MINUTES OF THE BBC TRUST MEETING

Held on Thursday 13 December 2007
in the Council Chamber, Broadcasting House, London.

Present:

Michael Lyons Chairman
Chitra Bharucha Vice Chairman
Diane Coyle Trust Member
Dermot Gleeson Trust Member
Alison Hastings Trust Member for England
Patricia Hodgson Trust Member
Rotha Johnston Trust Member for Northern Ireland
Janet Lewis-Jones Trust Member for Wales
David Liddiment Trust Member
Mehmuda Mian Pritchard Trust Member
Jeremy Peat Trust Member for Scotland
Richard Tait Trust Member

In attendance from the Trust Unit:

Nicholas Kroll Director, BBC Trust
Sally Willson Head of Secretariat and Governance
Phil Harrold Senior Adviser, Secretariat and Governance
Fran Stowell Head of Communications
Tina Stowell Head of Editorial Standards

Mark Wakefield Head of Performance
Christopher Woolard Head of Finance, Economics and Strategy

Penny Young Head of Audiences

David Squires Chief Economic Adviser
Alison Gold Chief Adviser, Performance
Jon Cowdock Senior Policy and Strategy Adviser

For items:

Items 181 – 186 Mark Thompson Director-General
Items 181 – 186 Mark Byford Deputy Director-General
Items 181 – 186 Caroline Thomson Chief Operating Officer
Items 181 – 186 Zarin Patel Group Finance Director
<table>
<thead>
<tr>
<th>Item 182</th>
<th>David Jordan</th>
<th>Controller, Editorial Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item 182</td>
<td>Natalie Christian</td>
<td>Senior Adviser, Editorial Policy</td>
</tr>
<tr>
<td>Items 183 &amp; 184</td>
<td>Nicholas Eldred</td>
<td>Group General Counsel</td>
</tr>
<tr>
<td>Item 184</td>
<td>Jana Bennet</td>
<td>Director, BBC Vision</td>
</tr>
<tr>
<td>Item 184</td>
<td>David Fawcett</td>
<td>Head of Policy Development</td>
</tr>
<tr>
<td>Item 184</td>
<td>Liz Cleaver</td>
<td>Controller, Learning</td>
</tr>
</tbody>
</table>
AGENDA

176. Minutes of Conference Held on 14 November 2007 and Matters Arising

177. Reports from Committees and Audience Councils

178. Director's Report

179. Establishing Principles for Service Licence Variations

180. Service Reviews Programme

181. Director-General's Report

182. Editorial Matters

183. BBC Compliance – Half Year Review

184. The Learning Strategy Beyond BBC Jam

185. An Open and Transparent BBC

186. Non-Executive Appointment to the BBC Executive Board

187. Other Business

188. Items for Noting

189. Business Handling and Communications
MINUTES OF THE MEETING HELD ON 14 NOVEMBER 2007 AND MATTERS ARISING

176.1 The Trust approved the minutes of the Trust meeting held on 14 November 2007, as an accurate record of proceedings. Members agreed that the minutes should be published with the redactions as proposed. The Chairman signed the minutes on behalf of the Trust.

176.2 Members noted the matters arising from previous meetings. The Member for Scotland noted that he and the Chairman had provided evidence to the Scottish Broadcasting Commission.

COMMITTEES AND AUDIENCE COUNCILS

177.1 Members noted the reports from meetings of the Trust’s committees and Audience Councils that had been held in November and December. The chair of each committee and Audience Council updated the Trust on priority matters within their reports.

177.2 [withheld from published minutes - information to be published at a later date]

177.3 [withheld from published minutes - information to be published at a later date]

177.4 [withheld from published minutes - information to be published at a later date]

177.5 [withheld from published minutes - information to be published at a later date]

177.6 The Trust’s Head of Editorial Standards advised members on the interim procedures that were in place to manage the use of premium rate services for current programmes and noted that the Trust was being asked to agree more rigorous processes for the running of competitions and voting in a paper to be considered later in the meeting.

DIRECTOR’S REPORT

178.1 The Director, BBC Trust introduced his report and reflected on the outcomes of Performance Day – a meeting with the full Executive Board discussing the performance of the BBC’s UK public services – which had been held the previous day.

178.2 He noted that the Chairman had discussed the proposed reorganisation of the digital terrestrial television (DTT) multiplexes with the Chairman of Ofcom. The two organisations had agreed to work together on this matter. It was noted that the Executive Board was considering a response to Ofcom which would need to be considered by the Trust. The Trust agreed that an ad hoc group of members would be formed to consider the proposal prior to a decision by the full Trust. The ad hoc group would consist of the Chairman, Dermot Gleeson, Patricia Hodgson and Diane Coyle.
179 ESTABLISHING PRINCIPLES FOR SERVICE LICENCE VARIATIONS

179.1 The Trust's Chief Adviser, Performance, introduced the paper which sought the Trust’s agreement to a number of principles for revising service licences. These principles had been considered by the Trust’s Audience and Performance Committee and took into account feedback to the Trust’s public consultation on Service Licences. It was noted that the revised service licences would be published in 2008.

179.2 Discussion focused on the principle of retaining conditions within the service licences that set commitments for each service to minimum hours of programming by genre. It was proposed that the hours conditions would be set reasonably close to current actual output on each of the services.

179.3 [withheld from published minutes - information to be published at a later date]

179.4 The Trust discussed the difficulty of devising a measure of ‘quality’ that could be objectively measured. The Trust agreed that this was a matter for further consideration and that it would always be open to discussing proposals from the Executive about how service licence conditions could better reflect the creative ambitions outlined in Delivering Creative Future.

180 SERVICE REVIEWS PROGRAMME

180.1 The Trust’s Head of Performance introduced the paper which presented options for a programme of service reviews to be conducted in 2008.

180.2 Members discussed the options presented and agreed to a proposal that in 2008 the Trust should review those BBC services provided wholly or primarily for ‘children and young people’. It was agreed that the Trust’s reviews of the BBC’s mixed-genre television channels would follow the children and young people reviews in 2009.

180.3 The Trust Unit would develop a detailed programme for the reviews and report back to the Trust. The Trust’s Audience and Performance Committee would oversee the review process.

181 DIRECTOR-GENERAL’S REPORT

181.1 The Director-General introduced his report and updated the Trust on programming highlights over the autumn. He noted that the BBC World Service was celebrating its 75th anniversary in December.

181.2 He updated members on recent coverage of BBC issues in the press and current industrial relations matters. The Trust welcomed the recent decision by the High Court not to proceed with a charge of blasphemy against him for the BBC’s broadcast of the programme Jerry Springer - The Opera in 2005.
The Director-General noted the progress that had been made by the Executive in considering a response to Ofcom’s proposed reorganisation of the DTT multiplexes.

The Deputy Director-General updated the Trust on journalism matters, including the introduction of an 8pm news bulletin on BBC One.

The Director-General concluded by noting recent appointments, including the appointment of Jay Hunt as Controller of BBC One.

**EDITORIAL MATTERS**

The Trust discussed a number of editorial matters, which were presented by the Deputy Director-General and had been previously scrutinised by the Trust’s Editorial Standards Committee. These included: guidelines for the phased reintroduction of competitions; new guidance for the conduct of voting; and the Executive’s half yearly report to the Trust on editorial compliance and complaints. A framework for funding prizes and competitions was also presented for approval by the Trust by the Deputy Director-General, following scrutiny by the chair of the Editorial Standards Committee.

On the reintroduction of competitions, the Trust noted that all competitions had been suspended in July 2007 following widespread concern about the way a number of competitions had been conducted. The Executive was now requesting phased reintroduction of competitions to coincide with the implementation of stronger supervision and appropriate safeguards, including revised training and reporting arrangements. The Deputy Director-General also noted that, following a request from the Trust, the BBC had launched a code of practice for the conduct of competitions across the Corporation.

The Deputy Director-General outlined the pricing policy for the use of premium rate voting services. He explained that the BBC’s policy would be to use the lowest viable tariff for voting. Higher tariffs to enable fundraising for charity would only be permissible when the programme had an editorial connection with the charity concerned.

The policy framework for funding prizes and competitions was also presented to the Trust.

The Trust noted that its Editorial Standards Committee had previously scrutinised the documents presented by the Executive and were recommending that the Trust approve them. The Trust approved the phased reintroduction of competitions and the framework for funding prizes and awards. Members noted the progress that had been made in improving the procedures for the conduct of competitions and voting across the BBC.

The Trust sought assurance from the Executive that the current processes for selection of premium rate service providers were compliant with fair trading rules. The Deputy Director-General noted that they were and that a report on this would be presented to the Trust in January alongside reporting on other
editorial matters.

182.7 The Trust noted the half yearly report on editorial compliance and complaints. Members noted that the volume of editorial complaints was down slightly on last year.

183 **BBC COMPLIANCE – HALF YEAR REVIEW**

183.1 The Group General Counsel presented the half yearly review on BBC compliance, which contained the Executive Board’s assessment of risk and actions agreed following its consideration.

183.2 The Director-General noted that the Executive was progressing those matters where risk had been highlighted.

183.3 [withheld from published minutes – legally privileged information]

183.4 The Trust was provided with an update on procedures for ensuring the safe keeping of personal data that is held by the BBC, or its agents. The Executive Board was considering an audit of data protection compliance procedures in order to ensure the highest level of practice was being undertaken across the Corporation.

183.5 The Trust noted the compliance report.

184 **THE LEARNING STRATEGY BEYOND BBC JAM**

184.1 The Chief Operating Officer introduced the paper, which provided members with information about the Executive’s proposals for the future direction of the BBC’s learning strategy. The Director, BBC Vision, noted that the approach had been developed to ensure that the BBC was able to make the best use of its assets in delivering a strategy which had practical appeal among young people and learners.

184.2 [withheld from published minutes - information to be published at a later date]

184.3 [withheld from published minutes - information to be published at a later date]

184.4 [withheld from published minutes - information to be published at a later date]

185 **AN OPEN AND TRANSPARENT BBC**

185.1 The Chief Operating Officer presented the paper to the Trust, which outlined the Executive’s approach to ensuring high standards of openness and transparency at the BBC. It outlined the extent of the Executive’s current activity as well as recent progress in enhancing openness and transparency across the Corporation. She noted that each Director had been given specific
responsibility for promoting openness and transparency within the divisions.

185.2 The Trust discussed the Executive’s approach and considered the challenges associated with changing the culture of large organisations to be more open.

185.3 The Trust welcomed the progress that had been made by the Executive and noted that it would be revising its Openness and Transparency protocol in due course.

186 NON-EXECUTIVE APPOINTMENT TO THE BBC EXECUTIVE BOARD

186.1 The Trust approved the appointment of Val Gooding to be the sixth non-executive director on the BBC Executive Board, effective 1 January 2008. The Trust approved the remuneration of this position at £35,000 per annum. Members noted the extensive experience that Ms Gooding would bring to the BBC, both as Chief Executive of BUPA and through her experience in other non-executive directorships.

187 OTHER BUSINESS

187.1 Ofcom Review of Children’s Television
The Trust approved the response to Ofcom’s review of children’s television. Members agreed that any subsequent alterations to the text could be agreed by the Chairman.

187.2 Maximising Audience Council Effectiveness
The Trust noted progress made by the Maximising Audience Council Effectiveness project. A further report would be provided to the Trust in March.

187.3 Public Value and Fair Trading Committee: Terms of Reference
The Trust approved terms of reference for a committee of the Trust, to be called the Public Value and Fair Trading Committee. The committee replaced the Public Value Test Committee and the Fair Trading Policy and Appeals Committee. The terms of reference would be published on the Trust’s website.

188 ITEMS FOR NOTING

188.1 The following items were noted:
- Value for Money Study: Procurement
- Value for Money Study: Spectrum Efficiency
- Chairman and Trust business continuity and disaster recovery plan
- Minutes of Trust Committees and Audience Councils
- Documents for Sealing
- Report of offline papers
The Trust discussed the communication of matters considered at the meeting.