ways to celebrate the rich cultural legacy of the BBC's output in these genres.

## **Annex-specific service highlights**

### **Audio and music**

- BBC radio and television play a uniquely wide range of music every year, yet BBC Online does not provide an easy way to explore the world of music. We will develop a music proposition which complements commercial services and is designed to help our users develop and extend their taste in music. We will refresh the network support sites for Radio 1 and Radio 4. The new radio player will help contribute to a more compelling on-demand radio proposition which should benefit all UK radio broadcasters.

### **iPlayer**

- BBC iPlayer will offer users the chance to engage more actively with on-demand programmes, recommending them to their friends both on and off BBC Online. We will continue to make the core iPlayer proposition available on a wider range of platforms and devices. iPlayer will also provide users with links to on-demand programmes provided by other UK public service broadcasters.

### **Knowledge, entertainment and children's**

- We will learn from the success of the Wildlife Finder, which works with partner sites to offer users information and both new and archive programme content. This approach will be extended to fresh areas of knowledge, including the solar system, to form the basis for a richer and more connected knowledge-building proposition on BBC Online.
- We will refresh CBBC to improve our ability to aggregate children's content in different ways, to make it more discoverable, and to publish to different platforms. A redesigned homepage will appeal to a wider range of user moods and needs, while the new identity system will remember where logged-in users have been before and surprise them with new relevant content they have not seen before. The new CBBC will respond to the different uses children make of the site at different times of the day.

### **Nations and Local**

- The Nations offer will provide greater editorial focus on delivering fewer, higher quality sites, while offering the depth and excellence in those sites to reflect contemporary life and culture that supports national and local identity in each nation. We will begin a rolling refresh of our Local sites and improve quality through a renewed focus on news, sport, weather and travel – part of our commitment to being no more local in England than we are today.

### **News and sport**

- Both our news and sports sites will be refreshed this year, allowing us to tell more compelling stories, and enabling our users to engage more directly with our content. Our coverage of the World Cup in the summer will be testing out a number of features which will bring alive the event for audiences around the world. Using the real-time and interactive potential of the web we will explore new ways of covering sport and of involving new audiences. These developments will have one eye on the London Olympics – and we will launch a 2012 Olympics site this year as the beginning of our build-up to that event.

## **Conditions: BBC purposes and BBC Online commitments**

- Commission at least 25% (by value) of eligible content and services from external suppliers
- Aim to increase the volume of click-throughs to external sites from all parts of the service.

## **Statutory commitments**

None.

# BBC Red Button

## Service remit

The remit of BBC Red Button is to offer continuous and constantly updated news, information, education and entertainment to digital television audiences in the form of interactive video, audio, pictures and text.

BBC Red Button should also offer 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.

## Controller's vision for the service in 2010/2011

BBC Red Button is in its second decade. Over the years it has become a valuable service, used by a weekly audience of more than 11 million, that complements and enhances our television and radio offerings. Its audience has continued to grow even as internet usage has increased, with BBC Red Button reaching a significant audience who do not access BBC Online.

This will be a year of both consolidation and innovation for BBC Red Button. With reduced broadcast capacity, we will attempt to maintain the reach, range and quality of our service. We will also exploit the emerging opportunities of IPTV (internet protocol TV) to innovate, build a better service for our audience and lay the foundation for the next generation of interactive television services.

As the nationwide switchover to digital TV progresses, we will provide a quality digital text service, building on the legacy of Ceefax. We will play a key part in covering national events such as the World Cup, Wimbledon, Glastonbury and the General Election. We will continue to introduce innovations that enhance a range of programmes from the Proms to the Eurovision Song Contest and Formula 1.

This year will see the wider availability of internet-connected set-top boxes and televisions. This offers the opportunity to overcome existing constraints of capacity and technology to address some of the unmet needs of our audiences. Our ambition is to innovate and trial propositions that bring together content from broadcast and online to provide richer, personally relevant and immersive interactive experiences.

**Rahul Chakkara, Controller, BBC TV Platforms**

## Key challenges for BBC Red Button in 2010/2011

**Challenge:** We need to maintain reach on digital terrestrial television. The reduction in available capacity on Freeview (from three video streams to one) since November 2009 means that we need to use our remaining video stream as efficiently as possible to maintain reach.

- We will ensure that the digital text service offers a high-quality alternative to Ceefax and Teletext users who are switching over from analogue television.
- We will increase the use of the BBC Sports Multiscreen for both national events and minority sports. The World Cup will be a major attraction this year, while Wimbledon, Formula 1, World Championship Snooker and other high-profile sporting events will also attract audiences. We will continue to serve audiences for minority sports such as rowing, skiing and equestrian.
- We will deliver content to connected digital terrestrial TVs and boxes using the internet as a distribution channel. Although the impact is going to be small this year, we expect this to grow in the coming years.

**Challenge:** While delivering reach, we need to maintain a wide range of content to address underserved audiences, which is a central proposition of the service.

- Music is an increasingly important part of the Red Button service. We will continue to support the big festivals such as Glastonbury and Reading. We will also showcase live, UK and new music content.
- We will provide for our youngest audiences through informal learning games and richer experiences around key brands on the BBC's children's channels. We will also showcase some of the best of our content for older children through CBBC Extra.
- We will provide enhanced coverage of some factual programming particularly attractive to older audiences, such as the RHS Chelsea Flower Show.
- In drama and entertainment we will ensure a mix of interactive propositions that we know draw a broad audience including a high proportion of women.

**Challenge:** We need to innovate and create audience value using emerging IPTV technologies, while maintaining value for money in delivering on different technologies.

- Where technically feasible, we will enhance some of the services with content from the internet.
- We plan to make the BBC iPlayer available via the BBC Red Button homepage, delivering an on-demand experience for the television screen.

## Other programming highlights

### Sports for all

- In a year of major sporting events, Red Button plans to provide a broad and varied service, from the World Cup in South Africa and the Commonwealth Games in India to the Ashes in Australia. We will continue to support the successful BBC Sports Multiscreen service that delivers a wide range of sporting events both from around the UK and globally. Interactive features will include choice of commentaries, integrated Radio 5 Live coverage and expert forums, plus more choice of content for viewers to fully immerse themselves in the live action.
- As Britain looks forward to the 2012 games, we will show Olympic sports from around the world, especially those that feature Team GB participants.

### Digital citizens

- In addition to a full range of UK national and local news, this year's highlights on digital text and, where possible, on the BBC News Multiscreen will include enhanced political coverage leading up to the local and general elections.
- Question Time interactive will give viewers a space to share their opinions during the live BBC One programme.

### Children's output

- Building on our existing provision for children, we will explore how new services delivered to the TV via the internet can offer children safe and secure environments to enjoy better interactive experiences.

### Drama and comedy

- We will provide a platform to enhance the BBC's commitment to distinctive UK drama and comedy and, wherever possible, ensure that new content is brought to a wide audience, especially in supporting fresh talent and original ideas.

### Factual

- We will seek to extend interactive quizzes to key factual programmes and begin exploring how to translate the BBC's online knowledge strategy to the world of internet-connected television.

## **Celebrating family**

- Saturday night remains a big television night for the BBC, and we will help celebrate a night in front of the TV with play-along quizzes that help retain audiences, enhanced programme support including key events such as the Eurovision Song Concert, and extending our highly valued singalongs to Over The Rainbow.

## **Music for all**

- We will continue to deliver a fantastic range of music for all ages and musical preferences, from our world-class coverage of music festivals including Scotland's T In The Park, Glastonbury and Radio 1Xtra's Asian Mela. We will showcase live and new music content from classical to pop and we look forward to another exhilarating Electric Proms in October.

## **Next generation Red Button services**

- We will look to emerging platforms, technologies and devices to explore how we can deliver a range of exciting interactive experiences. As a first step we plan to trial using real-time data and richer graphical interfaces that bring content from broadcast and online together during major summer events. We will also prepare for 3D television by exploring its use in BBC Red Button.

## **Conditions**

No specific conditions.

# News

## BBC News Channel

### Service remit

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

### Controller's vision for the service in 2010/2011

The BBC News Channel aspires to be the home of the best of BBC journalism from our bureaux around the UK and the world, delivering an authoritative, accurate and fast news service in a way which audiences find contemporary, engaging and innovative. The channel will also showcase a unique range of current affairs programmes such as Click, HardTalk and Our World.

We want the News Channel to be distinctive in the ambition of its international coverage and to concentrate on the most important stories around the world, providing powerful first-hand reportage and strong analysis and context. On the major world stories, we aim to put experienced presenters on location to provide added authority, engagement and expertise.

The News Channel strives to provide the highest quality coverage of the UK with the broadest agenda. In particular, coverage of politics, business and the economy, culture and sport is at the heart of our coverage. We seek to provide a rich perspective with a mix of stories from around the UK, using our best specialist journalists and working closely with staff in the devolved nations and English regions.

The channel makes significant efforts to find innovative and engaging ways to reflect the changing face of the UK. In particular we try to provide an insight into the process of devolution and significant political developments in the nations.

In the coming year we aim to provide the best, most engaging coverage of the General Election. We also want to provide the best and most ambitious television news coverage of the 2010 Football World Cup in South Africa.

**Kevin Bakhurst, Controller, BBC News Channel**

### Key challenges for BBC News Channel in 2010/2011

The BBC News Channel performed strongly last year, with overall reach in multichannel homes holding steady. It remains the UK's most watched news channel by a wide margin. However, the channel faces a number of challenges to maintain its strong performance.

**Challenge:** The channel needs to generate new and innovative ideas in how we present news to keep us at the forefront of news broadcasting, without alienating our traditional news viewers who desire unvarnished, straight news.

- We will look at working even more closely with the BBC News website.
- We will try out innovations in graphics and storytelling, using new technology.
- We will explore the best ways of using audience-generated content as part of our news offering.

**Challenge:** We need to continue to look at how we create distinctive recorded programme content that delivers value for money for our audiences.

- We will continue to look at multi-platform programmes such as The Bottom Line and HardTalk to create high-quality, distinctive content across TV, radio and the web.

## **Other programming highlights**

### **Politics**

We will bring new programmes for the General Election, ensuring that our audiences have access to stories behind the news.

- Campaign Straight Talk with Andrew Neil, a special series of interviews with top UK politicians, will run during the campaign.
- The Campaign Show, a daily one-hour live programme at 9pm with Jon Sopel, will run on weeknights during the campaign as a co-production with The Politics Show.

### **Business**

We will provide a wide range of business coverage to provide our audiences with greater insight and advice.

- We will run a new series of The Bottom Line, with Evan Davis in conversation with top business leaders. This is a TV version of the Radio 4 programme, made in collaboration with the Open University.
- We will look at extending Your Money, providing enhanced personal finance coverage at weekends.
- We would like to commission a new series of Leading Questions with Robert Peston, providing longer interviews with top business leaders.

### **Sport**

We will build on our coverage of sport with in-depth journalism and analysis.

- We will run an extended World Cup Sportsday every evening during the World Cup in South Africa, presented from Cape Town.
- We will recommission Inside F1, a regular programme looking at the inside story of motor racing's Formula 1 season.

### **Arts and culture**

We will strengthen our current portfolio of arts and culture programmes and coverage, which includes serious, informative reporting of the big stories.

- We will commission a series of interviews with authors, presented by Razia Iqbal.
- We will run a new series of Meet The Author with Nick Higham, a series of short five-minute interviews.
- We will commission ad-hoc film specials from Tom Brook, such as the Sundance Film Special and an end-of-year film review.

## **Conditions: BBC purposes and BBC News Channel commitments**

Unless otherwise stated, all commitments are minimum hours or percentages and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

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

- Provide more international news than other main continuous news channel(s) in the UK.

### **Reflecting the UK, its nations, regions and communities**

- Provide more local/regional news than other main continuous news channel(s) in the UK, in part by giving regional perspectives to national stories.
- Report sports news throughout the day, rounding up the day's main sports stories every evening.
- Minimum 100 hours of sports news.

## Statutory commitments

The following targets are agreed with Ofcom each calendar year (results being published at [bbc.co.uk/annualreport](http://bbc.co.uk/annualreport)):

- 90% of hours to be originations.
- 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.
- A minimum percentage of 90% of qualifying hours to have subtitling and 5% to have signing.

BBC News Channel is exempt from audio description commitments.

# BBC Parliament

## Service remit

The remit of BBC Parliament is to make accessible to all the work of the UK's parliamentary and legislative bodies and the European Parliament. The service should also analyse and set in context the issues and politics behind parliamentary debates.

## Controller's vision for the service in 2010/2011

BBC Parliament aspires to be the best service of parliamentary journalism in the world. We provide our viewers with unique access to the debates across the UK's parliaments and assemblies. With coverage from Westminster, the devolved institutions and the European Parliament as well as other public events, BBC Parliament aims to bring debate into people's homes. BBC Parliament is the only channel dedicated to political and parliamentary coverage and is valued by its audience for its authenticity and immediacy. Unmediated coverage of debates and hearings opens up the political decision-making process.

We want to stimulate our audience's interest in politics and society, enrich their knowledge of the processes of democracy and give a better understanding of how decisions are made. We aim to deliver this with the aid of on-screen graphics and programmes of analysis and explanation. In addition, we will work closely with Democracy Live on BBC Online and the long-established Today In Parliament to ensure the widest possible access to the BBC's parliamentary journalism.

The channel brings a balance of coverage between Westminster, Europe and the devolved institutions of Scotland, Northern Ireland and Wales, a balance between live and recorded programmes, and between the present day and the historic.

In the coming year, we will offer comprehensive coverage of the speeches and news conferences of the General Election campaign and will be quick to reflect changes in the way that Parliament operates after the election. We will also continue to develop the relationship with our viewers through landmark programming based around key anniversaries and historic themes, creatively exploiting the wealth of the archive. We aim across all output to retain an intimate sense of connection with our viewers.

**Peter Knowles, Controller, BBC Parliament**

## Key challenges for BBC Parliament in 2010/2011

The channel performed very strongly last year, increasing its reach to 1.4 million on average each month – by some way the largest recorded by any parliamentary channel in the world. 2010 is a pivotal year in British politics with the economy struggling in the wake of the financial crisis, profound unease stemming from the Westminster expenses scandal and a UK General Election to usher in a new Parliament.

The year brings three key challenges for the channel.

**Challenge:** The channel needs to be at the forefront of efforts to explain changes to the way in which our parliamentary democracy works.

- 2010 sees the election of a new Parliament in Westminster with a huge turnover in its membership and many voices calling for change to revitalise its work. There are numerous proposals to change procedures and the role of committees, to increase Parliament's openness and its relevance and to make it more responsive to events and to the needs of the electorate. BBC Parliament needs to be quick to capture these changes in its scheduling and to analyse them in its programmes.

**Challenge:** We need to balance the demands of our commitments (to live coverage of the Commons and full coverage of the Lords and Westminster Hall Debates) with the need for live coverage of other big events, such as high-profile committee sessions and one-off hearings.

- During the General Election campaign the channel will strike a balance between coverage of the devolved institutions (which will continue to sit throughout the campaign), live coverage of news conferences and speeches from the political parties and broadcasts of debates and programmes of analysis from across the BBC's portfolio.

**Challenge:** BBC Parliament needs to build a strengthened relationship with its audience by working hand in hand with the new Democracy Live website on BBC Online.

- This site features an eight-screen video wall, enabling the complementary scheduling of live and recorded events from the UK's parliaments and assemblies, as well as information and analysis. The challenge is to make the most of this world-best new resource through joint working and by informing audiences of what is available.

## **Other programming highlights**

### **UK General Election campaign**

- The channel will offer live and recorded coverage of campaign launches and all the key news conferences from the parties. Viewers across the UK will have the chance to see debates from Scotland, Northern Ireland and Wales and from the English regions.

### **State Opening of Parliament**

- We will show uninterrupted pictures from the Houses of Parliament with expert commentary on the pageantry of the State Opening. The five days of the debate on the Queen's Speech, outlining the new UK Government's legislative programme, marks the start of our coverage of the new Parliament.

### **Festival of Politics**

- BBC Parliament is the broadcast partner to the Festival of Politics, offering coverage of the main events in this annual festival held in the Scottish Parliament.

### **1910 and hung parliaments**

- BBC Parliament will examine the importance of the two elections of 1910, the first of which led to a hung parliament. Stemming from the famous Lloyd George Budget, the elections led to the Parliament Act, which severely curtailed the powers of the Lords.

### **Armada Tapestries**

- The channel's interest in cultural aspects of Parliament is maintained with a film to mark the recreation in paintings of the Armada Tapestries. These will hang in the Princes' Chamber of the House of Lords. The originals were destroyed by fire in 1834. Five new artworks are being created to take the place of the tapestries and our film follows the stages of this major commission.

### **Conferences**

- Party conferences will be a highlight of the autumn season as the winners and losers from the General Election get to grips with the new political scene. We will show the Liberal Democrat, Labour and Conservative conferences in full and broadcast highlights from the autumn conferences of the national parties.

## **Conditions: BBC purposes and BBC Parliament commitments**

Unless otherwise stated, all commitments are minimum hours and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

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

- 70 hours a week of coverage of the Westminster Parliament, including 10 hours from committees, during a normal sitting week.

### **Reflecting the UK, its nations, regions and communities**

- 260 hours of proceedings of the Scottish Parliament, Northern Ireland Assembly and Welsh Assembly, with significant proportions of coverage given to each.

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

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

## **Statutory commitments**

The following targets are agreed with Ofcom each calendar year (results being published at [bbc.co.uk/annualreport](http://bbc.co.uk/annualreport)):

- 90% of hours to be originations.
- In conjunction with other BBC network television services, to spend at least 30% of relevant programme production budgets (excluding news), representing 25% hours of productions by volume, outside the M25.

# Nations and Regions

## BBC Local Radio in England

### Service remit

The remit of BBC Local Radio is to provide a primarily speech-based service of news, information and debate to urban and rural communities. Speech output should be complemented by music. The target audience should be listeners aged 50 and over who are not well served elsewhere. There should be a strong emphasis on interactivity and audience involvement.

### Controller's vision for the service in 2010/2011

BBC Local Radio works to a common service licence, but the feel and sound of the stations varies widely. One of the joys of being responsible for 40 services is the way they reflect the rich variety and diversity of the English regions.

It is this authentic local voice that attracts 7 million listeners on a weekly basis. The size of the audience is important, but we are not successful unless our output is both distinctive and of the highest quality. That is why this year we will put an even higher priority on our journalism-led breakfast programmes, to brief and inform communities at the start of the working day.

Distinctiveness shines through in many other ways. Examples include our ability to guide communities through snow and floods, our role as a local public forum during a General Election campaign, our dedicated faith and religion programmes on Sunday mornings and the weekly commitment to football clubs of all sizes, regardless of success.

Our audience also tell us how much they value our ability to pull together communities in a time of crisis. During the floods and the snow many listeners said how grateful they were for their local BBC station simply as a companion and a friend.

We will continue to invest in journalism in the coming year. We are recruiting local government reporters for many of our stations with funds approved by the BBC Trust. We know that our audience crave proper scrutiny of local institutions and seek to improve our performance in this area.

Journalism, debate and community all make up the distinctive mix that is BBC Local Radio and we will aim to provide that service to the highest possible standards in the year ahead.

**David Holdsworth, Controller, BBC English Regions**

### Key challenges for BBC Local Radio in 2010/2011

BBC Local Radio suffered further audience decline in 2009, but plans are in place to address this with the aim of maintaining the current audience level.

**Challenge:** Maintain or improve reach with a renewed focus on higher quality and more distinctive local journalism, subject to BBC Trust consideration under the strategy review.

- Focus effort and resources on breakfast and mid-morning programmes which have the potential to attract the most listeners. In order to allow us to focus resources at these times, we will test the opportunities for greater sharing of programmes at other times of the day where there is a strong audience case to do so.
- Targets to measure quality through content that is original, challenging, innovative and engaging.

**Challenge:** Find the most effective ways to serve audiences with a local mindset:

- A better developed local agenda with a keener focus on stories, analysis and debate most relevant to the local area.

- A range of improvements to our regular news, travel, weather and sports bulletins throughout the day, including local bulletins on the hour up to 7pm.
- Devote more resources to the major stories and issues in each local area to maximise impact.

**Challenge:** Maximise the delivery of the BBC's public purpose around active citizenship to a local audience.

- Appointment of new local government reporters across English Regions Local Radio stations.
- More output which specifically holds local democratic institutions to account, including a regular monthly programme.

**Challenge:** Make Local Radio's contribution to the BBC portfolio more distinctive.

- Focus on the 55–75 core audience.
- Speech-led station with 100% speech at breakfast and drivetime.
- Current and recent chart music should make up no more than 15% of weekly music output.

## Other programming highlights

### News and current affairs

We will cover the full range of local, national and international news, offering information, analysis and debate, including the following:

- The General Election – detailed, wide-ranging coverage of the election will include at least three set-piece debates for each BBC Local Radio station during the campaign period.
- The recession – ongoing analysis and debate relevant to each locality will continue and be built around two specific moments of focus across England supported by research and original journalism.

### Knowledge and learning

- A History Of The World In 100 Objects will be a major partnership with Radio 4 featuring regular on-air debate, on- and off-air partnerships with museums and user-generated content.
- A major science-based strand about weather will examine climate change through a local lens this autumn.
- A BBC Local Radio mentor from each station will continue to work with a designated school on BBC News School Report Day. Coverage of schools journalism in the run-up to the day, during the event and on an ongoing basis will introduce new voices to our stations' output.
- Regular faith programming will offer a variety of multi-faith reporting on religious and ethical issues both in a traditional Sunday morning slot and beyond.
- A call to action linked to Springwatch will encourage local audiences to support local wildlife habitats through a range of external partnerships.
- Twinning arrangements with BBC World Service will bring new opportunities to add a global dimension to our coverage and help to link British diaspora communities with parts of the world in which they have a close interest.

### Sport

- We will continue to build our strong offering around local sport, exploiting and developing commentary rights and providing dedicated programmes and bulletin output that reflects local sporting passions.
- Continuing effort will be dedicated to the Olympics as preparations gather pace. Locally generated information about and coverage of local athletes involved in the Olympic and Paralympic Games will feed into a new BBC Olympics website launched midway through 2010.

## **Music**

- We will extend our BBC Introducing... offering, making it more consistent across Local Radio with closer links to Radio 1 and enhanced interaction with users.

## **Community**

- We will create inspiring and informative coverage of the digital world to promote media literacy, including support for Digital Unite's Silver Surfers' Day in May and Get Online Day in October and regular use of BBC Local Radio's on-air 'digital doctors'. Our aim, working closely with our own BBC Local websites, will be to inspire the Local Radio audience to get online and make the most of the opportunities the internet and the wider digital world provides.

## **Conditions: BBC purposes and BBC Local Radio commitments**

Unless otherwise stated, all commitments are minimum hours or percentages and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

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

- 60% speech content on BBC Local Radio in core hours (06.00–18.00).
- 100% speech content on BBC Local Radio at breakfast peak time.

### **Reflecting the UK, its nations, regions and communities**

- 85 hours each week for each station of original, locally made programming in line with service licence stipulations.

## **BBC Local Radio stations in England**

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

There are 40 BBC Local Radio services in England, plus opt-out services covering Dorset (Solent), Milton Keynes (Three Counties), Peterborough and the Fens (Cambridgeshire), Swindon (Wiltshire) and Plymouth (Devon).

# BBC Radio Scotland

## Service remit

The remit of Radio Scotland is to offer a speech-led service for adults covering a wide range of genres and reflecting the issues, events, culture and interests of the people of Scotland. In addition to local and national concerns, output should also address matters of UK and international significance from a Scottish perspective.

Radio Scotland should offer some highly targeted local programming and support for BBC community stations.

## Director's vision for the service in 2010/2011

BBC Radio Scotland aims to be the national radio service for 21st-century Scotland, offering news and sport, quality speech and specialist music from a Scottish perspective. In addition, Radio Scotland delivers a broad range of unique programmes from Scotland, including investigations, drama, comedy and live music. It intends to be the first place that people go to find out about Scotland here and now, and is the station which participates fully in life across Scotland.

To achieve that, Radio Scotland aims in the coming year to offer a more consistent schedule, with content that is both relevant and engaging, together with a more contemporary, proactive and positive feel. We will provide our listeners with engaging content that delivers vibrancy, spontaneity and surprise. Personal contact with listeners will feature strongly in our programming, including programmes with more human interest and family-focused issues.

News output will respond to the key stories of the year and will include the 2010 General Election, the war in Afghanistan and the economy. A new addition to our business output will be a monthly programme devoted to Scottish media issues. We will also continue to offer regular investigation programmes and there will be a renewed emphasis on audience interaction.

We will reflect the growing contemporary interest in traditional and specialist music, including Celtic Connections and the Glasgow International Jazz Festival. Two weeks of live shows will come from the 2010 Edinburgh International Festival.

Sports coverage, including football, rugby, golf, shinty, tennis and athletics, will be scheduled across FM and MW, and the station will provide its own take on the summer's World Cup competition in South Africa. Specific features will be tied to Scottish involvement in the forthcoming Commonwealth Games and the Olympics.

We will continue to operate across FM and MW in order to overcome signal problems and maximise the availability of local news and sport programming, and we will continue to look for the best ways of delivering programmes to audiences by a combination of analogue and digital transmission, including DAB, digital terrestrial TV and online. We will seek to improve transmission on major travel routes, such as the A9 (between Inverness and Perth).

**Ken MacQuarrie, Director, BBC Scotland**

## Key challenges for Radio Scotland in 2010/2011

**Challenge:** To strengthen Radio Scotland's reputation as the national station for contemporary Scotland, with distinctive content, a high quality threshold and 'must listen' appeal. The station will offer:

- First-class news and current affairs and politics, with particular emphasis on the 2010 General Election and its specific implications for Scotland.
- Factual programming that is relevant to modern Scotland, including family-centred programmes on topics such as childcare, divorce and education. Lorraine Kelly will present a conversation series.

- Comedy that will appeal across the generations. Eight new comedy pilots will be transmitted with the aim of commissioning two new comedy series.
- Modern interpretations of the Scottish music scene. Popular music presenters Ricky Ross and Bryan Burnett will each enjoy bigger roles and longer shows. Other presenters, new to Radio Scotland, will introduce their music selection, including Barbara Dickson hosting a major series on the legacy of Scottish songs and singers.

**Challenge:** To ensure that Radio Scotland continues to provide a wide variety of distinctive content, extending choice to all sections of the listening audience, the station will offer:

- Familiar voices and new presenters, including Kaye Adams, Lorraine Kelly and Karen Darke, who will feature across a range of programmes.
- Greater emphasis on original journalism, investigations and social action documentaries.

**Challenge:** To refresh and strengthen the range and quality of news programming on Radio Scotland at key times of the day, the station will:

- Refresh and extend the weekday morning phone-in programme strand, with the introduction of the Call Kaye Adams programme in the 8.45–10am slot.
- Take Brian Taylor's weekly Big Debate programme to more locations around Scotland.

## Other programming highlights

### News and current affairs

- Extensive coverage of the issues and personalities involved in the 2010 General Election will feature across the station's news, current affairs and politics output. Brian Taylor will present his Big Debate before a live audience every Friday. The programme will come from venues around the country, out and about in the communities of Scotland, before, during and after the election campaign. Specialist correspondents will continue to cover global to local issues from a Scottish perspective – business and the environment, health and education, arts and sport.

### Arts

- Arts programming will include the new weekly Music Café, produced from Inverness, and the weekly Comedy Café from Edinburgh. Radio Scotland will give audiences access to the best of culture from around Scotland, introducing and reviewing artistry and talent.

### Drama

- Twelve new dramas will be commissioned – the majority from new Scottish writers – reflecting contemporary Scotland and bringing diverse voices to the airwaves. Themes such as alcohol abuse and debt will form part of this season.

### Factual and documentary

- Scotland At Prayer is a new seven-part series looking at the troubled history of religion in Scotland. This builds on the popularity of Scotland's History, and will be followed by radio exploration of Scotland's Landscape, in conjunction with the 2010 television series and web offering on the topic.

## Conditions: BBC purposes and Radio Scotland commitments

Unless otherwise stated, all commitments are minimum hours or percentages and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

### Sustaining citizenship and civil society

- 43 hours of radio news and current affairs each week.

### Stimulating creativity and cultural excellence

- 200 hours of arts coverage on radio (including narrative repeats of daily arts show).
- Aim to commission c.10% of eligible hours made by independent producers.

# BBC Radio nan Gàidheal

## Service remit

The remit of Radio nan Gàidheal is to deliver a comprehensive speech and music service for Gaelic speakers, covering a wide range of genres and reflecting the issues, events, cultures and interests of the people of Scotland from a Gaelic perspective and through the medium of the Gaelic language.

## Director's vision for the service in 2010/2011

BBC Radio nan Gàidheal will continue to build on the special relationship it has with its audience as the only comprehensive Gaelic language radio service, serving the diversity of the Gaelic language community. Radio nan Gàidheal will nurture and develop new talent and facilitate skills acquisition as it continues to extend the appeal of the service to a variety of audience groups. Reflecting recognition within the Gaelic community of the importance of deriving maximum benefit from available resources, Radio nan Gàidheal will build on existing partnerships and develop new relationships to offer added value to the Gaelic audience.

In the coming year, Bliadhna nan Òran (Year Of Song) will be an editorial priority for Radio nan Gàidheal, providing a focus for the celebration and exploration of Gaelic song and its place in the culture and life of Scotland. Throughout this landmark Year Of Song, we will offer increased access to the BBC's unique content archive. Broadcasts will be supported and enhanced with an associated online resource which will offer a valuable legacy for the future and increase the impact of this multimedia project.

Factual programming and documentaries that are culturally distinctive will remain an important priority for the service, offering opportunities to explore and reflect on issues of current relevance as well as looking to examine the past.

Radio nan Gàidheal will offer significant Gaelic language coverage of the General Election campaign and results. It will continue to offer news at regular junctions during weekdays and use the flexibility of the new extended schedule more readily to deliver breaking news to the audience.

Radio nan Gàidheal will also showcase a broad range of musical genres through its rich daily schedule of music programmes and offer coverage of culturally relevant festivals and events.

**Ken MacQuarrie, Director, BBC Scotland**

## Key challenges for Radio nan Gàidheal in 2010/2011

Radio nan Gàidheal performed strongly last year, maintaining its reach to listeners. However, the service continues to face a number of challenges.

**Challenge:** To strengthen the recent schedule expansion, which sought to offer a richer and extended programme diet to audiences by bridging the lunchtime transmission gap and expanding the weekend schedule, we will:

- Focus on the new lunchtime Feasgar programme, allowing it to develop its own distinctive identity by targeting 25–45 year olds through its choice of topical subjects and music and its responsiveness to developing stories.

**Challenge:** To share, explore and augment the BBC's rich archive of Gaelic song with the audience and external partners in a special year-round project, Bliadhna nan Òran 2010. To fulfil this ambition in the coming year we will prioritise the following.

- Òran an Là will feature a song for every day of the year on Radio nan Gàidheal, with the lyrics and stories of each song and singer made available online.
- A legacy website will be built to give added value to the audience by offering increased access to the BBC's archive of Gaelic song-related material.

- Radio nan Gàidheal will prioritise Bliadhna nan Òran when delivering features and relevant archive programmes to enrich the schedule and raise the brand profile.

**Challenge:** While remaining distinctive and valued by our heartland audiences, we intend to grow and, in turn, retain our younger audiences.

- The Siubhal gu Seachd drivetime programme has recently introduced a new produce/present model. We aim to build on the presenter's personality to entertain and encourage audience interaction, making the programme a natural destination for those looking for contemporary music, sports news and information.
- Opportunities to attract younger audiences will be exploited, working with children and young people to create content. The Aileag and Rapal formats will develop their ability to work with community groups, schools and agencies such as Fèisean nan Gàidheal and CNAG to facilitate this endeavour. The youth audience will be directed to the new refocused Rapal which will target and provide access to content for teenage audiences.

## Other programming highlights

### Features and factual

As an editorial priority, Bliadhna nan Òran will be the umbrella for much feature content. Radio nan Gàidheal will also provide opportunities for informal learning across a wide range of features, factual and documentary output.

- The role of song as a recorder of social history will be the focus of a three-part series examining the story of emigration.
- A contemporary linguistic journey through mainland Scotland will examine the changing nature of language as it compares the current position to the findings of a 1955 survey.
- Significant anniversaries will feature in the schedule, ranging from the specific (for example, the 800th anniversary of the City of Perth) to those which impact across Scotland and beyond (for example, the 450th anniversary of the Reformation).
- Judicious use of archive material will also punctuate the schedule at appropriate times, such as the series Strì gu Sìth which will mark the 65th anniversary of the end of World War Two.

### News

- News will continue to be the backbone of Radio nan Gàidheal for the audience, providing impartial, accurate and independent news scheduled throughout the day, with regular bulletins. It will offer extensive cross-platform coverage of the 2010 General Election.

### Music

Music is a significant audience attraction to Radio nan Gàidheal. The service will continue to offer a range of Celtic, traditional and contemporary music, in addition to the Year Of Song programming. It will build on successful collaboration with BBC Alba and with Radio Scotland and bring a range of events to the audience, including the Royal National Mod and the Hebridean Celtic Music Festival.

- Rapal and programmes for young people will continue to feed the audience imagination in new and challenging ways, encouraging the creation of new and contemporary Gaelic music and songs.
- Daily music strands will engage with the Year Of Song project, offering themed classifications of songs. New musical endeavours will be encouraged and new and established talent will be showcased across the service.

### Learning

This year we will prioritise the development of online resources in support of shared learning priorities with BBC Alba and the Year Of Song project.

- As part of our commitment to learners, a new bespoke website for Gaelic song will offer a broad and rich source of information and audio and video archive relating to Gaelic song.
- A variety of output will offer informal learning opportunities for adults, with two versions of the weekly Gaelic language Letter To Learners, also made available as podcasts.
- Radio nan Gàidheal, through various programmes, will direct learners to the online resources available at Gateway to Gaelic.

### **Conditions: BBC purposes and Radio nan Gàidheal commitments**

- Aim to commission c.10% of eligible hours made by independent producers.

# BBC Alba

## Service remit

The remit of BBC Alba is to offer a mix of originated television programmes, including output first shown on other BBC services as well as archive programmes. It aims to serve Gaelic speakers, those learning the language, those who might wish to learn and those interested in the language and culture. It aims to reflect and support Gaelic culture, identity and heritage.

## Director's vision for the service in 2010/2011

BBC Alba is the product of a unique partnership between the BBC and MG ALBA, within which the combined strengths of both organisations have been harnessed to provide a platform for Gaelic programmes and content, on television and online.

BBC Alba offers a powerful broadcast medium for programmes that seek to reflect all aspects of traditional and contemporary Gaelic culture. It aims to offer new and impactful output, focused broadly on meeting the needs of two audience groups: Gaelic speakers and learners, and the wider UK audience. Its intent is to reach out and connect with these audience groups through a relevant and appealing mixed-genre schedule.

BBC Alba will feature content which is culturally distinctive and adds value alongside its sister services, Radio nan Gàidheal and [bbcalba.co.uk](http://bbcalba.co.uk), and with other BBC Scotland services. The use of subtitling and a distinctive visual style of production enable BBC Alba to provide a unique broadcast service for the wider population. It is both inclusive and outward-looking, actively seeking to recruit new audiences while retaining and supporting the growth of the core Gaelic audience.

In the coming year, BBC Alba will deliver originated programming in genres which have wide audience appeal, such as news, factual, music and sports. It will also provide entertainment and some drama for the Gaelic-speaking community.

An Là (daily news) will provide a focus for local, national and international news, while Eòrpa (European current affairs) will continue to offer in-depth analysis of European current affairs. The lives and experiences of the community will be reflected through historic and contemporary factual series, and new strands will explore subjects ranging from ancient religious customs to American Indian ancestry. Music will remain at the heart of the schedule, through broadcast events such as Celtic Connections, the Hebridean Celtic Music Festival and programming to mark BBC Scotland's Year Of Song.

Learning will also remain a core offering, with originated series such as *Dè a-nis?* and more formal learning resources offered to support the curriculum. The service will be the destination of choice for new language learners and it will partner with other agencies to ensure the strategic provision of learning resources to support the growth of the language.

In order to extend the appeal of the service to a wider audience, efforts will be made to secure carriage and transmission of BBC Alba on the digital terrestrial television (Freeview) platform, subject to the outcome of the BBC Trust's review.

**Ken MacQuarrie, Director, BBC Scotland**

## Key challenges for BBC Alba in 2010/2011

BBC Alba performed well in its initial year of broadcast, establishing a steady reach and achieving strong approval ratings among viewers. However, the channel continues to face a number of challenges.

**Challenge:** We will continue to deliver a credible, relevant service for Gaelic speakers and learners, while providing content which offers alternative viewing to audiences and communities of interest across Scotland and the rest of the UK. We will focus on programmes which will attract a broader Scotland-wide audience to factual, music and sport content.

- The documentary strand Trusadh will deliver strong, contemporary factual programming across 20 weeks of the year.
- Music offers an entry point to BBC Alba for non-speakers and adds to the portfolio of events offered by the BBC to its audiences. BBC Alba will offer a regular schedule and a broad range of programming with improved flexibility around coverage of events across Scotland. A range of programmes and series is planned, delivering coverage of contemporary and traditional Scottish music events.
- Regular programming will cover the three main sporting genres of football, shinty and rugby.
- We will aim to provide programming which will better serve the Gaelic-speaking community, including general entertainment, factual and some drama.
- We will also showcase bespoke documentaries, such as the landmark Year Of Song project and the National Mod.
- The development and delivery of new originated content for children will be a commissioning priority along with strengthening existing brands for young people, such as Breab.

**Challenge:** We will deliver comprehensive coverage and analysis of the UK General Election campaign and results, in close collaboration with Radio nan Gàidheal.

- This will be the first UK General Election to be covered by BBC Alba. The service will seek to add to the range of the BBC's election coverage, offering news, comment and analysis aimed specifically at its constituent audiences and with a particular focus on Highland and Island constituencies.

**Challenge:** Provide resource support to those learning the Gaelic language, working to develop [bbcalba.co.uk](http://bbcalba.co.uk) into a world-class non-linear environment for Gaelic learning.

- New learning resources will be launched on [bbcalba.co.uk](http://bbcalba.co.uk). These will be planned in close consultation with Gaelic agencies such as the Gaelic language board, Bòrd na Gàidhlig, to ensure that they complement existing resources from the BBC and other providers and enhance and extend the range offered to new and existing learners of the language.

## Other programming highlights

### Documentaries

The reflection of life in contemporary Scotland across its cities, towns and rural communities will feature prominently in the BBC Alba schedule in peak-time slots.

- New observational series will offer insights into the work of Highland vets, life in the Partick district of Glasgow, work on a maternity ward, and the lifeline ferry services operating to and from the Scottish Islands.

### News and current affairs

- The core strands of An Là (daily news) and Eòrpa (European current affairs) will continue to offer coverage and analysis of local, national and international stories and issues. BBC Alba will also offer extensive coverage of the UK General Election campaign in 2010.

### Music and events

- A schedule of archive and original programming will be offered to support the landmark Year Of Song project.

### Factual

- Factual entertainment genres perform well for both Gaelic speakers and audiences across Scotland. BBC Alba will schedule a broad range of subjects to appeal to these broad audiences. Return series are planned for the popular motoring show Air an Rathad, Turas a' Bhradain (salmon fishing) and Grinn (personal makeover).

## **Learning**

We will prioritise the development of online resources in support of our learning priorities agreed in consultation with key agencies such as Bòrd na Gàidhlig. Formal and informal learning opportunities will be offered regularly through the weekly schedule.

- A new science-based resource for children aged 6–12 is planned which will take science out of the lab and into the real world.
- New versioned animation series for pre-school children, Igam-Ogam and Tractor Tom, will be broadcast.

## **Conditions: BBC purposes and BBC Alba commitments**

Unless otherwise stated, all commitments are minimum hours or percentages and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

### **Promoting education and learning**

- Broadcast approximately five hours of originated programming (excluding news) each week, including programming first shown on other BBC services. Two programming hours per week will be aimed at those learning the Gaelic language.

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

- Broadcast live news programmes each weekday evening, including at peaktime, and a longer news review at weekends.

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

- Commission at least 50% by volume of its original programming (excluding news) from independent producers.

# BBC Radio Wales

## Service remit

BBC Radio Wales's remit is to be 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 should focus on local and national concerns but also address matters of UK and international significance.

## Editor's vision for the service in 2010/2011

Radio Wales's ambition is to produce compelling radio that matters here and now to the people of Wales. We strive to inform, analyse, excite and entertain the audience with relevant and distinctive content. Our aim is to explain how life in Wales is evolving politically, socially and culturally.

Part of our role is to reflect the achievements of the people of Wales and to celebrate moments that unite the nation and its communities. We will do this through comprehensive coverage of sporting and cultural events, reflecting the passion our audiences feel on these occasions. Where appropriate, we will support these events with online content to broaden the experience for audiences.

The station will bring information and analysis to the Welsh audience in the lead-up to the General Election of 2010 and the National Assembly Elections of 2011. With a referendum on greater law-making powers for Wales also potentially taking place during this period, the station will deliver explanation and analysis on the key issues.

We will focus on new Welsh music during the coming year, with new and revamped specialist shows during the evenings and weekends. Welsh comedy talent will also play a more prominent role on the station, providing opportunities to new talent through new commissions.

Radio Wales will reflect the whole of Wales. We will give opportunities for people to tell their stories around local programming linked to the History Of The World series and will play a significant role in supporting the landmark history project Snowdonia 1890.

**Steve Austins, Acting Editor, BBC Radio Wales**

## Key challenges for Radio Wales in 2010/2011

Radio Wales has a consistent record of performance over the past 10 years. However, the station needs to address a number of challenges.

**Challenge:** As the national English language radio service for Wales, we will focus on generating creative and original programmes that will extend our reach and develop the distinctiveness of the station. During 2010/2011 we will:

- Explore the issues around the General Election through the eyes of members of different clubs and societies across Wales. This grassroots reflection on key election talking points will ensure that our coverage is relevant to our audience.
- Develop opportunities for more listeners to interact and tell their stories on air through our mid-morning and lunchtime magazine programmes.
- Deliver storytelling that reflects the people of Wales. We will commission a season of stories about the role of Welsh people in war – from the Second World War to Afghanistan.
- Ensure a more integral place for new Welsh music, comedy and writing on the station. We will introduce a more joined-up music strategy linking our specialist output such as Adam Walton and Frank Hennessy and Amy Wadge with our daytime music offer. For the first time, comedy will have a bespoke weekly slot on the station.

**Challenge:** We will continue to develop portrayal and coverage of all geographical areas across Wales through:

- Our role in the landmark project Snowdonia 1890, which will take us to north-west Wales and give an opportunity to debate the history and people of this part of Wales.
- Attending events across Wales during the summer, including the Hay Festival, the Royal Welsh Show and the National Eisteddfod in Ebbw Vale.
- Delivering sports output that reflects a broad range of sporting communities. The Ryder Cup in Wales this autumn, the Commonwealth Games and the ongoing build-up to the Olympics will be our launch pad for this.
- Giving an opportunity to people across Wales to play into our history content during the year through campaigns such as History Of The High Street in autumn 2010, allowing a debate on community to flourish across the nation.

**Challenge:** We will foster innovation in our coverage of the cultural life of Wales by:

- Covering new arts ventures such as the new English language National Theatre of Wales productions taking place across Wales during 2010 as part of our arts coverage.
- Ensuring that we reflect the feeling of a national occasion around sporting occasions such as the Six Nations rugby internationals through campaigns that will engage a broad audience.
- Playing our role in campaigns that give us the opportunity to tell the story of Welsh culture, such as History Of The World.
- Ensuring that we tell the story of the National Eisteddfod coming to Ebbw Vale in August 2010 – a heartland area for Radio Wales but also an English-speaking area.

## **Other programming highlights**

### **News and current affairs**

- Programmes on Radio Wales will continue to offer intelligent analysis of Welsh, UK and international news stories and developments. In a General Election year, Radio Wales will offer originality and distinctiveness through weekly programmes on Welsh current affairs, politics and business.

### **Sport**

We will continue to be the trusted destination for Welsh sport, offering comprehensive coverage in 2010/2011 of:

- Euro 2012 qualifiers, Football League and Blue Square Premier football.
- Wales's year-long preparations for the 2011 Rugby World Cup.
- Our medal hopefuls in the Commonwealth Games.
- Extensive event and behind-the-scenes coverage of the Ryder Cup, one of the world's biggest sporting events, as it comes to Wales for the first time.

### **Comedy**

- Rhod Gilbert will continue to be at the forefront of the station's commitment to Welsh comedy with his weekly Saturday morning show and podcast. We will significantly increase the number of comedy slots open to commission in order to provide opportunities for new Welsh writing and performing talent to develop on the station. We will aim to offer new comedy commissions an on-demand offer for added impact and value for money.

## **Factual**

We will offer a range of documentaries that challenge audiences across the service. These will concentrate on remarkable stories told in a compelling way. We intend to commission specific seasons around:

- The Welsh countryside, to tie in with Snowdonia 1890.
- Wales and its role in war, tying in with the 70th anniversary of the bombing of Swansea and the planned Armed Forces Day events based here in June 2010.
- What it means to be disabled in Wales in 2010.

## **Music**

We intend to strengthen our commitment to music in Wales and build a strategy around new Welsh music that will engage our audiences new and old by:

- Strengthening our evening and weekend commitment to new Welsh artists.
- Building the best and most accessible of these artists into our daytime music policy.
- Celebrating our success stories. We will mark Tom Jones's 70th birthday in June and we will keep track of the careers of acclaimed new artists such as Marina and the Diamonds.

Alongside this we will continue to broadcast the BBC National Orchestra of Wales concerts throughout Wales and the world across the year.

## **Conditions: BBC purposes and Radio Wales commitments**

Unless otherwise stated, all commitments are minimum hours and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

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

- At least 24 hours of news and current affairs each week.

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

- At least 10% of output will be commissioned from independent producers.

# BBC Radio Cymru

## Service remit

BBC 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.

## Editor's vision for the service in 2010/2011

Radio Cymru aims to inform and inspire a Welsh-speaking audience by portraying Wales in all its diversity. As the only Welsh language radio station, it has to fulfil a range of expectations which the BBC in the English language meets across a range of radio stations.

Radio Cymru seeks to respond to audience needs through imaginative production and skilful scheduling. The schedule leads listeners from news-based content in the morning to a rich mix of output during the day, including current affairs, factual and news programmes, popular and classical music, and drama and feature programmes.

During an election year, Radio Cymru news will tell the story of how the political map of Wales and the rest of the UK is changing.

Throughout the year we will provide content which stimulates the audience to reflect on their identity as Welsh people. Identity will be examined in our coverage of national events, ranging from cultural events such as the National Eisteddfod to major sporting occasions such as the Commonwealth Games, the Ryder Cup and rugby internationals. Our service in 2010/2011 will build on our commitment to music by showcasing new popular music and the works of new Welsh composers of classical music.

Through imaginative documentaries, specialist programmes and a commitment to broadcasting across the length and breadth of Wales, the station will attempt to bring people's stories to light. These stories will entertain, enlighten and educate our audiences about the history, religion and culture of Wales and beyond. Our emphasis on presenting new drama, comedy and satire will further enhance our service's ability to deliver unique perspectives on Welsh identity.

**John Roberts, Acting Editor, BBC Radio Cymru**

## Key challenges for Radio Cymru in 2010/2011

Radio Cymru's new schedule, launched 12 months ago, has been well received, but the station still faces challenges.

**Challenge:** We will broaden the station's appeal to younger listeners, while continuing to cater for our traditional audiences.

- We will strive to further develop the appeal of our morning weekday programme Eleri a Daf, for listeners in their thirties and forties. During 2010/2011 we will also aim to relaunch our C2 youth strand, scheduling these programmes at times when the under-25s are the most prominent listener group.
- Our service must be relevant to every part of Wales, with the experiences of all our communities reflected across our output. Key programming strands will broadcast from different locations across Wales during the year. Hywel Gwynfryn, as the station's roving ambassador, will travel the length and breadth of the country to provide inserts for our daily programmes as well as regular postings online.
- In an ever-changing digital environment, Radio Cymru will seek imaginative new means of reaching the audience on new media platforms and will continue working on the availability of our brand across social networking platforms.

**Challenge:** We will build on the success of our political coverage and tell the story of the 2010 UK General Election in full, covering the campaign and key election issues in Wales in depth.

- A dedicated results programme will bring listeners live results from across Wales and the UK, and, as a new UK parliament and government are formed, Radio Cymru will deliver detailed analysis to its audiences.
- With powers over major areas such as health and education resting with the Welsh Assembly Government, explaining to our audiences which policy areas are devolved will be a key challenge as the General Election campaign develops.
- Throughout the year daily news and dedicated political programmes will be looking ahead to the 2011 National Assembly elections. Another possible addition to an already busy political calendar is a referendum on further powers for the National Assembly. If a vote is held during the year, Radio Cymru will provide in-depth coverage and analysis of the campaign and result.

**Challenge:** We will strengthen Radio Cymru's role in developing new talent. We will focus on:

- New popular music – through our C2 youth strands, and the new music talent competition Brwydr y Bandiau (Battle Of The Bands). The 10pm Wednesday strand will continue to create new and exciting programme formats such as Sesiwn Unnos, where musicians and artists are challenged to write record and publish an EP overnight.
- Drama, comedy, satire – Radio Cymru will once again commission at least 12 new radio plays, as well as co-operate with Eisteddfod yr Urdd (Youth National Eisteddfod) to broadcast any suitable plays that win a prize at the National Eisteddfod. On C2, stand-up comedian Daniel Glyn's Wednesday night show is a stage for other Welsh comics and also highlights new rising talent. As well as our returning news quiz, we will also aim to commission a new satire format during the year.
- Presenters – during the year we will develop C2 on the web, offering people opportunities to co-present programmes. We will also use the C2 schools and colleges tour, in close co-operation with our partner the Welsh Language Board, to recognise and develop new talent.

## Other programming highlights

### News

- We will develop our news strands Post Cyntaf, Taro'r Post and Post Prynawn, with the aim of improving coverage of news stories from all parts of Wales, in addition to UK and international news. There will be an additional focus on a larger number of local stories.

### Events

Radio Cymru will continue its comprehensive coverage of major national events.

- Highlights include the National Eisteddfod, the Urdd (Youth) National Eisteddfod and the Royal Welsh Agricultural Show.
- In addition, we will reflect a number of other major events through substantial outside broadcasts.

### Innovation

- The station aspires to use new technology and imaginative means of meeting more and more of our audience's expectations. Following successful experiments in visualising and enhancing content on the web last year, we will seek to further develop innovative approaches to the delivery of our content such as the collaboration between the BBC's Pawb a'i Farn shown on S4C (a Question Time format) and C2 during the election period.

### Classical music

- We will continue to develop our co-operation with the BBC National Orchestra of Wales. This year's programme includes major works by Welsh composers, a live St David's Day concert and a live programme from the Welsh Singer competition, where the Welsh competitor for Cardiff Singer Of The World is chosen.

- Radio Cymru is the host broadcaster for this preliminary competition. We will also take initial steps to commission an ambitious new orchestral project based on Welsh fables.

### **Documentary and features**

Our substantial documentary and feature programmes will attempt to define the wide diversity of Welsh life today. These will include:

- Mwy na brics a mortar – a series about emotional attachments to buildings.
- Llythyr i... – a heart-rending series as a mother, father, partner or child traces a deeply emotional relationship.
- Cofion Annwyl – history through personal letters and reflection.

### **Religion**

- Radio Cymru's religious and moral affairs strands Bwrw Golwg, Dweud eich dweud and Dal i Gredu will not only reflect on major events in the religious calendar, but will also attempt to define the changing attitude towards organised religion as well as fundamentalism, will present the multi-faith dialogue as it develops, and will reflect the growing interest in spirituality and new religious movements.

### **Music**

- The station will play a key part in developing new Welsh music through the consistent commissioning of session music for elements of C2 (the youth strands), Brwydr y Bandiau (Battle Of The Bands) and Gwobrau Roc a Phop (Rock And Pop Awards), as well as elements in our programming such as Gwylwch y Gofod (Watch My Space) for unsigned Welsh language bands. The station also plays a substantial amount of Welsh popular music and we play a major part in the creation and publishing of the Welsh music chart, Siart C2.

## **Conditions: BBC purposes and Radio Cymru commitments**

Unless otherwise stated, all commitments are minimum hours or percentages and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

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

- At least 16 hours of news and current affairs each week.

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

- At least 10% of output will be commissioned from independent producers.

# BBC Radio Ulster/Foyle

## Service remit

The remit of Radio Ulster/Foyle is to be a speech-led service, covering a wide range of genres and reflecting all aspects of life in Northern Ireland. Its programming should combine extensive coverage of local issues, interests and events with coverage of national and international developments.

## Director's vision for the service in 2010/2011

Radio Ulster/Foyle seeks to reflect the many different aspects of life in Northern Ireland. It combines specialist and mainstream programming and attracts a large audience. Community involvement is a defining part of its remit and appeal. The station provides a forum for debate and a showcase for writing and production talent. It is a trusted source of news and information and its programmes reflect Northern Ireland's unique diversity and traditions.

Maintaining the range and reach of our output involves creative and other challenges. Radio Ulster/Foyle is popular with local audiences, and a key objective will be to ensure the station's continued vitality through scheduling and other adjustments, including more joint working between production teams in Belfast and Foyle. We will use outside broadcasts and other initiatives to develop our relationship with local audiences and will continue to nurture new talent and programme ideas. Our music portfolio will be refreshed and we will contribute to a number of BBC-wide initiatives, including new social action campaigns.

Audience research, participation and feedback will guide everything that we do. We want to build on Radio Ulster/Foyle's established strengths and reputation and to find an appropriate balance between continuity and change across the station's schedule.

**Peter Johnston, Director, BBC Northern Ireland**

## Key challenges for Radio Ulster/Foyle in 2010/2011

**Challenge:** We need to maintain the breadth and appeal of Radio Ulster/Foyle's output, developing existing programme strands and seeking to identify new formats, talent and ideas. We will also want to find more effective ways to reflect and explore local traditions and diversity across music, sport, religion and the arts.

- We will extend our specialist music output to include programming which reflects choral and different types of religious music. We will also refresh our coverage of pipes and drums and brass band music.
- We will develop our minority language and related output, including an ambitious new series on the historic links between Ulster and Scotland.
- We will continue to develop our weekday and weekend afternoon programming on Radio Ulster, seeking to enhance the appeal of this output.
- We will create a dedicated slot for new voices and experimental types of programming.

**Challenge:** We will introduce a series of changes to Radio Foyle's schedule reflecting new editorial opportunities and our ambition to optimise its impact and benefits.

We will develop the station's role as a production base for the BBC's region-wide services, while also maintaining its distinctive local remit and voice.

- Arts Extra will be produced in Radio Foyle once a week, enhancing its programming and our coverage of the arts sector in the north-west. Radio Foyle will also provide music programming for Radio Ulster on Sunday afternoons.
- Radio Foyle's weekday news bulletins will be extended until 6pm.
- We will introduce a new magazine-style programme at lunchtimes on Radio Foyle and will refresh the station's morning schedule with a new breakfast show.

**Challenge:** We will enhance Radio Ulster/Foyle's role as a showcase for new and established musicians, writers and performers. We will also seek to extend the BBC's connections with local communities through partnerships and outside broadcast events.

- We will encourage new writing as part of the College Of Comedy strand.
- Radio Ulster's Music Festival and Fringe will include live sessions, seminars and other events at six regional venues.
- Hugo's Country Afternoon will include an ambitious programme of outside broadcasts and live musical performances.
- Your Place And Mine will reflect local voices, stories and events using its team of community reporters.
- Radio Ulster will support the delivery of training and other events for groups involved with community-based radio initiatives in Northern Ireland.

**Challenge:** We must aim to reflect the full range of political and other developments affecting local communities. Our news and current affairs programmes must provide listeners with authoritative reporting and analysis, making use of the BBC's network of specialist and regional correspondents.

- We will provide enhanced coverage of stories and issues affecting communities in south Antrim, Tyrone and north Down with support from new area-based correspondents. We will discontinue our weekday news bulletins from the BBC's radio studio in Enniskillen and will redeploy the resources involved to develop our coverage of news stories from Fermanagh and Tyrone across television, radio and online.
- We will provide extensive coverage of elections to the Westminster Parliament, including interviews and analysis as part of Inside Politics and other programme strands.
- Good Morning Ulster and Talkback will feature news-related outside broadcasts, bringing an additional local dimension to our coverage of major stories and developments.
- We will continue to provide longer-form current affairs programmes, including a range of documentaries for local and network radio audiences.

## **Other programming highlights**

### **Music**

- We will explore Radio Ulster's rich programme archive with series including Live At The Beeb, which will bring recordings of live music events to a new generation of listeners.
- The Ulster Orchestra will continue to enrich our portfolio of music programming with its concert recordings and events.

### **Factual**

- We will broadcast a range of programmes as part of BBC Northern Ireland's ambitious new cross-platform initiative, The History Of Ireland.
- Kevin And Sadie will provide a nostalgic retrospective on Joan Lingard's series of Troubles novels for young people.

### **Current affairs**

- The Stephen Nolan Show will continue its listener-led investigations and debate, including special outside broadcasts. Talkback's editorial remit will remain responsive to changes in the wider news agenda, making use of new technology to connect with listeners' concerns.
- We will take an engaging look at health and dietary issues in a new series, How To Live To Be 100. This will be accompanied by online resources.

## **Sport**

- Saturday Sportsound will be refreshed to include additional coverage of sporting fixtures and events in the north-west.

## **Religion**

- Sunday Sequence will provide comprehensive coverage of religion and ethics, including developments affecting religious institutions.

## **Campaigns**

- We will profile the work of local charities through regular broadcast appeals and will make it easier for listeners to make donations and to find out more about the organisations involved.
- We will contribute to BBC-wide social action campaigns, including Headroom, which will look at mental health issues.
- We will develop a number of community and programme initiatives as part of the BBC-wide initiative A History Of The World In 100 Objects, including a documentary about Sir Hans Sloane.

## **Comedy**

- We will make our popular series The Folks On The Hill available as a podcast and will seek to maintain the success of other innovative comedy strands, including Great Unanswered Questions and The Blame Game.

## **Conditions: BBC purposes and Radio Ulster/Foyle commitments**

Unless otherwise stated, all commitments are minimum hours or percentages and include originations, repeats and acquisitions. All conditions are annual unless otherwise stated.

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

- Over 27 hours of news and current affairs on Radio Ulster each week.
- Over 8 hours of news and current affairs on Radio Foyle each week.

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

- 20 hours of new comedy.
- At least 10% of output will be commissioned from independent producers.

### **Reflecting the UK, its nations, regions and communities**

- 220 hours of indigenous minority language programming, including Irish and Ulster-Scots output.

## Further commitments

### Further programming commitments

#### Access services

The BBC is committed to subtitling 100% of programmes on BBC One, BBC Two, BBC Three, BBC Four, CBeebies, the CBBC Channel and BBC News Channel in 2010/2011, and to signing 5% of programmes on those channels. In addition, subtitles will be provided on at least 810 hours of BBC Parliament across the year and on the majority of programmes on BBC HD. The BBC is also committed to audio-describing 10% of qualifying programmes on BBC One, BBC Two, BBC Three, BBC Four, CBeebies and the CBBC Channel in 2010/2011.

Under the Agreement, the BBC is bound by Ofcom's code relating to provision for deaf and visually impaired people. The BBC has agreed policies and produced a Production Handbook which lays down expectations for programme-makers, and has issued Guidelines for Visually Impaired Television Audiences. Policies on web accessibility are published online at [bbc.co.uk/guidelines/futuremedia](http://bbc.co.uk/guidelines/futuremedia).

### Further BBC commitments

The BBC's commitment to audiences extends beyond the policy for individual services, also including significant commitments which apply across 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. The BBC will continue to assess the impact of this commitment and will continue to develop additional mechanisms for improving diversity in both output and employment. The BBC has helped to develop and has signed up to the Cultural Diversity Network (CDN) Diversity Pledge, which aims to encourage consideration of broad diversity by independent production companies within the industry.

#### 1 Access

The BBC is a founder member of the Broadcasting and Creative Industries Disability Network (BCIDN), 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.

#### 2 Universal availability of BBC services

The BBC will continue to ensure that all 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. Digital services are available on Freeview, satellite and cable in the manner and to the extent that each platform allows.

### **3 Training**

The BBC will continue to invest in training and development for all its staff in order to support the delivery of the UK public services or programmes for inclusion in any of those services. It will also continue to play a strategic role in the preparation, maintenance and competitiveness of a highly skilled media workforce across the audiovisual industry. As part of that contribution, the BBC will run specific schemes designed to attract and develop diverse talent to the broadcasting industry.

### **4 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.

The BBC information service is available to audiences 24 hours every day of the year, handling around 1.5 million contacts over the year by telephone, email and letter. These include general enquiries, helplines, ticketing services and comments or complaints about programme content. The quality of responses to audience contacts is closely monitored and subject to an independent customer satisfaction survey. In addition new automated online help supported around 10 million user sessions by people using BBC iPlayer and other services.

The BBC has 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 diverse 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 2010/2011, scheduled for publication in July 2011.