

BBC Trust

Public value assessment of proposed changes to BBC Three, BBC iPlayer, BBC One and CBBC, guidance for organisations

20 January 2015 – 17 February 2015

Guidance for organisations wishing to take part in the consultation

Background

The BBC Trust works on behalf of licence fee payers to ensure that the BBC provides high-quality services and good value for everyone in the UK.

The BBC Trust has received an application from the BBC Executive which seeks permission to make a series of changes to the UK public services. These changes comprise:

- the closure of BBC Three as a broadcast channel in the autumn of 2015
- the reinvention of BBC Three as an online-only offer
- the evolution of BBC iPlayer from primarily a catch-up service to one that also offers online-first BBC content, and selected third-party content
- the launch of a +1 channel for BBC One
- extended hours for CBBC; and
- increased investment in drama on BBC One¹

These proposals represent a significant change to the UK public services and, in its regulatory role as set out in the Agreement, the Trust is therefore required to conduct a [public value test](#), including public consultation, so licence fee payers, audience groups and industry stakeholders have an opportunity to comment on the proposals.

The first period of public consultation runs from today, **Tuesday 20 January** until **Tuesday 17 February**.

The consultation, accompanying information – including the Executive’s proposal and a service description prepared by the Trust – and a timetable for the process can be [found here](#).

Overview of the public value test

The PVT is a key component of the BBC’s system of governance, which took effect when the Charter and Agreement came into force on 1 January 2007. The Agreement provides that the BBC should be able to alter its UK Public Services, for example to respond to changes in technology, culture, market conditions and public expectations. However, any proposals from the Executive for a significant change must be subject to full and proper scrutiny. The means by which this takes place is the PVT.

The PVT is a rigorous, evidence-based process featuring two consultation periods. It is used to assess both the public value and the market impact of the proposals and comprises:

¹ The Executive plans to use the estimated £50m savings from the closure of BBC Three to fund the changes. While the drama investment is not subject to Trust approval, it is linked to the package of proposals: the Executive has confirmed the financial dependency between the BBC One investment and the closure of BBC Three as a broadcast channel. The investment has therefore been reflected in the proposal and will be factored into our assessment.

- **a public value assessment**, which assesses the public value expected to be created by the offering and is undertaken by the Trust; and
- **a market impact assessment**, which assesses the effect of the proposals on providers of alternative products and services, and is undertaken by [Ofcom](#).

The assessment commences with a four-week period of public consultation on the proposals. During this period, the Trust and Ofcom respectively invite representations on both the public value and the market impact of the proposals. The findings from the PVA and the MIA inform the provisional conclusions. These are published by the Trust and will then be subject to a second period of consultation.

The findings from the second consultation will guide the Trust in reaching its final decision. The Trust must (in particular) be satisfied that any likely adverse impact on the market is justified by the public value generated. Further, it must also be satisfied that the approval is consistent with the Trust's duties.

Scope of this consultation

This consultation is part of the public value assessment undertaken by the Trust. It will assess the public value that is likely to accrue as a result of the proposals.

The public value assessment does not consider the effect of the proposals on providers of alternative products and services. This is undertaken by Ofcom. To find out more about the market impact assessment or to submit a response to Ofcom, [click here](#).

Question areas

We welcome your contributions to the consultation on any of the areas covered by the proposals:

- the closure of BBC Three as a broadcast channel in the autumn of 2015
- the reinvention of BBC Three as an online-only offer
- the evolution of BBC iPlayer from primarily a catch-up service to one that also offers online-first BBC content, and selected third-party content
- the launch of a +1 channel for BBC One
- extended hours for CBBC
- increased investment in drama on BBC One

In formulating your response, you may wish to consider the extent to which the proposals advance the Public Purposes, their value to licence fee payers (in terms of quality, reach or impact) and whether they represent the most effective use of public funding.

You may respond to as many or as few aspects of these proposals as you wish. You might also find it helpful to refer to the questions posed in the Trust's [public consultation document](#).

We will use your answers, alongside other data gathered and research undertaken as part of this assessment, to inform our provisional conclusions.

This guidance should be read in conjunction with the service description, which outlines our understanding of the proposals and provides clarity on their scope.

How to respond to this consultation

This consultation runs from Tuesday 20 January until Tuesday 17 February. If you would like to respond to this consultation, please email your response to ChangestoBBCservices2015@bbc.co.uk or write to Changes to BBC Services 2015, BBC Trust, 180 Great Portland Street, London W1W 5QZ.

Please complete the confidentiality statement at the end of this consultation, whether you make your response by mail or email.

Please print and sign this declaration if you are sending a hard copy of your response.

The BBC Trust usually publishes organisational responses in full when we reach our conclusions. If you would prefer that all or part of your response is treated as confidential, please complete the confidentiality section below.

What do you want the BBC Trust to keep confidential? (Please tick)

I am happy for my response to be published in full	<input type="checkbox"/>
I would like all of my response to be treated as confidential <i>(please tick this box and tell us your reasons in the space provided below)</i>	<input type="checkbox"/>
I would like part of my response to be treated as confidential <i>(please tick this box and tell us which parts in the space provided below, giving your reasons)</i>	<input type="checkbox"/>

Name	
Organisation	
Address	
Email	
Telephone	

The BBC Trust will retain and use your name, address, email address and organisation you work for (if applicable) for the purposes of administering this public consultation. Your personal details will not be passed to any third parties for marketing purposes.

The BBC complies with the Data Protection Act 1998. For more information on BBC's Privacy Policy please refer to <http://www.bbc.co.uk/privacy/>.

The BBC is listed as a public authority in Part VI of Schedule 1 to the Freedom of Information Act 2000; this means that, subject to certain restrictions, the BBC may be required to disclose information it holds to individuals and organisations making a valid request to be supplied with that information under the Act.

If you have requested that all or part of your response should be kept confidential, the BBC will take reasonable steps to maintain confidentiality of that information if a request for its disclosure is received under the Act. Please note, however, that in the event the BBC is able to withhold information under the Act, this decision may be overturned by the Information Commissioner, the Information Tribunal or the courts.

Please note that we may still refer to the contents of responses in general terms, without disclosing specific information that is confidential. We will exercise due regard to the confidentiality of information supplied.

DECLARATION

I confirm that the information I have submitted is a formal consultation response. It can be published in full on the BBC Trust's website, unless otherwise specified, and I authorise the BBC Trust to make use of the information in this response to meet its legal requirements. If I have sent my response by email, the BBC can disregard any standard email text about not disclosing email contents and attachments.

Name

Signed (if hard copy)