



# Commissioning Brief



Commissioning Brief: 47088, Round 8, 2019/20

**ARCHIVE ON 4**

Commissioning Opportunity for broadcast in 2020/21



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## SECTION A: EDITORIAL OPPORTUNITY

### Commissioning Brief 47088 – Archive on 4

Commission contact	Kirsten Lass
Duration	57'
Number of programmes available	Approximately 20-25
Transmission period	2020/21 (May 2020 onwards)
Guide price per episode	£7,900 - £8,100
Commissioning Year	2019/20
Commissioning Round	8
Production Location	Not specified

All proposals must be submitted via Proteus.

#### Important Notes:

- There is no Short Proposal stage in this process but please enter a very brief description of your proposal in the 'short synopsis' field.
- Please submit a Full Proposal, **maximum two, preferably one side of A4**. It should be entered into the 'full synopsis' section of the Proteus submission form.
- 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>



## About Radio 4

Radio 4 is unique in the breadth and quality of its informative, educational and entertaining programming. Every day, on air and online, Radio 4 has more original content than any other broadcaster in the world. Its authoritative news and current affairs journalism is complemented by programmes exploring many areas, including science, arts, history, religion, ideas, drama and comedy, offered through regular strands, one-off programmes and special seasons.

The average age of its 10.4 million audience is 58; the station needs constantly to evolve and to attract a new generation of listeners. It also seeks to build its appeal to audiences beyond the south east of England and among ethnic minorities.

Radio 4 also has an avid audience online. In 2019 there was an average of 31.5 million monthly requests to stream Radio 4 content online (UK only); there was an average of 14.7 million monthly UK podcast downloads; and an additional 10.2 million monthly downloads outside the UK.

## About this commission

This is a special opportunity within Radio 4's rolling ('ad hoc') commissioning round. It is not a tender. We will commission specific ideas, ie not batches, from multiple suppliers. Programmes will be transmitted in 2020/21.

Because we want to turn this around quickly, there will be no short proposal stage.

### The slot

Archive on 4 is a fantastic programme, as you know, that explores ideas and makes the most of a huge range of archive. It's a slot that can tell a rich and compelling story; that can offer up witty treatises and interesting theses; and that can make us think again about events or moments we thought we knew. What's more, it's a slot that attracts attention from reviewers as well as listeners.

We would like to invite ideas for 2020/21. We have approximately 20-25 slots available from May onwards.

### What we are looking for

We'd love to see some clever, delightful, surprising ideas that you feel are underexplored on the network (and elsewhere). The story and narrative are vital. Of course, new archive that comes to light is always interesting to consider, but we'd like a clear understanding of the argument or narrative that you intend to tell and how you will keep the listener listening.

### Format ideas

We are also interested in considering format ideas for this slot. Ideas like 'Meeting Myself Coming Back' work well here. We will consider buying more than one programme if the offer involves a clever format proposal.



### Presenter

The presenter is vital in this slot. Archive on 4 works better when the presenter is connected to, or invested in, the story in some way. We'd like to encourage new presenting voices, particularly those with some skin in the game, and from all walks of life. We particularly welcome more women and BAME suggestions.

Please let us know if the presenter has been approached, or has been involved in the development of the idea.

### What to avoid

We suggest you avoid simple chronological ideas (this happened, then this happened...). We also suggest you think carefully about anniversary ideas - they must be more than a simple 'look back'; if there's a narrative or thesis that you'd like to offer around the anniversary, then we'd be happy to consider it.

Anniversaries we've already commissioned around: the assassination attempts on Ronald Reagan and John Paul II; the Democratic Party Convention of 1980; the Quebec independence referendum of 1970; the UK AV referendum in 2011; the history of DC and Marvel; (the end of) World War II - we intend to mark the anniversary elsewhere in the network, but please offer if you have a particularly strong idea.

Big themes to avoid: the US election; the partition of Ireland; the Tokyo Olympics; Brexit; austerity; probably also WWII.

### New interviews and travel

There is always a place for new interviews and travel, but please bear in mind the guide price. We will only consider exceptional exceptions.

### Slot and Duration

The slot is 57'. Please let us know how you intend to meet the challenge of sustaining the story for the full 57'. Please also explain how your idea will meet the expectations of an audience listening on a Saturday evening.

## **The evaluation team**

The following people will be involved in the evaluation of your proposal:

Kirsten Lass, Commissioning Executive  
Richard Knight, Commissioning Editor, Factual  
Mohit Bakaya, Controller

Subject matter experts (e.g. production experts, network management, finance, digital, etc.) may also be consulted.

See Section B for information on the commissioning process, timetable and assessment criteria.



### Additional information / delivery requirements:

- The price agreed must cover all aspects of the production including presenter fees, travel and accommodation and technical equipment needed on-site etc.
- The contract will be offered as a “fixed price” deal and the BBC will assume that any elements included in proposals can be successfully delivered within the price agreed.
- Production teams will be expected to adhere to all relevant editorial and copyright guidelines in place; and deliver all necessary production related paperwork in a timely fashion – e.g. Compliance Forms, Music Reporting Forms etc.
- All necessary production systems must be supplied by the producer.

## SECTION B: THE COMMISSIONING PROCESS

### 1. TIMETABLE

The commissioning process consists of two stages, as set out in the timetable below:

Stage	Timings (all midday)	Activities
Launch	W/c 16 December 2019	Publication of commissioning brief documentation and round opens in Proteus.
1. Full Proposal	Monday 06– Monday 27 January 2020	Opportunity to discuss programme brief with Commissioning Executive prior to submitting Full Proposal. You can of course get in touch prior to Christmas if you have initial queries.
	12 noon Tuesday 28 January 2020	Deadline for Full Proposal to be submitted via Proteus. Evaluation team assess Full Proposals.
2. Conditional Commission offered	W/c10 February 2020	Commission award decision made and results communicated.
		Editorial specifications and price agreed. Full contract signed.

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 Full Proposal, please ensure you email them to [lea.lauvray@bbc.co.uk](mailto:lea.lauvray@bbc.co.uk) as soon as possible.



## 2. THE TWO STAGES

### STAGE 1: FULL PROPOSAL

**Step 1** Please provide a Full Proposal, via Proteus, responding to this commissioning brief, which includes all the elements outlined in Section C paragraph 1 (“Full Proposal”). For guidance, please write a maximum of two, but preferably one, side of A4.

**Step 2** Producers may discuss the programme brief with the commissioning executive prior to submitting their full proposal.

### STAGE 2: COMMISSIONING DECISION MADE AND CONTRACT SIGNED

## 3. ASSESSMENT CRITERIA

We will assess your Full Proposal according to the main criteria below (editorial proposal and capability, production capacity, value for money and risk).

Assessment Criteria	Weighting
<b>Editorial proposal and capability</b> <ul style="list-style-type: none"><li>➤ Narrative and structure</li><li>➤ Innovation and freshness</li><li>➤ Relevance and attractiveness of archive</li><li>➤ Presenter proposal</li><li>➤ Audience appeal and strategies to evolve listener engagement</li></ul>	70%
<b>Production Capacity</b> <ul style="list-style-type: none"><li>➤ Track record of key production talent</li><li>➤ Capacity to deliver by date required</li></ul>	20%
<b>Value for Money</b> <ul style="list-style-type: none"><li>➤ Acceptance of key contract terms (which includes compliance with all applicable UK law)</li><li>➤ Efficient production process including budget breakdown</li></ul>	5%
<b>Risk</b> <ul style="list-style-type: none"><li>➤ Production Risk</li><li>➤ BBC Reputation</li><li>➤ Conflict of interest</li><li>➤ Ability to comply with all relevant UK legislation and BBC Policies (not limited to Editorial)</li></ul>	5%



## SECTION C: FULL PROPOSALS

### 1. WHAT WE NEED FROM YOU

Your Full Proposal must be submitted by noon on Tuesday 28 January 2020 - late submissions cannot be accepted. Your 'full synopsis' should not in total exceed two, (preferably one) side of A4 when printed using Arial font, size 11 and should show your response to the BBC's requirements outlined in Section A of this commissioning brief.

### 2. WHAT TO EXPECT FROM US

#### NOMINATED REPRESENTATIVES

The BBC's nominated representatives for this commissioning brief are Kirsten Lass and Richard Knight. We'll let you know of any change or addition to the BBC's nominated representatives.

#### RESPONSES TO YOUR QUESTIONS

In the interest of fair competition, where we feel it's appropriate, anonymised questions and responses will be circulated to all producers.

#### COPYRIGHT

The BBC is a signatory to, and will abide by the principles of the [APC Code](#).

#### CONFIDENTIALITY

Subject to Section 2, paragraph 5 (Freedom of Information Act), the BBC will keep confidential all commercially sensitive information included in responses to this commissioning brief and will only use this information for the purposes of evaluating the Full Proposal, provided that you have identified the confidential nature of any such information in your response documents.

#### FREEDOM OF INFORMATION ACT

As a public authority, the BBC is required to comply with the Freedom of Information Act 2000 ("FOIA"), which came into force on 1 January 2005. The FOIA is intended to deliver greater accountability for decisions and spending across the whole of the public sector. It requires public authorities to strike a balance between achieving transparency and protecting genuinely confidential or commercially sensitive information.

You should be aware that, under an FOIA request, the BBC may be required to disclose information contained within the Full Proposal or future contractual information. Following a request, the BBC may take the views of organisations submitting proposals into account when deciding what information will be disclosed.



For more information on the Freedom of Information Act see [bbc.co.uk/foi](http://bbc.co.uk/foi).

## **COSTS**

You submit responses to this commissioning brief and take part in this process at your own cost.

## **A FIXED PRICE DEAL**

The contract will be offered as a “fixed price” deal; with you being responsible for any overspend and entitled to keep any underspend.

