



***Delivering Quality First in
Scotland***

DELIVERING QUALITY FIRST IN SCOTLAND

EXECUTIVE SUMMARY

The BBC is the most trusted broadcaster in Scotland and a core part of the life of the nation. It unites the audience in enjoyment of the most popular TV, radio and online services, while also championing the diversity of the interests, cultures and languages of this nation of islands and regions. It is valued for upholding the highest standards of quality.

The BBC's commitment to Scotland is to offer a range and depth of programming which is both widely relevant and uniquely distinctive. As the only broadcaster which has invested in covering the whole country across all platforms, it is well-placed to do this. The BBC's ambition in Scotland is to serve as a national forum, connecting the people of Scotland to each other, to the wider UK and to the rest of the world. As a public service broadcaster which has secure funding and global reach, the BBC is well-placed to achieve this.

The BBC provides value to audiences in Scotland in two main ways: through programmes and services which are made in and for Scotland specifically; and through programmes and services which are broadcast across the whole UK. In Scotland, the audience rates the BBC as the leading provider of both Scottish news and non-news programming. *Reporting Scotland* has the highest reach of any news bulletin; TV opt-out programming¹ reaches 44% of the audience every week and is highly appreciated; BBC Radio Scotland is second in popularity only to BBC Radio Two; BBC Scotland's online portfolio has 3.7m weekly UK unique browsers²; and BBC ALBA attracts half a million English-speaking viewers to its Gaelic TV channel every week. The BBC has made a unique investment in originating cross-platform investigations, drama and comedy for Scotland, and from *Scotland Investigates* to *Field of Blood* and *Gary Tank Commander*, this output is highly valued. The BBC is an integral part of everyday life in Scotland.

In delivering pan-UK services to Scotland, the BBC faces the challenge of audiences who have often shown a historic preference for commercial alternatives. However, in recent years, audience performance measures have improved steadily. BBC One is the most popular TV channel, BBC Radio Two is the most popular radio station, bbc.co.uk is the most popular UK web site and BBC iPlayer has been eagerly adopted. Coverage of events such as the Olympics and the Jubilee, and popular programmes, such as *Strictly Come Dancing* and *The Voice*, attract big audiences across the UK. The transmission of programmes made for Scotland to the rest of the UK (such as *Clydebank Blitz* on TV and the *Quest of Donal Q* on radio) and the production of programmes in Scotland for the whole UK (from *Mrs Brown's Boys* to *Case Histories*) have both increased significantly in recent years. It is likely that these have, amongst other factors, helped to strengthen the general impression of the BBC and the perceived value for money of the licence fee. Representation of Scotland to the rest of the UK is important to audiences, and the BBC is best placed to deliver this.

¹ TV opts are programmes made specifically for audiences in Scotland and which displace UK network programmes

² One individual may well use several browsers (for example on a work PC, a personal smartphone and a home laptop), so this may not equate to unique individuals. Source: iStats Digital Analytix, Q4 2011

Delivering Quality First

In response to the licence fee settlement for the period to 2016/17, the challenge for the BBC in Scotland is to build on this success while delivering 16% savings. *Delivering Quality First* in Scotland is designed to deliver the BBC's five editorial priorities: the best journalism in the world; ambitious original British drama and comedy; inspiration and commitment in the fields of knowledge, music and culture; outstanding services for children; and events that bring communities and the nation together. The strategy will deliver those editorial priorities while focusing on the 16% savings and on four aspirations, particular to Scotland:

1. **Journalism:** The BBC will be a forum for informed and impartial debate. It will use its resources across platforms, across genres and across nations to help audiences to understand the big questions and to enable participation in debate. From TV documentaries, such as *RBS: The Bank that ran out of Money* and *The Scheme*, to the *Call Kaye* phone-in and *Brian Taylor's Big Debate* on BBC Radio Scotland, the BBC will engage the audience with topical issues. Investigative journalism will continue to hold to account those in power, with investigations such as *Rangers: the Inside Story* and *Scotland's Property Scandal* contributing to policy debate. Economics and business, health and education, politics and sport, the arts and the environment will all benefit from dedicated reporting. We will invest significant additional resources to cover the upcoming referendum in Scotland and to ensure that the BBC remains Scotland's most trusted source of news. Collaboration with the BBC's UK and global news services will increase. Impartiality, accuracy and trust will be at the heart of the BBC's journalism offer for Scotland.
2. **Representation:** The representation of Scotland to itself and to the rest of the UK is a public service responsibility. The BBC has represented Scotland through the contemporary drama serial, *River City*, through original comedy, such as *Kevin Bridges*, landmark factual series, such as *Making Scotland's Landscape*, through coverage of regional news and of international sport. Adaptations of Scottish classics, more contemporary Scottish drama and new Scottish comedy are investment priorities. In addition, more of BBC Scotland's opt-out programmes will transfer to the UK networks: the Scottish Season on BBC Four, *A History of Scotland* and the comedy series *Still Game* set successful precedents. The BBC established economic targets so that the proportion of pan-UK TV programming made in Scotland, Wales and Northern Ireland should equal the proportion of the licence fee raised there. These targets should be exceeded by the end of the charter period in 2016/17. Moving some output to Scotland is a part of the strategy, but over the longer term, this will also stimulate creative clusters of talent and lead to a more sustainable broadcasting ecology, benefiting in-house and independent producers in Scotland. It is also vital to move more decision-making out of London; for example the pan-UK Head of Arts will be based out of Pacific Quay. Having achieved sustainability with economic targets and structural change, new editorial objectives have been set for the representation of Scotland to the rest of the UK. These include news and sport, where accuracy and representation are paramount. The BBC will tell Scotland's story to the rest of the world, and will tell big UK and global stories from a Scottish perspective.
3. **Celebration:** The BBC brings the nation together for key moments across the year. In Scotland, the BBC's calendar of celebrations includes Hogmanay, Burns' Night, Celtic Connections, Children in Need, Proms in the Park, T in the Park, and international sporting competitions. These programmes consistently attract some of BBC Scotland's biggest and most diverse audiences. In 2014, the Glasgow Commonwealth Games and the cultural programme surrounding them will form a major centrepiece for the BBC's

programming – comparable in ambition to the London Olympics in 2012. Coverage of these celebrations will be orchestrated across genres and across platforms, in close collaboration with the BBC UK networks and deploying the latest technology.

4. Collaboration: The BBC in Scotland is keen to collaborate by sharing the best of its resources, and by creating an outlet for the best talent. Pacific Quay is a state of the art broadcasting centre and one of the BBC's major creative hubs across the UK. It is a centre for drama, the arts, science and children's – genres which resonate strongly with wider aspirations for Scotland. Pacific Quay is a centre for innovation – operating in end-to-end digital, working with the Scottish games industry, launching HD and introducing Super High Vision in 2012. Dumbarton offers Scotland's major studio for film and drama, accommodating programmes such as *Garrow's Law* and *The Deep*, while offering practical support to Scotland's burgeoning film industry. The BBC already partners with MG Alba, Creative Scotland, the Royal Conservatoire of Scotland, STV and Glasgow University, among others; more partnerships are in development. The BBC will open its archive and create a new window through which Scotland can view itself and the world can view Scotland.

Delivering Quality First for the BBC in Scotland must deliver not just these aspirations for the future, but also cost savings of 16%. The BBC in Scotland has already delivered a high level of savings through its investment in new headquarters at Pacific Quay, which brought new ways of working and new technology. These further savings will be achieved through efficiencies (10%), and reductions to output and services (6%). Overhead areas will contribute higher savings of 20%-25%. 100-120 posts in Scotland are forecast to close over the next five years.

Across all services, the BBC's strategy in Scotland is to make efficiencies while maintaining range, driving up quality and ensuring access. We will transfer BBC One Scotland to HD by the end of 2012, and review the role of opts on BBC Two by 2015. The impact of Scottish opts on television will be protected with careful commissioning, scheduling and promotion. The transfer of opts to the networks will increase value for money. For radio, proposals to invest in improved DAB coverage are in development. On BBC Radio Scotland, resources will be concentrated at peak listening times, on a distinctive offer based on live speech, culturally-specific music and engaging personalities. The volume of originations will reduce overnight, across weekday afternoons and on Medium Wave. Originations of crafted speech may reduce, as the service makes better use of network commissions and repeats. Online, more of Scotland's content will be embedded in the ten major pan-BBC sites so as to increase access and reach while avoiding duplication. The BBC's Four Screens strategy will adapt this material for mobiles, tablets, PCs and the growing number of internet-enabled televisions. On BBC Radio nan Gàidheal, peak-time news and features programming will be protected, while non-news live programming will be reduced. Across all services, the BBC in Scotland will focus on what it does best, and on what no other broadcaster does.

The BBC in Scotland aims to deliver best value to licence fee payers by collaborating with other broadcasters and partners. Commercial income and co-productions have long formed part of the BBC's business model, and will continue to do so. The BBC will generate income from co-productions and international programme sales, such as *Richard Hammond's Journey to the Centre of the Earth* and *Big City Park*. Rights contracts will be negotiated in the context of commercial competition and of prevailing market conditions: this applies to programme repeats, to on-air talent and to sports coverage. Productivity savings will be delivered by a number of specific initiatives, including streamlining radio operations, improved staff scheduling and capacity planning,

overhead savings from simplified structures and reduced management layers, and from central reform of terms and conditions. The BBC will contribute the funding released from the business to programmes and services for the audience.

Conclusion

The BBC is a valued part of everyday life in Scotland, reaching approximately 95% of Scottish audiences every week. The BBC in Scotland is clear on its aspirations for the future: world-class, impartial journalism, particularly in the context of the 2014 referendum; representing Scotland to itself and to the rest of the world, especially with new drama and comedy; celebrating the unifying events and the cultural diversity of Scotland, with a focus on the Glasgow Commonwealth Games; and collaborating to make the best of Scotland's talent and creativity, while exploiting digital technology.

The BBC in Scotland is also committed to meeting its 16% savings target; the challenge is to do this while continuing the recent trajectory of improved performance. The range and distinctiveness of the current portfolio will be maintained, while quality is improved and access is ensured. Efficiency will deliver the majority of the savings; BBC Scotland will call on its track record to achieve that. Growth in production for the whole UK will be secured by the creativity of ideas, from both BBC Scotland and the independent sector. An increase in the volume of BBC Scotland content transmitted on the networks will be crucial in maintaining presence and improving representation. The BBC has high and achievable ambitions for broadcasting in Scotland and the BBC in Scotland is fit for the future.

INTRODUCTION

In October 2011, the BBC published *Delivering Quality First*, detailing BBC Executive proposals for delivering *Putting Quality First* within the terms of the 2010 Licence Fee settlement.

The BBC Trust asked the BBC Executive to prepare statements, as part of the implementation of *Delivering Quality First*, about what the BBC intends to offer the audience in each of the nations of the UK. This statement sets out the strategy and proposals for Scotland:

1. The national, political and broadcasting context
2. The BBC in Scotland
3. The value provided to Scotland by the BBC through a high-level view of BBC performance
4. *Delivering Quality First* in Scotland to 2016
5. The strategy for network production in Scotland to 2016
6. Summary and conclusions

A more detailed Appendix on audience performance is included for context and is referred to where relevant throughout the statement.

I. NATIONAL, POLITICAL AND BROADCASTING CONTEXT

The national, political and broadcasting environment in Scotland provides important context for the relative performance of the BBC compared with that of the UK overall and of commercial broadcasters.

I.1 Social, political and economic context

Scotland is a nation of geographically distinct regions and islands, covering one third of the UK landmass. It is home to 8.6% of the UK population – some 5.2 million people³. Historically, Scotland was a country of net out-migration, but since the 1960s, that has reduced and Scotland has now entered a period of net in-migration⁴. The age structure of Scotland's population is also changing, with increases in older age groups, particularly 45 – 74 year olds, so that the median age is now just above the UK average at 41.4 years⁵. Most of the population is concentrated in urban centres, mainly around Glasgow and Edinburgh, but at least 20% is scattered across a very wide geographical area, which presents significant challenges in respect of service availability and delivery in all sectors.

Through the downturn, the Scottish economy has performed closer to the UK average than any other nation or region, though growth and unemployment have been slightly behind that of the rest of the country in the most recent statistics. Scotland was helped initially by its larger public sector, and has also seen a strong performance by the oil and gas sector – particularly helping the north-east – renewable energy, whisky and seafood exports. The finance sector has proved more resilient than widely feared when Scotland's two big banks came close to collapse. While longer-

³ Source: General Register Office for Scotland Mid-Year Population Estimates, 2010

⁴ People living in Scotland who were born abroad, 6.7% (331k). Source: Registrar's General Annual Review of Demographic Trends, 2010

⁵ Ibid

term causes lie behind pockets of deprivation and poor health, weaker economic sectors (in common with the rest of the UK) have included business services, property, construction and retail. There is a lively debate about the impact of the independence referendum on business confidence, especially that of inward investors.

Scotland's cultural identity is both distinct from that of the rest of the UK and diverse within itself. An important unifying factor in Scotland's cultural identity is the fact that many of its institutions have developed entirely separately for centuries, and remain separate, from their equivalents south of the border. These include Scotland's legal and judicial systems, education and the Church. A strong sense of national identity has remained a defining feature of the country and its people.

In 1999, a devolved Scottish Parliament was established in Edinburgh, with legislative authority over many of the areas which impact on the everyday life of people in Scotland; these include health, education, transport, law and order, economic development and culture – with the exception of broadcasting. In 2011, a new Scottish Government was elected with a manifesto which seeks an increasing number of powers devolved from Westminster, including power over broadcasting. It looks likely that a referendum on the constitutional future of Scotland will be held during 2014.

1.2 Media and communications context

Media consumption in Scotland is influenced by weather, daylight hours and commuting patterns. Media consumption is high, and is dominated by TV. TV consumption is 3.5 hours/week per viewer above the UK average, at 31.5 hours/week. Radio consumption is 0.7 hours/week per listener lower in Scotland, at 21.7 hours/week. Online consumption is 1 hour/week lower per user – exacerbated by broadband take-up being 13% below the UK average⁶. Other than news, audience preferences focus on sport (especially football), comedy, drama and entertainment. There is a consistent demand for quality content which accurately reflects Scotland.

The broadcasting market in Scotland has been dominated by commercial suppliers. Commercial TV tends to over-perform, although by a diminishing margin. 38% of households in Scotland subscribe to Sky TV, in line with the rest of the UK.⁷ Commercial radio supply is over-represented compared to the rest of the UK, in particular Independent Local Radio: there are 39 local commercial stations (13% of UK total), plus at least 18 community stations in Scotland. However, the BBC is the sole supplier of national and speech radio for Scotland. The Scottish online market is led by the BBC in Scotland, which has 4.5 times the number of users of its nearest Scottish competitor, STV⁸.

Digital TV switchover is complete in Scotland and ownership of HDTV sets is on a par with the UK as whole, at 37.5%.⁹ On-demand viewing continues to grow and is now close to UK averages: 60.5% of households in Scotland have a PVR and 8% of television viewing in Scotland is recorded playback.¹⁰ However, Scotland lags the UK in the take-up of a number of important new technologies – particularly broadband. Only 61% of households in Scotland have broadband, compared with 74% UK-wide. Consuming audio-visual content over the internet on services such

⁶ Source: Ofcom Communications Market Report, Scotland, 2011

⁷ Source: Infosys/BARB panel, Q3 2011

⁸ Unique browsers online: BBC in Scotland 2.85m, STV 0.62m. Source: Nielsen Ratings, August 2011

⁹ UK ownership of HD TV sets 37.1%. Source: BARB Panel, Infosys, TRP

¹⁰ Source: Ofcom Communications Market Report, 2011, and BARB, Q3 2011

as BBC iPlayer is still less common in Scotland, where 35% of households do so, compared to 41% UK-wide.¹¹

The majority of radio listening in Scotland is via FM/AM (71.5%). Listening via any digital platform is slightly lower in Scotland (25.4%) than in the UK as a whole. In terms of DAB ownership, Scotland also lags the UK: 33.8% of adults in Scotland claim to live in a home with a DAB set compared with 40.3% UK-wide.¹²

¹¹ Source: BARB, Q3 2011

¹² All digital radio listening: 28.2% UK; Source: RAJAR Q4 2011, 3 month weight

2. THE BBC IN SCOTLAND

The BBC's vision in Scotland is to be the most creative Scottish organisation. The BBC exists, first and foremost, to bring the best, most distinctive programmes and services to audiences in Scotland, reflecting the diversity of the cultures, communities and languages of this nation of islands and regions, and in so doing informing, educating and entertaining all its citizens.

Central to its purpose is a remit to tell great stories of cultural significance to the rest of the United Kingdom and to the world, ensuring continued relevance and importance in informing dialogue and debate.

Furthermore, the BBC in Scotland develops exemplary skills and talent, able to produce and deliver a rich tapestry of content which explores universal themes to be shared with and of significance to audiences anywhere.

The BBC in Scotland will be a catalyst for creativity and a connector across public and private sector spheres, across Scotland and the world.

The services through which this is delivered are summarised below.

2.1 BBC services for audiences in Scotland

BBC One Scotland delivers news, current affairs, sport and general programming for Scotland as part of the UK-wide channel proposition. Content is programmed into the BBC One schedule as opts, displacing network programmes. The strategy for BBC One Scotland is to reflect the range of issues and interests relevant to audiences in Scotland, with a distinctive richness of quality. Opts on BBC One will convert to HD in 2012.

BBC Two Scotland schedules more specialist and public service output, including arts and music, politics, minority sports and Gaelic. Over-runs of live sport and music are shown on BBC Two, new fiction and new talent are also developed here. The continuation of nation's opts on BBC Two Scotland is under review looking towards an HD environment with more limited spectrum capacity. Post digital switchover, Gaelic coverage will transfer to BBC ALBA. Across BBC One and BBC Two Scotland, 1,127 hours of opts were broadcast in 2010/11, including repeats, with at least 35% of eligible hours commissioned from independent producers.

Table 1: The BBC's English Language Originated TV Output specifically for audiences in Scotland, by Genre, 2010/11¹³

TV Opt Genre	Hours
News and Weather	320.08
Current Affairs	174.86
Sport	143.33
Drama, Comedy, Entertainment, Music	84.23
Factual, Factual Entertainment, Arts, Religion, Education	84.30
Total Hours of Originations	806.80
Content Budget	£ 56.0m

¹³ Source: BBC Annual Report and Accounts, 2010/11

BBC Radio Scotland is the only national and only speech-based radio service for Scotland. It broadcasts 24/7 and sustains four regional opts and two community services. The strategy for BBC Radio Scotland is to present a contemporary perspective on Scotland, covering world-class journalism, Scottish sport, quality speech and culturally distinctive music. It does so with engaging presenters and intelligent commentary. It is focusing on high impact programming in peak time, and on raised audience awareness. Over 10% of eligible hours are commissioned from independent producers – a percentage which is due to increase with the BBC’s new Window of Creative Competition in radio.

Table 2: BBC Radio Scotland Originated Output Breakdown 2010/11

Radio Scotland Programming	Hours
News and Current Affairs	3,301
General programming	5,144
Total Originations	8,445
Service Licence Budget*	£23.8m

* Note: Service Licence figures will include repeat costs.

The BBC’s interactive services for audiences in Scotland deliver the BBC’s public purposes online through a focus on news, sport, music, education and information, in English and Gaelic. bbc.co.uk/scotland acts as a trusted guide to the internet, with increased links to external sites. The strategy for the service is to develop ‘nations’ editions’ of the ten major sites on bbc.co.uk. It is also developing content which will become increasingly available across the four screens of the digital age - PC, TV, tablet and mobiles. The budget in 2010/11 was £4m and the target for external spend against eligible interactive services is 25%.

BBC ALBA is a Gaelic language television channel funded and managed in partnership by the BBC and MG Alba. It serves two distinct audiences: the small core of fluent Gaelic speakers, and a wider target of Gaelic learners and non-Gaelic speakers. The Gaelic-speaking community are big consumers of BBC ALBA, especially of news, drama and entertainment. The Scotland-wide viewing public consumes factual, music and sport programmes. BBC ALBA broadcast 2,585 hours in 2010/11; 70% of qualifying hours were delivered by independent companies.

Table 3: BBC ALBA Originated Output Breakdown 2010/11

BBC ALBA	Hours
BBC funded-News and Current Affairs	185
Other BBC-funded programming	21
MG Alba and joint-funded programming	410
Total	616
BBC-funded Content Budget	£5.0m

BBC Radio nan Gàidheal is the only radio station which broadcasts entirely in Gaelic. It offers the only source of Gaelic news and current affairs on radio, as well as offering distinctive music and live speech. BBC Radio nan Gàidheal's strategy is focused on attracting the next generation of listeners, while continuing to provide a wide range of programming to appeal to existing listeners. BBC Radio nan Gàidheal currently offers a partial schedule sustained by BBC Radio Scotland, broadcasting 4,830 hours in 2010/11, of which over 10% were commissioned from independent producers.

Table 4: BBC Radio nan Gaidheal Originated Output 2010/11

Radio nan Gaidheal	Hours
News and Current Affairs	607
General Programming	3,066
Total	3,673
Service Licence Budget*	£3.8m

* Note: Service Licence figures will include repeat costs

3. THE VALUE PROVIDED TO AUDIENCES BY THE BBC IN SCOTLAND¹⁴

The BBC provides value to audiences in Scotland in two main ways: through programmes and services which are made in and for Scotland specifically; and through programmes and services which are broadcast across the whole UK. BBC services and programming designed to meet the distinctive needs of audiences in Scotland are delivered on television, radio and online, across every genre, in English and Gaelic. The BBC's pan-UK network services (like BBC One, BBC Radio 4, CBBC or bbc.co.uk/) provide significant value to audiences in Scotland and contribute the majority of their consumption of the BBC. Both of these are made possible through the continued efforts to distribute all the BBC's services across the different geographies of the nations.

National services for audiences in Scotland

The BBC broadcasts nation-specific output like BBC Radio Scotland, BBC ALBA, *Reporting Scotland* and *River City*, which are made in and broadcast in Scotland. The BBC's nations-only services are much more wide-ranging than the equivalent services in England, covering a range of platforms, languages and media. As outlined later in this section, audiences in Scotland clearly value this output very highly. *Reporting Scotland*, for instance, is the most popular television news programme in Scotland, *Scotland Investigates* is the leading current affairs strand, *River City* is the only contemporary drama serial, BBC ALBA is the only Gaelic TV channel.

The BBC's services and programming specifically for Scotland are important to audiences in Scotland. Performance is strong and improving. The BBC in Scotland is considered the leading provider of Scottish news and of Scottish programming.¹⁵ 44% of the audience watches the **BBC's TV opts in Scotland** each week. **BBC Radio Scotland** reaches 23% of the audience, or just under one million listeners a week. **BBC Scotland's online portfolio** reaches 3.7m UK unique browsers on average each week¹⁶. The reach per week of **BBC ALBA** among the Gaelic-speaking population is 76.5% and among the population in general is 11.9% or 490k. **BBC Radio nan Gaidheal** reaches 72.6% of its target Gaelic audience each week.

¹⁴ Unless otherwise stated, the sources of data in this section are as follows:

TV: BARB, 4+, 2011 calendar year. Channel reach (15 mins consecutive); news reach 3 mins consecutive all BBC news for Scotland, 15 mins reach consecutive *Reporting Scotland* 18:30 programme and opts

Radio: RAJAR, 15+, Q4 2011 12-month weight

BBC ALBA: post Freeview based on wks 23-52 2011 for Leirsinn and months Jun-Dec for TNS SOS; **Radio nan**

Gaidheal: Leirsinn, adults 16+, figures are based on calendar year 2011

All BBC figures: Cross-Media Insight Survey by GfK NOP for the BBC, 16+, UK c. 37,070 responses, Scotland c4,660 responses, 2011

Quality: Appreciation Index (AI): average out of 100 based on scores respondents give to programmes they watched / listened to on the previous day (respondents give the programme a score out of 10 and the average of all the marks is multiplied by 10 to give an AI out of 100). Pulse panel by GfK NOP for the BBC, 16+, 2011

General impression of the BBC: Kantar Media for the BBC, adults 16+ in Scotland (1,985), 2011 (respondents give a score out of 10 based on their general impression of the BBC: 1 = extremely unfavourable; 10 = extremely favourable)

¹⁵ Source: Kantar Media for the BBC, adults 16+ (1,985), 2011

¹⁶ One individual may well use several browsers (for example on a work PC, a personal smartphone and a home laptop), so this may not equate to unique individuals. Source: iStats Digital Analytix, Q4 2011

Table 5: Performance of services specifically for audiences in Scotland, 2011

	Average weekly reach (%)	Quality ¹⁷	Average time spent per viewer/listener per week
All Scottish TV opts, 4+ 15mins+	43.8	81.3 (AI)	n/a
BBC ALBA post-Freeview	76.5* 11.9 (population)	8.0 (GI)* 6.1 (GI) (population)	4.9hrs* 1.8hrs (claimed)
BBC Radio Scotland	22.7	78.9 (AI)	6:35
BBC Radio nan Gaidheal	72.6*	8.4 (GI)*	8.6hrs* (claimed)
Reporting Scotland combined TV bulletins, 16+ 3 mins+	54.6		

*among Gaelic speakers only

Pan-UK BBC services

The BBC's UK-wide network services (like BBC One, BBC Radio 2, CBeebies or BBC News Channel) provide huge value to audiences in each nation and contribute the overwhelming majority of their consumption of the BBC. Despite the fact that some BBC services perform less well in the nations than in parts of England, audiences in Scotland clearly value this output. *EastEnders*, for instance, remains one of the most popular BBC programmes wherever it is broadcast in the UK. The fact that television consumption is so high in Scotland means that Scottish audiences watch BBC network services for longer than their counterparts in England. Network services like BBC One do not just deliver value to audiences, they also provide direct economic investment, as a steadily rising proportion of programmes for the BBC's UK-wide services are made in Scotland.

Overall, the BBC performs well in Scotland, with a strong reach driven by television. That overall performance has improved, after having lagged behind UK averages against a range of indicators.

¹⁷ Appreciation Index (AI) average out of 100: based on scores respondents give to programmes they watched / listened to on the previous day

General impression (GI) mean score out of 10: respondents give a score out of 10 based on their general impression of the service: 1 = extremely unfavourable; 10 = extremely favourable (Gaelic speakers figures from Leirsinn panel; population figures based on those aware of service)

Table 6: Overall BBC Performance in Scotland, 2011

	Average weekly reach (%)		Quality ¹⁸		Average time spent per user per week (hh:mm)	
	UK	Scotland	UK	Scotland	UK	Scotland
All BBC¹⁹	96	95	7.00	6.7 (GI)	19:00	18:00
All BBC TV	87	87	82.4	81.8 (AI)	10:45	11:15
All BBC Radio	68	58	80.3	81.0 (AI)	16:30	14:45

All BBC television in Scotland has a reach of 87% of the audience and performance is now on a par with that across the UK. BBC One is the most popular TV channel, and the share gap between BBC's TV share in Scotland and across the UK has narrowed.²⁰ Audiences in Scotland spend longer watching BBC television than their UK counterparts, while appreciation levels are similar.²¹

BBC network radio reaches a lower proportion of people in Scotland than across the UK and people spend less time listening to it. The BBC network radio deficit in Scotland is attributable to the audience's preference for TV, the strength of local commercial radio, and the role of BBC Radio Scotland. The difference has been narrowing, however. BBC Radio 2 and BBC Radio Scotland are consistently the two most popular stations in Scotland.

Further context on audience performance is provided in the Appendix.

¹⁸ Appreciation Index (AI) average out of 100: based on scores respondents give to programmes they watched / listened to on the previous day

General impression (GI) mean score out of 10: respondents give a score out of 10 based on their general impression of the BBC: 1 = extremely unfavourable; 10 = extremely favourable

¹⁹ 'All BBC' time spent per user is rounded up or down to the nearest quarter hour

²⁰ Share of all BBC TV in Scotland vs UK: -1.9% in 2011, -2.9% in 2007. Source: BARB

²¹ Average time spent per viewer per week 2011, Scotland vs UK: BBC One 7hr 47m/wk vs 7hr 23m; BBC Two 3hr 28m/wk vs 3hr 25m. Quality scores (AIs – average out of 100), Scotland vs UK: BBC One 81.5 vs 82.2; BBC Two 82.6 vs 83.6. Source: BARB, Pulse/GfK; 2011 calendar year.

4. DELIVERING QUALITY FIRST IN SCOTLAND

4.1 Supporting quality and distinctiveness

The BBC's editorial strategy for this charter period focuses on delivering high levels of quality and distinctiveness across the BBC's five Editorial Priorities: the best journalism in the world; ambitious original British drama and comedy; inspiration and commitment in the fields of knowledge, music and culture; outstanding services for children; and events that bring communities and the nation together.

Quality and distinctiveness are core to the BBC's services in Scotland and define the role which they play in Scotland's media landscape. As the national public service broadcaster, the BBC in Scotland has a responsibility to deliver impartial news and investigative journalism, political debate and free-to-air sport, original Scottish drama and comedy, culturally-specific music and speech radio, celebratory events and indigenous languages. Many of these services are distinctive because they are not available elsewhere. The BBC seeks to further differentiate them by focusing on content which matters deeply to the audience, by investing in quality and by ensuring access. It aims to meet audience expectations that the ambition of the BBC's Scottish services will match or exceed that of its UK services. Across 2010 and 2011, the BBC in Scotland enjoyed two of its most successful years, as audience numbers and appreciation rose.

4.2 Serving the five editorial priorities

The BBC's approach to serving the editorial priorities in Scotland is outlined below. The BBC's investment in leading edge, large scale broadcasting facilities at Pacific Quay supports its commitment to produce a broad range of supply from Scotland, across all five priorities.

The best journalism in the world – Journalism forms the spine of the BBC's offer in Scotland, in both English and Gaelic, on TV, radio and online. The BBC is not just the most popular, but also the most trusted source of news in Scotland. It must remain the standard bearer for impartial, accurate and timely reporting and investigations. It must reflect the lively civic and political debate in a changing nation engaged with a referendum, both to itself and to the rest of the UK.

Journalism will inform, engage and challenge, across all aspects of life in Scotland, from the economy to politics, from sport to culture. It will hold to account those in power and give audiences the opportunity to question: debates about the economy and the election, and documentaries such as that about RBS, meet a proven demand. *Investigations* can and do make a difference – from care home practices to council building repairs; they will seek out even bigger stories. Following the review by Professor King²², journalism across the BBC has already changed to represent Scotland more appropriately, and this remains a commitment.

Inspiring knowledge, music and culture – the BBC will draw on Scotland's long history of innovation to deliver the thought-provoking and original knowledge programming to which its audiences feel entitled. Our prestigious cross-platform knowledge commissions – from *A History of Scotland* to *The Last Explorers* – are welcomed by the audience as “exactly what the BBC in Scotland should be doing.” Others, such as the observational documentaries, *Girls behind Bars* and *The Scheme*,

²² BBC Trust Impartiality Report: *BBC network news and current affairs coverage of the four UK Nations*, Professor Anthony King, 2008

stimulate debate and change. BBC Radio Scotland embraces all of those aspects, and is building on the success of the topical shows presented by Kaye Adams and John Beattie.

Scotland has a rich cultural legacy. The BBC will strengthen its role as a major champion of Scottish culture in both languages. Arts coverage will feature not just in specialist programmes, but in daily strands. Music selection will favour culturally-specific work, while the association with world-renowned Donald Runnicles as Chief Conductor for the BBC Scottish Symphony Orchestra will go from strength to strength. The selection of Pacific Quay as a centre of excellence for BBC arts and science creates a pool of expertise, for the BBC and for partner organizations.

Ambitious UK drama and comedy – these genres are priorities for future investment by the BBC in Scotland. The aim is that drama and comedy commissions will transmit on BBC networks as well as to the nation, so as to guarantee both representation and value for money. The priority for drama is to increase its representation of Scotland to the rest of the UK, while the priority for comedy is to increase the volume and impact of its transmissions on the BBC networks.

The BBC in Scotland is a centre of excellence for drama production, including the TV serial, *River City*, contemporary TV dramas, such as *Field of Blood* by Denise Mina, and radio dramas, such as *The Quest of Donal Q*, featuring Billy Connolly and Brian Cox. Both BBC Scotland and BBC ALBA have ambitions to commission new drama; both will pursue those ambitions via joint- and co-production opportunities and with partners.

Comedy commissioning will build on the BBC's successful track record in developing new talent and new ideas – from *Chewin' the Fat* to BAFTA-winning *Limmy's Show*. BBC Radio Scotland will continue to incubate comedy talent, with shows such as *The Bob Servant Emails* transferring to BBC Radio 4. Transmission on the BBC networks will facilitate the co-funding of comedy. Proximity to the BBC's major comedy production centre in Salford will stimulate cross-fertilisation.

Events that bring communities and the nation together – audiences look to the BBC in Scotland for high quality coverage of significant events across different platforms. This ranges from *Children in Need* to the Scottish Cup Final, and, on BBC ALBA, from shinty to the Rock Ness Festival. The strategy for events will prioritise those which bring the best value to public service audiences, delivered on the most cost-effective platform. Events and anniversaries will form the centrepiece of editorial plans from 2012 – 2016, with 2014 offering a focus on World War I, Bannockburn and the year of Glasgow's Commonwealth Games. The BBC is collaborating on a major cultural programme surrounding the Games, and coverage of the whole spectacle will rival that of the Olympics in 2012. The over-arching strategy for sport will ensure the delivery of core sports and of listed events, with alternative options available online and on BBC ALBA.

Entertainment is a popular genre among Scottish audiences. The strategy in future will focus on highlights, such as the *Hogmanay Show* on BBC One and *Fred MacAulay* on BBC Radio Scotland, to leaven the mix.

Outstanding children's content – Scotland is the BBC's second production centre for children's content, after Salford. Representation of Scotland will remain a consistent feature – as it has done in programmes from *Balamory* to *Nina and the Neurons*. Scotland has acquired an expertise in children's knowledge and entertainment programming, which will continue. Gaelic children's TV content is expected to shift from BBC Two Scotland to BBC ALBA. Formal learning content for Scotland's education system will be developed for interactive use on the web, including the

popular *Bitesize* brand. In Gaelic, the new initiative, learngaelic.net, is a further development of the BBC's partnership strategy in Scotland.

4.3 Delivering Quality First

The BBC's annual budget for the delivery of content for Scotland is £102m. Under the proposals for *Delivering Quality First*, the BBC in Scotland must make savings equating to 16%, or £16.1m, over the five years from 2012/13 to 2016/17.

The 16% target will be achieved by productivity savings of 10%, and programme savings of 6%. Overhead areas will contribute higher savings of 20% - 25%. Any additional savings will fund re-investment.

The BBC estimates that between 100 and 120 posts in Scotland will be closed over the period.

The BBC's re-investment priorities in Scotland are:

- BBC One Scotland to HD by end 2012 and improved DAB coverage
- Impartial journalism
- Commonwealth Games 2014
- New drama and comedy
- Content for new platforms.

4.4 Productivity Savings in Scotland

The BBC in Scotland is entering the last phase (2012/13) of its previous five year savings programme under Continuous Improvement ('CI'), during which it has reduced its cost base by over 32%. The high percentage of productivity savings delivered to date was required in order to pay for the investment in Pacific Quay, and is attributable to the resulting efficient working practices and benefits of new technology. By the end of the CI period in 2012/13, the BBC will have closed 256 posts in Scotland and has already delivered the highest percentage of savings across the BBC, as verified by the National Audit Office.²³

The further 10% of productivity savings required of the BBC in Scotland over the coming five year charter period includes a number of specific initiatives:

- Radio operations will introduce new ways of working and new delivery models for built speech programming. Value for money in radio sports rights and talent contracts will be improved further.
- The BBC's TV opts for audiences in Scotland will review the value for money of sports rights. Improved staff scheduling and capacity planning will also yield savings.
- Overhead savings will accrue from simplified structures and reduced management layers, and from central reform of unpredictability allowance, redundancy terms, pay and grading.
- The BBC in Scotland will also facilitate other central initiatives, such as major contracts and property savings.

²³ Source: The BBC's Efficiency Programme, National Audit Office Report, 2011

4.5 Content Savings in Scotland

In addition to the 10% productivity savings, we will deliver 6% content savings by 2016/17 which will affect the shape of the portfolio. The volume of TV opts and of radio hours for Scotland may reduce, but the quality and range of content will be preserved. Meanwhile, the volume of Scottish content on the BBC networks will grow. More of Scotland's opts will be transmitted UK-wide, and more content will be co-commissioned with the BBC networks and other co-producers. The proportion of the licence fee spent in Scotland will increase, as Scotland delivers its target 8.6% of programme commissions for the BBC UK TV networks. The savings proposals are detailed below:

News and Current Affairs for audiences in Scotland

Journalism will strengthen its reporting of big stories from a Scottish perspective, it will improve collaboration with network news, and it will incorporate more focused regional news on each platform. Reporting and analysing the work of the devolved institutions and the referendum debate will remain a strong commitment. The strategy will refocus political output, with more integration of political analysis across dedicated and regular news programmes, and across different platforms. Proposals are to:

- Offer informed and impartial coverage of Scotland's referendum debate
- Prioritise national coverage while exploiting new platforms for the cost-effective delivery of regional coverage
- Streamline coverage of Party Conferences
- Review TV news at lunchtime and week-ends, in line with network
- Stop BBC Radio Scotland's *Scotland at Ten* and integrate political coverage into news programmes
- Extend BBC Radio Scotland's peak time news and sport offer
- Focus on fewer, better *Investigations* and increased collaboration with *Panorama*
- Share resources with Gaelic news.

BBC TV Opts for audiences in Scotland

The approach for TV opts is to maintain the quality and range. Investment will be sustained by internal collaboration and external funding. Many of the BBC's TV opts for audiences in Scotland already transmit on the network – from *Boys behind Bars* to *Clydebank Blitz* - and this will increase. Co-production is also a feature of BBC's Scotland TV opts – from *Dr. Fortune's Casebook* with SBS to *Transatlantic Sessions* with RTE – and this will increase. Proposals are to:

- Continue *River City*, and seek network slot
- Cover key events: Children in Need, Hogmanay, Festivals
- Reduce TV coverage of some minority Sports while safeguarding national and listed events
- Migrate BBC One opts to HD by end 2012
- Maintain BBC Two Scotland SD until 2015; review BBC Two opts by 2015.

BBC Radio Scotland

As with TV opts, the quality and range of content on BBC Radio Scotland will be protected. Resources will focus on peak listening times, and more content will be shared with the BBC radio networks. The BBC in Scotland is already a major producer of content for the BBC radio networks – jazz for Radio 2, classical concerts for Radio 3, drama for Radio 4, readings for Radio 4Extra; such collaboration brings creative efficiencies. Proposals are to:

- Reduce number of weekday afternoon programmes while continuing to cover the arts
- Reduce originations of comedy, drama, documentaries by 10% - 20%

- Continue specialist music in evenings, but lose one strand
- Make better use of network radio commissions and of repeats
- Rationalise MW and FM schedules
- Review overnight service, with the option of switching to Radio 5 Live
- Retain community services for Orkney and Shetland; re-structure the four regional news opts
- Review DAB transmission with a view to improving coverage and quality.

Interactive services

BBC online 'nations' editions' will publish relevant Scottish content within a UK-wide online proposition, thereby eliminating any editorial or technological duplication, and improving audience access to Scottish content. Implementing the nations' editions strategy will see a significant reduction in the number of stand-alone sites, as content is integrated into ten pan-UK 'products'.

Proposals are to:

- Complete existing 24% reduction in interactive service budget
- Realise efficiencies of a further 10% by 2016/17, as new products are launched and evolve
- Introduce new nations' editions of the most popular websites, starting with the Homepage in 2012
- Build income from network commissions.

BBC ALBA and BBC Radio nan Gaidheal

BBC ALBA is a partnership service, operating by separate budgetary and commissioning processes.

BBC Radio nan Gaidheal is a BBC service. Proposals are to:

- Complete BBC ALBA commissioning process for 2012/14
- Protect BBC Radio nan Gaidheal's peak time news and features programming
- Reduce BBC Radio nan Gaidheal's non-news live programming
- Work in partnership with other Gaelic agencies to support Gaelic language and culture.

The impact on audiences in Scotland of the BBC's savings proposals has been assessed against the measures of reach, quality and time spent with the BBC. That assessment indicates that overall BBC reach and quality will remain constant, but reach and time spent with BBC services specifically for audiences in Scotland may decrease slightly as hours transmitted are reduced. The BBC will monitor that impact closely, both across the audience in Scotland as a whole and among particular audience groups.

4.6 Universal Access to services

BBC TV Opts for audiences in Scotland

Delivering Quality First concluded that it is not affordable or good value for money to convert the current BBC Two nations' variants into HD. The current SD BBC Two variants will be maintained until at least 2015, while the BBC reviews their long term future. The BBC is committed to maintaining the range and quality of the TV output it currently provides in the nations.

The BBC will also pursue the live streaming of BBC One and BBC Two Scotland, since only BBC ALBA is currently available in this format.

BBC Radio Scotland and BBC Radio nan Gaidheal

Radio distribution in Scotland is challenged by the mountainous terrain, the islands and the dispersed population. Both FM and MW are needed in order to attain adequate coverage. Recent investment in transponders has improved signal strength along travel routes, such as the A9. The

BBC DAB multiplex is currently fully utilised by the network analogue and digital stations. In consequence, Radio Scotland and Radio nan Gaidheal are transmitted by a series of local commercial DAB multiplexes, which offer lower coverage than the BBC multiplex (77% vs 90.9%). In its service licence review of the BBC nations' radio stations, the BBC Trust recommended a cost-benefit analysis of radio distribution issues, which is underway.

4.7 Partnerships

The BBC in Scotland works in a variety of formal and informal partnerships, and is open to more. Such partnerships serve as catalysts to unleashing the creative potential of Scotland, and to making optimum use of resources. They should deliver measurable audience or economic impact, nurture new talent and expertise, develop production capacity in Scotland and exploit new technology.

- The partnership between the BBC and **MG Alba** has provided the firm basis for the success of BBC ALBA.
- The BBC and **STV** collaborate on the basis of a signed Memorandum of Understanding ('MOU'), which covers the sharing of news pictures, resources and training courses. The sharing of property and facilities, as well as access to archive programming, is under discussion.
- The BBC and the **Royal Conservatoire of Scotland** have signed a MOU to enhance links between the BBC SSO and Scotland's national conservatoire, and to explore development in drama, dance and digital film and television production.
- The BBC is in partnership with **Creative Scotland** to drive forward the creative industries in Scotland.
- Partnerships and collaborations also play a part in productions. For example, the *History of Scotland* project drew on input from organizations such as the **National Museum, National Trust for Scotland, National Library** and **Open University**.
- The BBC is involved with **Creative Scotland, TRC Media** and the **Skillset Media Academies** to develop training for the broadcast sector. With Skillset Scotland, independent production companies and a further education college, 12 Modern Apprentices have been recruited. Funding from **Skills Development Scotland** will develop creative leaders in drama production.
- The BBC in Scotland will launch Super High Vision TV at Pacific Quay for the 2012 Olympics, taking feeds from **NHK** at the Olympic Village to one of only three public sites across the UK. Cabling and links will be provided by **BT** and **Glasgow University**.

5. BBC NETWORK PRODUCTION IN SCOTLAND

5.1 Representation and portrayal

The BBC is one of very few media organisations with the ability and responsibility to represent audiences in the nations to audiences in the rest of the UK. Expectations of the BBC in this regard are high, and national identity is a changing concept. Representation of Scotland to itself and to the rest of the UK remains an issue of concern to audiences in Scotland. This is reflected in the performance gap for the BBC in Scotland against the Purpose of ‘Representing the UK, its nations, regions and communities’ - the largest Purpose gap in Scotland.²⁴ Representation was addressed in depth in a BBC project of 2009, which made the following key recommendations and actions:

- More outwardly positive portrayal of Scots to the rest of the UK in network programming, so as to redress the balance of representation. Network commissioners now have performance targets relating to the Nations, while nations’ producers are tasked with offering positive representation.
- Investment in shows of which the Scots can be proud. New drama, celebratory events and landmark factual programming are investment priorities for the BBC in Scotland.
- Increase in the impact of nations’ opts. The nations are pursuing a high impact strategy for opts, while the UK networks are committed to transmitting more opts from the nations.

5.2 BBC Network Supply from Scotland

The Network Supply Review for Television, which commits the BBC to commissioning a proportion of network television spend from the nations equal to the proportion of the licence fee raised there, has made a significant contribution towards both economic and portrayal targets. In addition to the economic benefits of relocated shows such as *Weakest Link* and *Question Time*, it has included culturally representative commissions such as *Rab C. Nesbitt* and *Young Herriot*. An on-going commitment to the representation of Scotland on BBC national and network services is an essential factor in audience approval and consumption of the BBC.

Table 7: Proportion of Eligible BBC Network TV Spend in Scotland²⁵

Base	2007	3%
Actual	2011	9%
Target	2016	8.6%

The target in the table above represents BBC Executive’s planning assumption; however the target for network production for Scotland, Northern Ireland and Wales has been set at 17% across all three nations to allow for creative flexibility.

The Network Supply Review for Online has set a target of spending a 9% share of eligible network budgets in Scotland. A comparable agreement for radio is under discussion.

²⁴ Performance gap = current performance – perceived importance (i.e. % agreeing performance is good - % agreeing purpose is important). ‘The BBC is good at portraying my particular culture or community to other people in the UK’: gap -27; ‘The BBC provides programming and content that caters for my particular culture or community’: gap -22.

Source: BBC Purpose Remit Survey by Kantar Media for the BBC Trust, 2010/11, 354 Scotland adults 15+

²⁵ 2011 figures are unaudited and may change

5.3 BBC Network Supply Changes

The proportion of the BBC's network business from Scotland is forecast to grow. The Television Network Supply Review has been successful in Scotland: in 2007 only 3.3% of the network TV budget was spent in Scotland, but by 2011 this had more than doubled to 9.0%. Moving some output to Scotland is a part of the strategy, but over the longer term, this will also stimulate creative clusters of talent and lead to a more sustainable broadcasting ecology, benefiting in-house and independent producers in Scotland. It is also vital to move more decision-making out of London.

Proposals are to:

- Promote Pacific Quay as:
 - A second centre for children's TV after Salford, with stable investment
 - A major centre for arts TV production, with London; a pan-UK Factual Controller and a Head of Arts are planned to be based at Pacific Quay
 - A major centre for TV specialist factual, particularly science
 - An increased share of TV drama, incorporating relocation of *Waterloo Road* to Greenock
 - A source of comedy talent, including the transfer of opts to network TV
- Manage any reduction in entertainment and daytime TV
- Increase portrayal and representation, including by transferring Scotland programming to BBC UK-wide networks.

6. CONCLUSION

Conclusion

The BBC is a valued part of everyday life in Scotland, reaching approximately 95% of Scottish audiences every week. The BBC in Scotland is clear on its aspirations for the future: world-class, impartial journalism, particularly in the context of the 2014 referendum; representing Scotland to itself and to the rest of the world, especially with new drama and comedy; celebrating the unifying events and the cultural diversity of Scotland, with a focus on the Glasgow Commonwealth Games; and collaborating to make the best of Scotland's talent and creativity, while exploiting digital technology.

The BBC in Scotland is also committed to meeting its 16% savings target; the challenge is to do this while continuing the recent trajectory of improved performance. The range and distinctiveness of the current portfolio will be maintained, while quality is improved and access is ensured. Efficiency will deliver the majority of the savings; BBC Scotland will call on its track record to achieve that. Growth in production for the whole UK will be secured by the creativity of ideas, from both BBC Scotland and the independent sector. An increase in the volume of BBC Scotland content transmitted on the networks will be crucial in maintaining presence and improving representation. The BBC has high and achievable ambitions for broadcasting in Scotland and the BBC in Scotland is fit for the future.

APPENDIX - THE PERFORMANCE OF THE BBC IN SCOTLAND²⁶

A. Overall BBC performance in Scotland

AI. Reach and share

2011 was a strong year for **all BBC television in Scotland**. Reach at 87% has been climbing since 2004 and is now on a par with UK performance. BBC One reaches more people in Scotland (80%), and has a higher share, than any other individual channel. Its reach has improved year on year, for the first time since 2003. Audiences in Scotland spend longer watching BBC One and as much time watching BBC Two as their UK counterparts, and both channels are almost as highly appreciated in Scotland.²⁷

Historically, it is commercial channels (like STV) which have benefitted most from the higher average consumption of television by audiences in Scotland. As a result, the BBC has tended to have a lower share of viewing in Scotland. Since 2007, however, the gap between BBC's TV share in Scotland and across the UK has narrowed.²⁸

STV continues to reach more people in Scotland than does ITV across the UK, but in recent years share has fallen behind ITV's UK figure and the gap with BBC One is widening. Audiences in Scotland continue to demonstrate a general preference for commercial TV, with Channel 4, Channel Five and Cable/Satellite all performing slightly better in Scotland than in the UK overall. That commercial preference has tended to be driven by entertainment programming.

²⁶ Unless otherwise stated, the sources of data in this appendix are as follows:

TV: BARB, 4+, 2011 calendar year. Channel reach (15 mins consecutive); news reach 3 mins consecutive all BBC news for Scotland, 15 mins reach consecutive Reporting Scotland 18:30 programme and opts

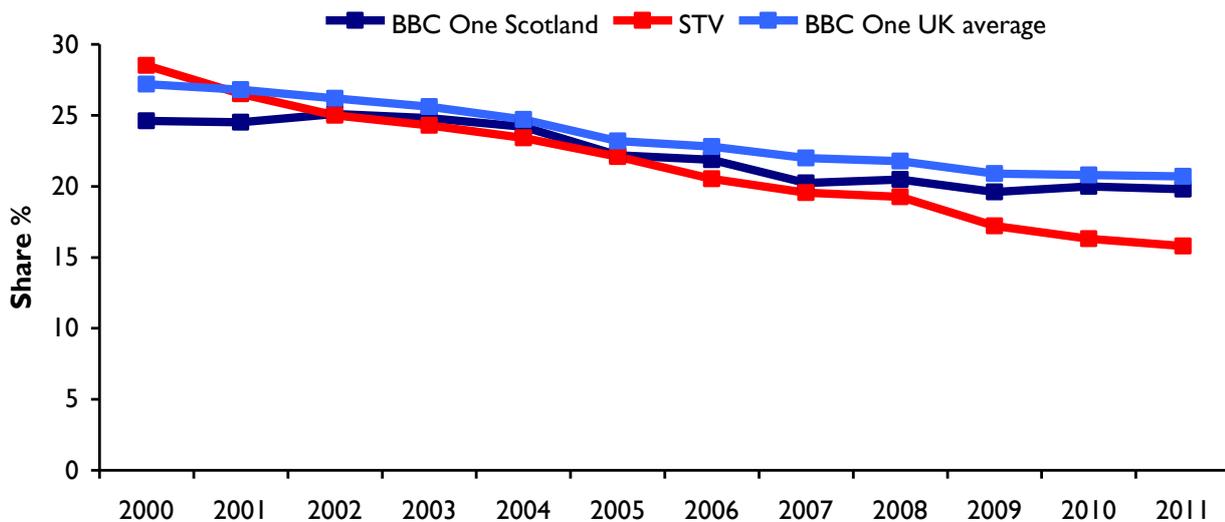
Radio: RAJAR, 15+, Q4 2011 12-month weight

Quality: Appreciation Index (AI): average out of 100 based on scores respondents give to programmes they watched / listened to on the previous day (respondents give the programme a score out of 10 and the average of all the marks is multiplied by 10 to give an AI out of 100), Pulse panel by GfK NOP for the BBC, 16+, 2011 calendar year
General impression of the BBC: Kantar Media for the BBC, adults 16+ in Scotland (1,985), 2011 (respondents give a score out of 10 based on their general impression of the BBC overall: 1 = extremely unfavourable; 10 = extremely favourable)

²⁷ Average time spent per viewer per week 2011, Scotland vs UK: BBC One 7hr 47m/wk vs 7hr 23m; BBC Two 3hr 28m/wk vs 3hr 25m. Quality scores (AIs – average out of 100), Scotland vs UK: BBC One 81.5 vs 82.2; BBC Two 82.6 vs 83.6. Source: BARB, Pulse/GfK; 2011 calendar year.

²⁸ Share of all BBC TV in Scotland vs UK: -1.9% in 2011, -2.9% in 2007. Source: BARB, 4+

Figure 1: Long-term channel share performance: BBC One UK average v BBC One in Scotland and STV in Scotland²⁹



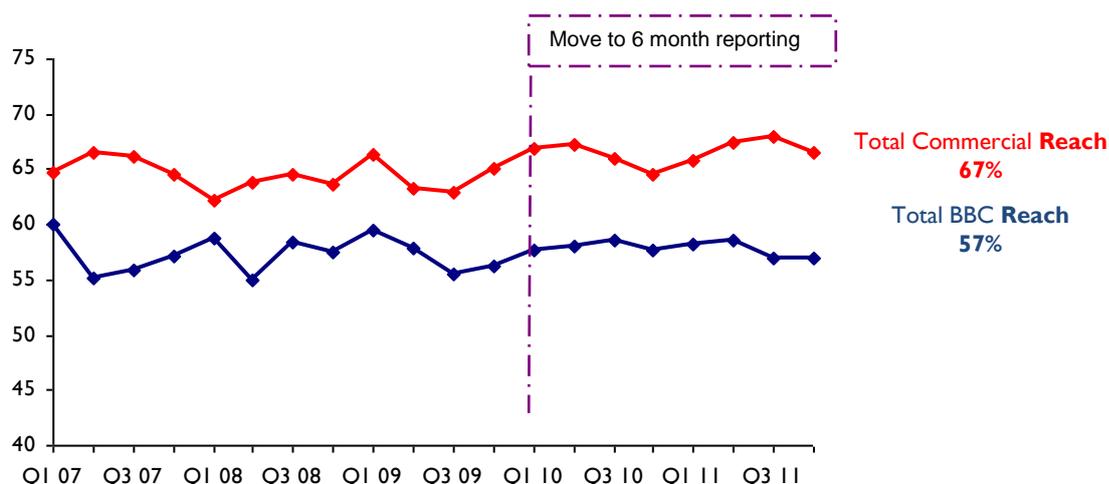
Listening to **all radio in Scotland** is slightly below the UK average and station preferences are different. In Scotland, the local commercial radio market is strong, with a higher reach on average than Independent Local Radio UK-wide. **BBC network radio** reaches fewer people in Scotland than across the UK and people spend less time listening to it. However, BBC Radio 2 and BBC Radio Scotland are the two most popular stations in Scotland. 28% of listeners to BBC Radio Scotland tune in to no other BBC radio station. A portfolio approach to BBC radio in the nations, as recommended in the BBC Trust’s service licence review of the nations’ stations³⁰, is designed to address that deficit. In fact, the deficit is already improving: BBC network radio reached 30,000 more listeners in Scotland in 2011 than it did in 2010.³¹

²⁹ Source: BARB, 4+

³⁰ Source: Service Licence Review of BBC Nations’ Radio, BBC Trust, 2011

³¹ Reach and average listening hours of BBC network radio in Scotland vs UK: -9.3%, 1h 35m /week, 2010. Reach of BBC network radio in Scotland: 2,263,000 (51.6%) in 2011, 2,233,000 (51.3%) in 2010. Source: RAJAR

Figure 2: Average weekly reach performance of radio services in Scotland³²



A2. Quality

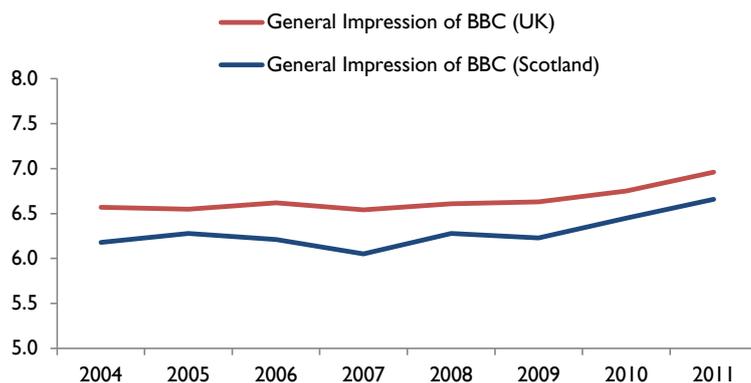
Audience perceptions of the BBC in Scotland have tended to be lower than the UK average, but the trend has improved in the last few years and the gap with the UK has narrowed. Those perceptions are influenced by factors which are beyond the control of the BBC – being historical, cultural, social and political in origin. Factors which are in the control of the BBC include coverage on television and, in particular news, sport and BBC One. These are critical services and work has proceeded across the BBC to improve their representation of Scotland. Relevant drama and comedy also make a big impact.

The strength of the BBC’s international, UK and Scottish news coverage (for example the Arab Spring, Eurozone crisis, severe weather) and the power of the BBC’s Scottish offer (*The Scheme*, *Scotland’s Landscape*, *River City*), together with increased cultural representation in drama and comedy shown on the networks (*Single Father*, *Case Histories*, *Gary Tank Commander*) are likely to have contributed to the improvement in people’s general impression of the BBC in Scotland.

Figure 3 shows the public’s general impression scores for the BBC in the UK overall and in Scotland over time.

³² Source: RAJAR, 15+, Scotland TSA

Figure 3: General impression of the BBC in the UK and Scotland (mean score out of 10)³³

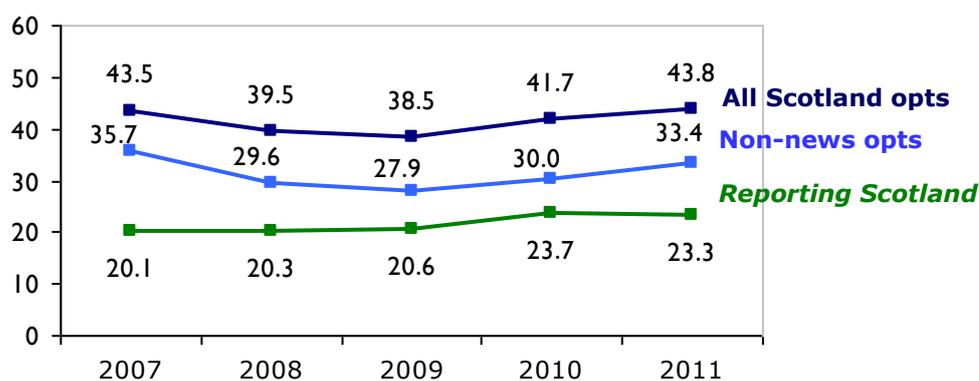


B. Performance of BBC programming and services for audiences in Scotland

BI. Television Services

The BBC's TV opts are important to Scotland, often attracting high audiences (seven out of the top 20 BBC programmes in Scotland in 2011 were BBC Scotland TV opts), and highlighting significant cultural moments in the Scottish calendar (over 1m Scots brought in the New Year with the BBC in Scotland). In the year 2011, the non-news TV opts in Scotland had a reach of 33% of the Scottish population every week, rising to 44% including news. The BBC's TV opts add share across BBC One, and BBC Two³⁴.

Figure 4: Average weekly reach of the BBC's Scotland television opts (%)³⁵



The BBC's TV opts in Scotland are appreciated by the audience, however, there are differences by genre. *River City* continues to outperform the soap average for the BBC and arts to outstrip the network genre average, with output ranging from the high profile tribute to *Gerry Rafferty* to *The World Accordion to Phil*. Sport has performed less well. It is primarily made up of football highlights

³³ Source: Kantar Media for the BBC, adults 16+ UK 11,560, Scotland 1,985, (respondents give a score out of 10 based on their general impression of the BBC overall: 1 = extremely unfavourable; 10 = extremely favourable)

³⁴ Share of BBC TV opts in Scotland (excluding news and Gaelic) vs channel average share: BBC One: +1.1%, BBC Two: +0.2%; 2011. Source: BARB

³⁵ Source: BARB, 4+, all 15 mins consecutive

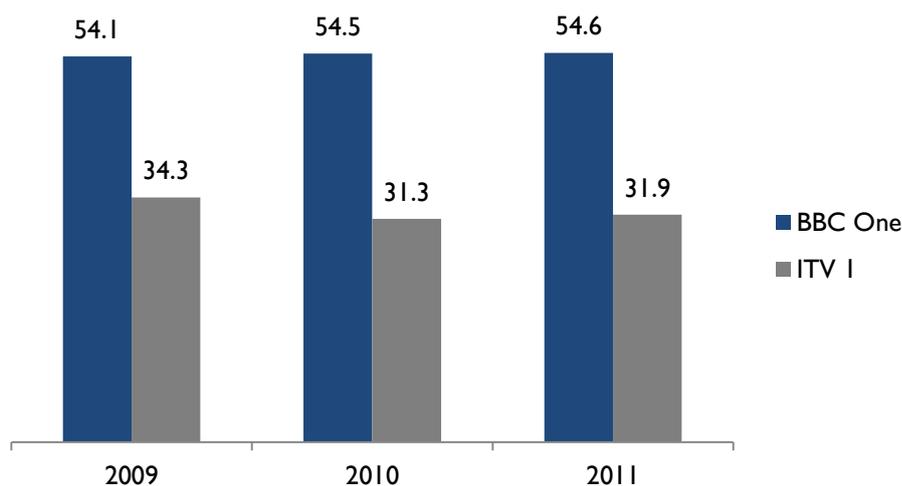
and results so suffers in comparison to the pan-UK high profile, wide ranging portfolio. Entertainment is also lower, with new comedies recording lower than average Appreciation Index scores, and Hogmanay receiving exceptionally high audiences but relatively low appreciation scores.

B2. The BBC’s TV News in Scotland

The performance of BBC news is strong in Scotland on all three platforms. Overall reach of BBC news is now 81% UK wide and 80% in Scotland.³⁶

BBC TV news is strong in Scotland, with three minute reach ahead of the UK average. There is a similar trend for national/regional news: across 2011 as a whole, reach was 54.6% of adults for BBC Scotland’s news bulletins, compared to 31.9% for STV news and 51.2% for the BBC UK average. *Reporting Scotland* at 6.30pm remains the news programme in Scotland with the highest reach.

Figure 5: TV news for Scotland reach (combined TV bulletins) (3 minute average weekly reach)³⁷



B3. BBC Radio Services for Scotland

BBC Radio Scotland reaches just under one million listeners a week in Scotland. Its remit targets not a particular demographic but ‘listeners seeking programming about the life, culture and affairs of Scotland’.³⁸ Listener numbers are generally stable, despite the advent of new commercial and digital radio stations. News and sport drive listening, creating peaks on weekday mornings and Saturday afternoons. A review of the station in 2009/10 was designed to raise the appreciation and

³⁶ Source: Kantar Media for the BBC, claimed BBC journalism reach , adults 16+, Jul-Dec 2011

³⁷ Source: BARB, 16+

³⁸ Source: Service Licence Review of BBC Nations’ Radio Services, BBC Trust, 2011

impact of the service, while ensuring that it will appeal to the next generation of listeners. By 2011 appreciation was at its highest in three years.³⁹

Table 8: Performance of BBC Radio Scotland, 2011

	Average weekly reach (%)	Quality (Appreciation index (AI) average out of 100)	General impression of service (mean score out of 10) ⁴⁰
BBC Radio Scotland	22.7	78.9	7.7

B4. Performance of the BBC’s Interactive Services for audiences in Scotland

The BBC offers a range of interactive sites in Scotland, either stand-alone or related to linear programming and services. The number of unique browsers continues to grow, however a change in the measurement system last year complicates comparison with earlier periods. In Q4 2011 there were 3.7m UK unique browsers to BBC Scotland’s online portfolio on average each week⁴¹. As with BBC Radio Scotland, news and sport drive the reach of BBC Scotland’s online portfolio. The dedicated learning site for Scotland is also popular, with traffic peaking at revision time. The response to the recent review of BBC online services⁴² focused on making the offer streamlined and cost-effective.

B5. BBC ALBA and Radio nan Gàidheal Performance

BBC ALBA has been on air since September 2008. Awareness of the service is now 78% among the Scottish population. Following the launch of BBC ALBA on Freeview and cable in June 2011, audiences more than doubled. In the period June to December 2011, reach among the Scottish population overall rose to 11.9% or 490k, from 180k during 2010/11. Reach among the Gaelic-speaking population of 93k was up 76.5% over the same period. General impression has improved year on year, despite the increase in reach among non-Gaelic speakers. The service has high scores for, ‘BBC ALBA is a worthwhile thing for the BBC to spend its licence fee on’.⁴³

BBC Radio nan Gàidheal reaches 72.6% of its target audience each week and 91% of its listeners would miss the station if it were no longer available⁴⁴. The recent BBC Trust service licence review confirmed listener demand for more news at weekends and for more genres, such as drama, to complete schedule gaps.

³⁹ BBC Radio Scotland Appreciation: 79 out of 100 in 2011, 75 out of 100 in 2009; Reach 22.7% in 2011, 20.9% in 2009

⁴⁰ General impression: Kantar Media for the BBC, adults 16+ who used service in last 7 days, 2011 (users give a score out of 10 based on their general impression of the service: 1 = extremely unfavourable; 10 = extremely favourable)

⁴¹ One individual may well use several browsers (for example on a work PC, a personal smartphone and a home laptop), so this may not equate to unique individuals. Source: iStats Digital Analytix, Q4 2011

⁴² Source: Review of BBC’s Online Services, BBC Trust, 2008

⁴³ Source: TNS System Three Scottish Opinion Survey, Jun-Sep 2011; General Impression of BBC ALBA mean score amongst those aware of service rose from 5.9 out of 10 for the four months Jun-Sep10 to 6.1 for the four months Jun-Sep11 (7.1 among those who had used the service in the last seven days). ‘BBC ALBA is a worthwhile thing for the BBC to spend its licence fee on’ scored 7.1 amongst those who had watched BBC ALBA in the past 7 days, Oct-11(9.4 amongst the Leirsinn panel, Dec-11).

⁴⁴ Leirsinn 2011, adults 16+