

BBC RADIO 3 COMMISSIONING BRIEF

Radio 3 is seeking applications from Independent production companies and internal suppliers to take on the production of the following strand:

Programme Title:	Sunday Morning Strand
Time:	0900-1200
Estimated number of programmes available:	50 per year
Duration:	179'
Guide Price:	£1820 per programme (£1580 if using BBC Studios)
Commissioning Editor:	Tony Cheevers
Proteus Commissioning Brief Reference No:	31293

EDITORIAL GUIDE

Our Sunday morning strand has recently been re-launched as part of a new Schedule in a three hour timeslot with Rob Cowan taking over the bulk of the presentation and with James Jolly presenting 12 programmes a year. These presenters will be continuing on the programme. The strand sits in between the *Breakfast* programme and *Private Passions*.

We are now offering this three hour slot out for tender as part of our WOCC (Window of Creative Competition) to both in-house departments and independent production companies.

The programme should be self-contained, and have a distinctive weekend feel. It should be a disc-based music sequence with the emphasis on inspired performances and core repertoire, although it may also explore lesser-known areas of repertoire and performers and can include some archive recordings. Occasionally the programme will be asked to reflect current Radio 3 seasons or themes.

It should be presented live as often as possible to be agreed with the Station and there should also be an interactive and online element which may or may not be reflected on air. It should be music-heavy and lightly presented. Proposals do not have to reproduce the current format but should emphasise a strong classical music sequence and should celebrate the expertise of the presenters.

NB no discussions should be undertaken with the current presenters .

HOW AND WHAT TO SUBMIT

Proposals should include details of key production teams, with CVs if team members are unfamiliar to the station, and a selection of up to three running orders.

Applications to be considered in the tender process must take the following form – failure to comply will result in the application being disregarded:

The relevant BBC Health & Safety questionnaire must be completed and returned in advance (see <http://www.bbc.co.uk/commissioning/radio/network/busaffairs.shtml> para 5).

The relevant programme proposal(s) must be submitted via the Proteus system only and it should cover all the points outlined in this document. (For RAP access: <http://www.bbc.co.uk/commissioning/radio/network/busaffairs.shtml> para 6).

An accurate episode price must be submitted as part of your proposal– NOT just the Network Guide Price.

AUDIENCE PROFILE

Our current audience for this slot has a weekly reach of 267,000 with an average age of 63 years, with around two thirds aged over 55. In recent history the programme has had more male listeners than female (a roughly 55:45 split). The market share is at about 1.1 % of all radio listening in this slot and almost 90% of the audience are in the AB and C1 social category. We are keen to encourage listeners from a broad range of people who are not musical experts but who might spend more time with the station both on Sunday mornings and during the rest of the week.

OTHER INFORMATION

It is envisaged that the commission/contract will be offered on a 24 month basis initially: the first show within the new contract will be 1st April 2012 . The exact number of programmes can be affected by schedule changes for bank holidays, Christmas etc.

The guide price is inclusive of studio costs. Radio 3 are happy to make available the Radio 3 Continuity Studio in Broadcasting House for the production of the programmes and should this option be taken up the guide price would be reduced by £240 per programme to take this into account giving a revised Guide Price of £1580 per programme. If other studios are proposed details must be given.

Presenters for this strand are contracted to Radio 3 directly and these costs are paid by the Station.

The strand will be commissioned as studio-based and live with potential for some pre-recorded programmes. However there may well be instances throughout the contract period where it will be necessary to broadcast the show from outside locations and this will be an integral part of the contract delivery. Separate ad-hoc negotiations would take place to agree a suitable programme cost change for any occasions where the programme is broadcast as an outside broadcast or with any live music requirements.

To be considered for the tender all interested parties should ensure that their submitted proposals in Proteus can demonstrate the following:

- Evidence of experience in music-radio production and particularly within the genre being tendered for.
- A detailed understanding of the musical tastes and needs of the target audience.
- An ability to understand Radio 3 as a whole, the place of the programme within the R3 schedule and R3's remit within the wider BBC Radio portfolio.
- An understanding of the importance of interactive content in modern radio and the ability to provide rich data and content for multiplatform environments
- A detailed understanding of BBC Editorial Guidelines in relation to the delivery of music, particularly with reference to dealing with possible conflict of interest and broadcasting contentious artists and/or lyrical content
- An understanding of the issues surrounding talent management
- A realistic understanding of the pressures, staffing and infrastructure involved in producing weekly shows over a long period.
- Ability to provide accurate financial information
- An understanding of relevant Health and Safety issues.
- An understanding of relevant HR / employment issues.
- An indication of which studio facilities would be used for any occasional pre-recorded editions or for the live programmes if use is not made of BBC Studios for those.

TERMS OF TRADE

For an Independent commission, this production contract will be offered under old General Terms of Trade for Independent Radio Commissions which will reflect the fact that the existing BBC format remains vested and programme copyright shall vest with BBC, and that the Independent Production Company shall be entitled to a 30% share of net commercial revenue.

TIMETABLE

- All initial tender applications must be fully submitted on Proteus by 12 noon on **Thursday 19th January 2012** – including a realistic price per programme.
- Those shortlisted will be informed and asked to present their proposals in person at a date to be arranged around the end of **January / start of February 2012**.
- A decision will be reached and communicated by **Thursday 9th February 2012**.