

BBC
RADIO



Commissioning Brief



Commissioning Brief No.: 99121
6 Music's Friday Evening Music Show
Talent: TBC
From Winter 2021

CONTENTS

SECTION A: EDITORIAL OPPORTUNITY 3

- 1. Network 4
- 2. The Opportunity..... 4
- 3. Music Policy 4
- 4. Programme Content 5
- 5. Diversity and Inclusion 5
- 6. Measures of Success 5
- 7. Additional Deliverables 5
- 8. Risk Management 6
- 9. Additional Information / Requirements 6

SECTION B: PROCESS, ASSEMENT, EVALUATION..... 7

- 1. The Four Stages..... 7
- 1. Assessment Criteria..... 8
- 2. The Evaluation Team..... 9

SECTION C: THE COMMISSIONING TIMETABLE 10

SECTION D: FULL PROPOSALS AND REFERENCE INFORMATION 11

APPENDIX 1: STRATEGIC PRIORITIES..... 14



SECTION A: EDITORIAL OPPORTUNITY

Commissioning Brief: 99121 – Friday Evening Music Show

Commissioning Owner	Samantha Moy Samantha.Moy@bbc.co.uk
Commissioning Contact	Robert Gallacher Robert.Gallacher@bbc.co.uk
Commissioning Brief Title	Friday Evening Music Show
Network	6 Music
Guide Price	£775 – ‘Guide Price’ does not include presenter fees, which will be paid directly by 6 Music.
Genre	Music
Duration	One year with two separate options for the BBC to renew for a further year on the same terms after both the first and second years (1+1+1)
No. of Episodes	51
Transmission Period	From Winter 2021
Slot Day	Friday
Slot Time	1900 - 2100
Production Location	Salford

Important Notes:

- Suppliers should submit a Full Proposal via Proteus which should not exceed **two sides of A4** when printed using Arial font, size 11.
- After shortlisting they may then be invited to a Zoom pitch with the Commissioning Team, where they can use a power-point, but we request that they don't play any video content.
- The BBC reserves the right at any time prior to the award of a commission, and without incurring any liability to the affected suppliers, to accept or to reject any proposal, or to annul the commissioning process rejecting all Full Proposals. More information relating to all commissioning briefs and rounds, regardless of Networks can be found on the Pitching Ideas page of the Radio Commissioning Website:

<http://www.bbc.co.uk/programmes/articles/4fC4NcVXqkZntJv8ZHpCID8/pitching-ideas>

We strongly advise you to submit your Proposals in good time to avoid the possibility of difficulties caused by unforeseen network or transmission problems. No late submissions will be accepted.



1. Network

About 6 Music: For music lovers – with a curious spirit

BBC Radio 6 Music is a radio station for music lovers with a curious spirit. We shine a light, lend an ear and give platform to music beyond the mainstream. We are a highly distinctive network, playing and celebrating a breadth of artists and music across eras and genres.

Network Strategy

BBC Radio 6 Music is seeking to grow its audience, profile and reach of the network amongst 25-44 age group. We want to build an evolved and representative schedule defined by a curious spirit that connect us with new audiences. We aim to deepen and broaden the music we play and stories we tell on air and on demand in partnership with BBC Sounds.

2. The Opportunity

Friday 1900-2100, from Salford

This programme will form a key part of 6 Music's evening schedule, moving the audience from Steve Lamacq's show into 6 Music's Friday night, ahead of Tom Ravenscroft, and should be designed to kickstart the weekend.

The show should be upbeat and welcoming – and we would encourage suppliers to consider how this show could be a live proposition from Salford, and reflective of the North West – being our first Across the UK commission. We are particularly interested in how we can maintain that 'Friday feeling' into the early evening with an uplifting soundtrack that suits the end of the week but matches what the majority of our audience groups at home might be doing. Think soundtrack to a kitchen disco – a show that bounces along and is full of joy and warmth.

Your proposed presenter should be a knowledgeable and a passionate fan of music beyond the mainstream – and a demonstrable track record in music curation would be of benefit. We would consider well established and dynamic broadcasters to present this slot as well those charismatic artists or musicians who have a resonance and profile in popular culture beyond 6 Music's and would feel right at home with us.

The programme should be made with a live linear listening experience in mind and should consider the musical opportunity that being scheduled on a Friday evening between Steve Lamacq and Tom Ravenscroft offers. Genres, flow and mood should be considered – as well as what the on demand proposition for this show might be in Sounds.

3. Music Policy

This is a non-playlist show and as such should be programmed by your presenter in partnership with the Production team. The music should be distinctive, accessible and appropriate for the Friday evening slot with a pre-party/kitchen disco feel.



4. Programme Content

Feature ideas should be light touch, music focused and interactive – and we welcome the opportunity to discuss these in the pitch.

We also welcome ideas on how the show's digital footprint might build awareness of 6 Music beyond our own channels.

5. Diversity and Inclusion

6 Music wants to reflect the diversity of the UK and the network are looking for new approaches to evolve listener engagement – which will broaden the appeal of the show to new audiences. We are interested to hear your inclusive content ideas and how they might be expressed across the music played, stories told and scenes explored. You may wish to consider how this show might contribute to the expanded 50:50 Diversity initiative (more details in Appendix 1).

6. Measures of Success

The show is designed to appeal to a musically curious audience who are open and eclectic in their tastes.

Growing live listener numbers in that slot - as measured by RAJAR – and listen back numbers in Sounds.

The show should be navigable and promotable across the network, in Sounds and on socials.

Ensure the show's digital footprint reaches new audiences.

7. Additional Deliverables

We require the following for inclusion in BBC Sounds and for Network Digital Support (filming, photography, social assets):

- Accurate and compelling programme titles and descriptions ahead of TX, when programme content is confirmed, in order to capitalise on press opportunities or Digital Support (as listed above). Data should be updated post-TX, where appropriate, as soon as possible
- Tracklistings updated online as soon as practicable
- Bespoke episodic images taken and delivered to Network Digital teams where appropriate, eg: featuring the presenters and their guests, or to reflect a theme of the show
- Syndication of show content to record companies/agents/guests, as appropriate



8. Risk Management

If you are successful and secure a pitch, we would like you to include a detailed transition plan and an explanation of how you will manage the transition from the current productions of the programme, with minimum disruption.

9. Additional Information / Requirements

- The 'Guide Price' does not include presenter fees, which will be paid directly by the Network.
- The contract will be offered as a "fixed price" and the BBC will assume that any elements included in proposals can be successfully delivered within the guide price given.
- Production teams will be expected to adhere to all relevant editorial and copyright guidelines in place; and deliver all necessary production related paperwork meeting required deadlines – e.g., Compliance forms, music reporting, and keeping Proteus up to date.
- The shows are to be live.
- Access to all necessary broadcast production systems, as well as studios to enable the recording of the show, will be made available in Dock House, MediaCity, Salford at no cost to the successful supplier throughout the contract.

Compliance and BBC Editorial Guidelines

You will be required to deliver programmes that are in line with the BBC's Editorial Guidelines and be able to adapt to the BBC's changing editorial and business needs during the period of the commission.



SECTION B: PROCESS, ASSEMENT, EVALUATION

1. The Four Stages

Stage 1: Full Proposal

Step 1: We may issue further relevant programme production information to all producers during this stage. If sensitive information is being released, then producers will be asked to sign a non-disclosure agreement (NDA).

Step 2: Producers are invited to provide a Full Proposal, via Proteus, responding to this commissioning brief, which includes all the elements outlined in Section D (“Full Proposals”). For guidance, your Full Proposal should not exceed **two sides of A4** when printed using Arial font, size 11.

Stage 2: Interview / Pitch

Step 1: You may be invited to an interview/pitch meeting **on Zoom** with the evaluation team. We will notify you which members of the evaluation team will be attending this meeting and you should expect to be asked to discuss and elaborate on your proposal and answer questions about it. It is also possible we may ask you to bring additional relevant material to this meeting – **we request that you do not use any video content, though audio clips are acceptable.**

Step 2: Following the interview/pitch, the evaluation team will re-evaluate your Full Proposal against the assessment criteria outlined on page 8, taking into account the responses given during the pitch, and any additional material requested. The evaluation team may then decide to award the contract to the producer(s) which best meets the assessment criteria;

Note: At any stage of the process, we may need to come back to you to seek clarification. Your answers will be factored into the evaluation process as appropriate.

Step 3: Or we may decide to hold second interviews, for example, in the event where we need more information to be able to differentiate between proposals.

Stage 3: Contract Signed

Stage 4: Feedback

If you're unsuccessful after attending an interview / pitch meeting, you may request feedback. Once notified you have two weeks to request feedback. Requests for feedback should be made to Robert Gallacher. Feedback will be provided within two weeks of receiving the request.



1. Assessment Criteria

We will assess your Full Proposal and pitch according to the main criteria below (editorial proposal and capability, value for money and risk). More details on how we will make our assessment will be given to all those shortlisted at the same time as they are invited to submit a Full Proposal.

Assessment Criteria	Weighting
<p>Editorial proposal and capability</p> <ul style="list-style-type: none"> • Fit of editorial proposal to overall Network Strategy and Music Policy • Demonstrable specialist music knowledge and industry contacts • Depth of knowledge of alternative music across all genres from the late 1960s • Format and structure of the programme • Proposed production team's track record in producing recent and relevant music programmes of high quality • Ability to contribute to the network's key editorial processes and creative moments across the year • Ability to work collaboratively with other production teams and suppliers <p><u>Other Indicators:</u></p> <ul style="list-style-type: none"> • Ways to support delivery of BBC Radio's vision and objectives • Ability to innovate and evolve programme in line with changing audience habits • Plans for engaging young audiences via social media and interactive content • Experience of creating genuine 'appointment to listen' features and content • Ability to manage and develop high profile on-air talent • Ability to identify and book suitable artists where relevant • Ability to deliver OB programming from festivals and key events • Ability to innovate across digital platforms as approved by Network/Digital Editor, Head of Visualisation etc. 	65%
<p>Strategies to evolve listener engagement</p> <ul style="list-style-type: none"> • Appeal to new diverse audiences (music, speech content, digital) • Diversity of ideas and people (on-air and off-air) • Ideas for contributions to 50:50 strategy • Digital innovation (achievable within your proposed price) 	20%
<p>Value for Money</p> <ul style="list-style-type: none"> • Financial plan – including budget showing production and overheads. • Price per episode 	5%



Assessment Criteria	Weighting
<ul style="list-style-type: none"> • Efficiency of production process • Acceptance of key contract terms (includes compliance with all applicable UK law) 	
<p>Risk</p> <ul style="list-style-type: none"> • Transition risk • Production risk (ability to produce shows of large scale and volume with a consistent and experienced production team) • Business continuity • BBC reputational risk • Ability to comply with all relevant UK legislation and BBC policies (not limited to editorial policies) • Conflict of interest 	10%

2. The Evaluation Team

The following people may be involved in evaluating your proposal at various stages:

Samantha Moy, Head of BBC Radio 6 Music

Jeff Smith, Head of Music, BBC Radio 6 Music

Camilla Pia, Assistant Commissioner, BBC Radio 6 Music

Robert Gallacher, Commissioning Editor, BBC Radio Pop Networks

Joe Harland, Head of Visual Radio, Digital and Social, Pop Networks

Mark Waring, Senior Rights and Business Affairs Manager

Raluca Albu, Senior Procurement Manager

Subject matter experts (e.g. production experts, visual content specialists, network management or finance advisors etc.) may also be consulted. See Section B for information on the commissioning process, timetable and assessment criteria.



SECTION C: THE COMMISSIONING TIMETABLE

The commissioning process for this brief consists of a number of stages, as set out in the timetable below:

STAGE	TIMINGS (all Midday)	ACTIVITIES
Launch	Thursday 22 nd July	Publication of commissioning brief titles
Full Proposal	Tuesday 31 st August	Deadline for Full Proposal to be submitted via Proteus
3. Interview/ Pitch	w/c 13 th September	All shortlisted producers will be invited to attend a pitch via Zoom. PLEASE MAKE SURE YOU ARE AVAILABLE FOR PITCHING FOR THIS WEEK – PITCHES WILL NOT TAKE PLACE AT ANY OTHER TIME.
4. Commission decisions made and contracts signed	w/c 20 th September	Either: Commission award decision made, commissioning specification completed and contract issued. Or: Producers invited to second interviews.
	October 2021	Agreement of all programme related deliverables and technical specifications (for further information on 6 Music requirements, please see the BBC's commissioning website). Full contract signed.
5. Feedback	24 th September	Shortlisted producers may request feedback.

We will assess your proposal according to this timetable. Late submissions cannot be accepted.

If you have any questions about this commissioning brief that need answering before you submit your Short Proposal and eligibility responses, please ensure you email them to either Robert.Gallacher@bbc.co.uk or Samantha.Moy@bbc.co.uk by 27th August at the latest.



SECTION D: FULL PROPOSALS AND REFERENCE INFORMATION

Important Points to Note

Your Full Proposal must be entered into the main 'Synopsis' section in Proteus by noon on **Tuesday 31st August** – late submissions cannot be accepted. It should adopt the structure below and, for guidance, should not in total exceed **two sides of A4** when printed using Arial font, size 11. Proposals not complying may be rejected by the Commissioner whose decision in this matter will be final.

The BBC reserves the right at any time prior to the award of a commission, and without incurring any liability to the affected suppliers, to accept or to reject any proposal, or to annul the commissioning process rejecting all Full Proposals.

Part 1 – Your detailed Full Proposal, showing your response to the BBC's requirements outlined in Section A of this commissioning brief.

Part 2 – A section containing the following information:

- (i) The name and contact details of your nominated representative (a single point of contact within your organisation who will be responsible for all communication related to the commissioning brief).
- (ii) The planned location for the production team who will produce the show should you be successful.
- (iii) Evidence that you have the skills to deliver, or the ability to acquire the skills to deliver, the production of the programme in line with this commissioning brief.
- (iv) Details of third party suppliers. You may want to work in partnership with third parties to deliver the brief. If so, you should include:
 - responses on behalf of each partner
 - details of the responsibilities of each partner
 - an outline of the main personnel who will be responsible for the production and delivery of the programme
 - an explanation of how working in partnership would be successfully achieved, including a proposed legal structure (e.g. one lead contractor and sub-contractors).
- (v) Details of your proposed total programme and per episode cost, broken down by price to BBC Public Service and any other funding sources. As part of our strategic priorities the BBC is making a commitment to the real living wage (as described by the Living Wage Foundation – see livingwage.org.uk). The per episode cost of the programme should be budgeted to account for the real living wage and the Full Proposal should include details of how compliance with the real living wage will be achieved. And all details should be included in a template as below:



Production Costs	Daily Rate	Days/Week	Total
Executive Producer			£0.00
Producer			£0.00
Assistant Producer			£0.00
Production Manager			£0.00
Total:			£0.00
Overheads @			%
Production fees @			%
Grand Total – ex VAT			£0.00

By submitting your proposal, you confirm acceptance of the [key contract terms](#).

Please refer to this [important information](#) supporting your Full Proposal submission:

More information relating to all commissioning briefs and rounds, regardless of Networks can be found on the [‘Pitching Ideas’](#) page of the Radio commissioning website:



Important Points To Note

Proposals must be submitted in accordance with the following instructions. Proposals not complying with these instructions may be rejected by the Commissioner whose decision in this matter will be final.

All Full Proposals should be submitted using Proteus by noon on **Tuesday 31st August**. For guidance, it should not in total exceed **two sides of A4** when printed using Arial font, size 11.

We strongly advise you to submit your final responses in good time to avoid the possibility of difficulties caused by unforeseen network or transmission problems. No late submissions will be accepted.

If additional supporting material is requested prior to the pitching meeting, we will notify you of how and when to submit this in good time ahead of that meeting.

This commissioning brief is not a contract. However, the information contained in this commissioning brief, together with your responses, will form the basis of the final contract between you and the BBC.

The BBC reserves the right to exclude any producer that is found to either:

- a) have provided information which is untrue, or
- b) be in breach of any of the terms of the non-disclosure agreement.

IMPORTANT: Producers wishing to submit a proposal under this brief are not permitted to contact BBC production staff, seeking information about the programme, during the commissioning period without prior consent from the commissioner.

Producers are not permitted to contact on-air talent, unless shortlisted, and with prior approval of the commissioner.

Any producer found to be in breach of this clause will be excluded from the commissioning process.

The BBC may modify the commissioning brief (including the timetable as outlined in Section B.1) at any time prior to the submission deadline. Any such amendment will be notified in writing to all prospective producers. To allow time for such amendment to be taken into account, the BBC may, at its discretion, extend the deadline for receipt of submissions.

By submitting your proposal, you confirm acceptance of the key contract terms.



APPENDIX 1: STRATEGIC PRIORITIES

Diversity & Inclusion

Diversity & Inclusion is a priority for ALL of us. We want BBC Radio & Music to be demonstrably the best organisation in the audio sector to work for and with. We are fully committed to making this a place where people feel welcomed, appreciated, respected, and that they can be themselves and produce their best work.

We commit to diverse teams, representative programmes and inclusive culture and will ensure that leadership and workforce D&I representation meets the BBC's targets.

To support this, we are committing £12 million of the R&M annual competed programme commissioning budget over the next three years from 21/22 to commissions that meet two of the following three priorities:

- i. diverse stories and portrayals, covering the nine protected characteristics plus social mobility
- ii. diverse production leadership - where "diverse" includes ethnicity, socio-economic background and disability.
- iii. diverse company leadership - where "diverse" includes ethnicity, socio-economic background and disability.

Our D&I commitments will help create an inclusive culture for all, increasing gender, ethnicity, socio-economic and disability diversity, and helping to deliver on the BBC's new 50:20:12 diversity targets for Gender, BAME and disability representation.

