

CBeebies

This service licence describes the most important characteristics of CBeebies, including how it contributes to the BBC's public purposes. Service Licences are the core of the BBC's governance system. They aim to provide certainty for audiences and stakeholders about what each BBC service should provide.

The Trust uses service licences as the basis for its performance assessment and as the basis for its consideration of any proposals for change to the UK public services from the BBC Executive. A service may not change in a way that breaches its service licence without Trust approval. The Trust presumes that any proposed change to a stated Key Characteristic of a licence will require it to undertake a Public Value Test. Should it decide not to carry out a Public Value Test before approving any such change, then it must publish its reasons in full.

Part I: Key characteristics of the service

1. Remit

The remit of CBeebies is to offer high quality, mostly UK-produced programmes to educate and entertain the BBC's youngest audience. The service should provide a range of programming designed to encourage learning through play in a consistently safe environment for children aged 6 or under.

2. Scope of the Licence

CBeebies should be available from 06.00hrs-19.00hrs every day. It should be transmitted free to air for general reception in the UK as a live broadcast on digital television and it may be simulcast on fixed and mobile internet protocol networks.

It may also offer its broadcast content on fixed and mobile internet protocol networks or via other platforms¹ for seven days after it has been broadcast. On the same platforms, it may allow users retrospectively or prospectively via pre-booking to download multiple episodes of first-run series (known as 'series stacking')² until a date no later than seven days after the last episode in the relevant series. The aggregate

¹ In accordance with the Trust's Syndication Policy for BBC on-demand content.

² Programmes may be series stacked if the series has a distinct run with a beginning and an end and a clear 'narrative arc' or if it has exceptionally high impact.

volume of such "series stacked" content must represent no more than 15% of all television content offered on demand. On the internet, it may give users 30 days after downloading the content to access it for the first time and may allow users to repeatedly consume downloaded content for up to seven days after first access.

It should offer programme-related content on bbc.co.uk. Some programmes should have interactive television features available on digital platforms. It can make a limited amount of audio content available directly online for streaming and download without first being broadcast.³

3. Service budget

CBeebies has a service budget of £31.2 million in 2012/13.

Any planned or actual change in annual expenditure on the service of more than 10% in real value requires approval from the BBC Trust and may entail variation of this Service Licence.

4. Overview of aims and objectives

CBeebies output should exhibit some or all of the following characteristics: high quality, original, challenging, innovative and engaging, and it should nurture UK talent.

CBeebies should deliver its remit by broadcasting a distinctive mix of new, high quality programmes that have a strong educational theme and encourage interactivity. It should offer original content, most of it linked to the pre-school and school curricula.

Output should regularly include programmes containing the following subjects: music and movement, storytelling, make up and make do, simple science, natural history, puzzles and animation.

CBeebies should complement other children's channels which offer mostly acquired programming.

CBeebies should aim to be a leader in the development of new media interactive content and applications for the target age group. It should complement its linear programming with interactive, digital content across the pre-school genres, enabling audiences to participate or to deepen their experience of a programme. Online and interactive resources should support the service, including enhanced text-based information for parents and carers as well as stimulating stories, games and puzzles for pre-school children. There should be a strong interactive strand throughout the day, developed as technology allows.

CBeebies is committed to commissioning output from outside the M25 area and from independent suppliers, in accord with the BBC's statutory commitments⁴ and the operation of the BBC's In-house Guarantee and Window of Creative Competition.

³ Any significant expansion of this offer requires the approval of the BBC Trust.

⁴ All statutory commitments are set out in Annex II of this licence

Part II: Contribution to public value

5. Contribution to the promotion of the BBC's public purposes

5.1 Stimulating creativity and cultural excellence

CBeebies should make a very important contribution to this purpose amongst its audience. In line with the BBC's statutory commitments,⁵ it should show a high proportion of original productions. Together with its commissioning of new content, it should make a significant contribution to the UK children's production sector each year.

Its output should include the following types of programmes: music and movement, storytelling, make up and make do, simple science, natural history, puzzle programmes and animation.

CBeebies should invest directly in animation co-production in order to stimulate the UK animation sector, thereby increasing the number of UK-based projects. A spirit of playful learning should inform the style and content, with strong emphasis on the government's Early Learning Goals.

5.2 Promoting education and learning

CBeebies should make a very important contribution to this purpose amongst its audience and the service should have a very high level of educational output, including its interactive strand.

CBeebies content should largely be developed and produced using pre-school specialists. Almost all CBeebies programmes should feature the Early Learning Goals and support the school and pre-school curricula – including personal, social and emotional development; communication, language and literacy; mathematical development; knowledge and understanding of the world; physical development; and creative development.

CBeebies should support parents and carers through its online and interactive services enabling them to explore and learn more about childcare and early learning.

5.3 Reflecting the UK's nations, regions and communities

CBeebies should make an important contribution to this purpose amongst its audience by offering content from many different parts of the UK and by stimulating, supporting and reflecting the diversity of cultural activity in the UK. CBeebies should reflect a wide mix of children and presenters in terms of disability, gender and

⁵ All statutory commitments are set out in Annex II of this licence

ethnicity. Its output should mark religious and cultural festivals in an engaging and inclusive style.

CBeebies should contribute to the BBC's statutory commitment to commission a significant proportion of all programmes from outside the M25 area.

5.4 Bringing the UK to the world and the world to the UK

CBeebies should play its part in supporting this purpose amongst its audience, primarily by bringing the world to the UK. It should identify new ideas to broaden its young audience's experience of and exposure to different cultures, peoples, wildlife or environments from around the world. In particular, CBeebies should feature young children from other societies, showing UK audiences their differences and similarities. CBeebies should also bring to its UK audiences high-quality international content and other creative work which contributes to this public purpose.

5.5 Emerging communications

The BBC's sixth public purpose is defined in the Charter as "in promoting its other purposes, helping to deliver to the public the benefit of emerging communications technologies and services and, in addition, taking a leading role in the switchover to digital television".

CBeebies should contribute to the promotion of this purpose in a variety of ways which are described in this Service Licence.

6. Annexes to this Licence

6.1 Annex I – Performance assessment

The performance of CBeebies will be assessed by the Trust using the framework described in Annex I. CBeebies' compliance with any Conditions, as described in section 5, will also be measured on an annual basis and reported in the Annual Report and Accounts.

The BBC Trust will expect CBeebies to comply with the commitments described in sections 4 and 5 of the Service Licence. The BBC Trust will monitor compliance with these commitments retrospectively as part of its periodic service reviews and/or on an exceptional basis if there is evidence or allegation of non-compliance.

6.2. Statutory commitments

Details of statutory quotas and other obligations to be fulfilled by CBeebies, in conjunction with other BBC services, are set out in Annex II.

Annex I: Performance measurement framework

The BBC Trust has the function of assessing the performance of the Executive Board in delivering the BBC's services and activities and holding the Executive Board to account for its performance.⁶ It uses the framework described below as the basis for its assessment of CBeebies.

The framework uses a range of metrics based around the four drivers of public value:

- Quality
- Reach
- Impact
- Value for money.

The Trust can amend this framework without this constituting formal variation to this Service Licence.

⁶ Charter, article 24 (c)

Annex II: Statutory commitments

In addition to its Service Licence Conditions and commitments, CBeebies has, or contributes to the fulfilment of, a number of statutory commitments each calendar year. The exact level of each annual commitment is published by the BBC in its Statement of Programme Policy each year.

- A minimum percentage of all hours to be originations (first shows and repeats)
- A minimum proportion of relevant programme production budgets, representing a proportion of hours of productions by volume, must 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 percentage of qualifying hours to be provided by independent producers
- A minimum percentage of qualifying hours to have subtitling, signing and audio description television access services.