

BBC



SCOTLAND

AUDIENCE COUNCIL REVIEW 2009/10



“THERE HAS BEEN SIGNIFICANT PROGRESS ON A RANGE OF ISSUES RAISED WITH THE TRUST, FROM NETWORK COMMISSIONING TO OVERALL NEWS PROVISION FOR AUDIENCES IN SCOTLAND AND RADIO RECEPTION ON THE A9.”

JEREMY PEAT,
NATIONAL TRUSTEE FOR SCOTLAND

COVER IMAGE
Picture shows St Kilda in the Outer Hebrides, one of the places covered in the three BBC Two series of *Coast*.

01 FOREWORD BY THE NATIONAL TRUSTEE
02 REVIEW OF AUDIENCE COUNCIL PRIORITIES 2009/10

04 REVIEW OF AUDIENCE COUNCIL ACTIVITY
09 BBC PERFORMANCE IN SCOTLAND AGAINST THE PUBLIC PURPOSES

14 KEY PRIORITIES FOR NEXT YEAR
16 CONTACTS
17 AUDIENCE COUNCIL MEMBERS

FOREWORD BY THE NATIONAL TRUSTEE

THE BBC AUDIENCE COUNCILS ADVISE THE BBC TRUST ON HOW WELL THE BBC IS DELIVERING ITS PUBLIC PURPOSES AND SERVING LICENCE FEE PAYERS ACROSS THE UNITED KINGDOM. THE FOUR COUNCILS – SERVING SCOTLAND, ENGLAND, NORTHERN IRELAND AND WALES – ARE SUPPORTED BY THE TRUST TO PROVIDE AN INDEPENDENT ASSESSMENT OF AUDIENCE EXPECTATIONS AND ISSUES.

During the year members engaged with the issues that matter to licence payers in Scotland, from new ideas for distributing BBC content and reviews of key BBC services, to how Scotland is portrayed on the networks.

Many of the issues related to distribution, as broadcast technology on all media continued to develop. As television, broadband and radio platforms evolve, it is not clear how BBC content should best be distributed to ensure licence fee payers have access to it all. The Audience Council for Scotland welcomed the BBC’s Project ‘Canvas’ proposal for internet television, and made comprehensive responses to the government’s Digital Britain report and the Trust’s review of BBC ALBA from the perspective of audiences across Scotland.

There has been significant progress on a range of issues raised with the Trust, from network commissioning to overall news provision for audiences in Scotland and radio reception on the A9. Work continued on key long-term issues such as network news coverage of devolved issues, and the future of BBC ALBA.

BBC services have worked hard to deliver the Public Purposes on all media, and there was significant progress this year in some areas. Coverage of the general election campaign was innovative and stimulating, and a season on BBC Four provided a UK-wide showcase for high quality programming on Scottish themes.

Issues on access and portrayal, which are of concern to audiences across the UK, have been adopted by the Trust. In addition, the Council has asked that consideration be given to development of a robust, long-term strategy for television drama for audiences in Scotland.

Jeremy Peat
National Trustee for Scotland

REVIEW OF AUDIENCE COUNCIL PRIORITIES 2009/10

JOINT AUDIENCE PRIORITIES

Digital and other access issues

Work continued on a number of distribution issues during the year. Responding to the Digital Britain proposals, the Council recommended that in the interests of equality of opportunity, differentials in broadband speeds across the UK should not be too great; and that no date should be fixed for analogue radio switch-off. The BBC Trust submitted a response in September 2009. In October 2009, the Trust launched a review of BBC ALBA, including the question of whether to make the channel available to more people by putting it on Freeview. The Council submitted a response in January 2010. In April, the Trust decided that until it reached a view on

what universality of access should mean for the BBC as a whole, it would not be appropriate to take a decision on the distribution of BBC ALBA and the timetable for the review was extended until later in the year.

In April, the Executive announced proposals to improve reception of BBC Radio Scotland along the length of the A9. The issue has been a prominent one for some time, especially at audience events in the north of Scotland. The Council had raised the issue with the Trust on behalf of licence fee payers, and welcomes this initiative which it believes will deliver improved availability of travel and weather information for road users on the main trunk route between Inverness and Perth.



Event in Glasgow.

Network commissioning outside London

The Council welcomed a significant increase in production of network television from Scotland during the year, including the transfer of major strands like *The Review Show* and *The Weakest Link*. Figures from BBC Scotland suggest that the progress being made will mean that the levels of delivery set by the Trust for 2012 will be achieved ahead of the target date. The Council remains concerned that while the amount of BBC television made in Scotland increases, the proportion of it which is recognisably Scottish should do so also. Members hope that increased representation of Scotland will be achieved in the years ahead. The Executive conducted a review of network production for radio, and the Council looks forward to an increasing proportion of BBC network radio content being made in Scotland.

Portrayal

Following advice from Audience Councils across the UK, the Trust initiated a joint project with the Executive to investigate ways in which the BBC might better portray the full diversity of the UK's nations and communities across its network services, significantly enhancing the cultural representation of the nations and regions of the UK including Scotland. The Council looks forward to progress on this in the year ahead.

“In the interests of equality of opportunity, any government commitment to universal broadband provision should address differentials in broadband speeds across the UK.”

Impartiality review of the coverage of devolved matters

Work continued on coverage of the devolved nations on network news and current affairs. The Trust published its report on the subject in June 2009 and implementation has been a matter for the BBC Executive. During the last year, the Trust commissioned further research to test whether the process had led to improvements. The results are due in June 2010 and the Council looks forward to commenting on these in due course.

Priorities for audiences in Scotland

The Council welcomed progress on three further priorities which had been raised with the Trust. The Executive will review overall news provision for audiences in Scotland, reporting to the Trust before the end of the year. The Council submitted recommendations to the Trust on the Department for Culture, Media and Sport (DCMS) review of free-to-air listed events. The Council said a key function of public service broadcasting was to bring the audience together for shared national experiences, and that the criterion that listed events should carry 'special national resonance' should be interpreted in a Scottish context as well as a UK one. Although listing could reduce the income to national football associations derived from rights, free-to-air terrestrial coverage could bring many tangible benefits to the game. The Council's advice was incorporated into the BBC submission to the DCMS.

REVIEW OF AUDIENCE COUNCIL ACTIVITY

The Council held consultative events across Scotland, gathered audience views and passed them on to the Trust. In June the Council consulted in Annan and Newton Stewart on the progress of digital switchover and the Trust's review of BBC Radio 2 and BBC 6 Music, and in Lochaber on the Digital Britain report. In the autumn, there were events in Stirling on the television service review, and at Linclate in Benbecula on BBC ALBA. Following the publication of the BBC Executive's strategy review in March, the Council consulted audience groups in Inverness, Perth and Glasgow. The Council submitted responses on the listed events review, the Digital Britain report, the radio and television service reviews, and the review of BBC ALBA.

DCMS LISTED EVENTS REVIEW

The Council made a submission to the Trust on the government's review of the list of sports events that should remain free-to-air, and the Council's views were incorporated into the BBC's overall response which was published in July. As noted above, members said the national resonance created by live coverage of national qualifiers was a key opportunity for public service broadcasters to contribute to their social and cultural public purposes through the creation of shared experiences. Such broadcasts would promote social inclusion and motivate young people to become involved in sport. Council believed these benefits for Scottish football and society should be weighed against the benefits which flow to the game from commercial income streams.

DIGITAL BRITAIN REPORT

In September the Council submitted a response to the Trust on the issues raised by the Digital Britain report. The Digital Britain report identified provision of 'plurality' in broadcasting as an over-riding priority for UK public policy and as the primary rationale for seeking to sustain public service broadcasting in the UK nations. However members considered that plurality was not an end in itself, but a means of securing a genuine and evolving range of voices, and a principle employed in the belief that competition would lead to higher quality.

Members believed that a wider range of issues in Scotland should be addressed: lack of Scottish content, the development of the local production base, achieving a Scottish perspective in news, increasing network content from Scotland and other issues should be considered alongside the issue of plurality. The Council believed that the BBC could enhance plurality in Scotland, without diverting licence fee funding, by increasing its Scottish content on network and opt-out services; by enriching its news provision, and adding a more distinctively Scottish perspective; by improving coverage of regions within Scotland and by extending the innovative and distinctive output of BBC ALBA to the whole of the viewing audience via Freeview.

The Digital Britain report also addressed the future of broadband and radio transmission. Members emphasised that in the interests of equality of opportunity, any government commitment to universal broadband provision should address differentials in broadband speeds across the UK, to ensure they are not too great. Members also reported that many audience groups were concerned about analogue radio switch-off.

BBC RADIO 2 AND BBC 6 MUSIC SERVICE REVIEW

The *Jeremy Vine* programme was highly appreciated by audiences, and seen as tackling significant issues in an accessible way. The Council considered that the network contributed strongly to the BBC's citizenship public purpose through this strand alone. Members noted that the *Mike Harding* programme featured material from the Scottish folk scene, including new talent, in the context of the folk and traditional scene elsewhere in the UK. This was a model of how different musical traditions around the UK could be presented together, and other genres would benefit from a similar approach. Overall, however, the network was not considered to extend the range of music available to the public to a significant extent, as the content which might have achieved this was perceived to be scheduled away from peak listening times. It was felt that there was scope for the station to develop more original young presenting talent. However, there was acknowledgement that the network contributed to the creativity purpose

"Issues on access and portrayal, which are of concern to audiences across the UK, have been adopted by the Trust."

by providing output such as jazz which was not well served by commercial stations. Members noted that although BBC Radio 2 did not perform strongly on the BBC's public purpose to represent the UK's nations, regions and communities, this did not appear to be an issue for audiences in Scotland. Members noted that only a very small proportion of the network's content was commissioned from Scotland and that the Service Licence does not require the network to commission any output from the nations, requiring only 'some output from outside the M25 area'.

Audience comments on BBC 6 Music were more prominent later in the year, during engagement on the Strategy Review in which the closure of the station was mooted. Many respondents commented that the network did for contemporary music what BBC Radio 3 did for classical, and that it was a good example of the sort of stimulus to creativity which the BBC, as a licence funded organisation, should support.



Audience Council meeting at BBC Pacific Quay in Glasgow.

BBC ONE, TWO AND FOUR SERVICE REVIEW

Audience engagement indicated that viewers' awareness of channel identity is not always clear, and that younger viewers especially see it as increasingly unimportant. Overall, audiences were highly appreciative of the quality of both network and BBC Scotland output, though some concerns remain about the quality of some opt-out programming and about what is seen by some as over-reliance on leading network brands. Some younger audience members expressed a desire for music, comedy and documentaries on issues of concern to them, and for more content which reflected contemporary Scotland. A range of views was expressed on news output for Scotland, however members believed that current BBC provision does not achieve the optimal balance of global, UK, Scottish national and Scottish regional news for audiences in Scotland. Members suggested testing three hypotheses which arose from audience engagement: that increasing high-quality news coverage from around Scotland would improve audience

perceptions of how well the BBC caters for their communities; that coverage of English devolved matters could be reduced to allow for this; and that high-quality international and UK news coverage should remain a core element of BBC news provision in Scotland. There was acknowledgement that high quality drama like *Dr Who*, *Spooks*, *Waterloo Road* and *River City* helped to bring audiences together. However there is clearly an appetite for recognisably Scottish drama beyond *River City*. The Council considered that the content on offer in the BBC Four *This is Scotland* season made a major contribution to the BBC's public purposes: material of this quality should be available to as much of its potential audience as possible.

REVIEW OF BBC ALBA

When BBC ALBA was launched in 2008, the Trust set a condition that after a year of operation there should be a review of how well the channel was performing. It focused on two aspects in particular: whether the channel was achieving wide appeal beyond existing Gaelic speakers, and whether to make the channel available to more people by putting it on Freeview. The review and public consultation was launched in October 2009. However, the question of access to BBC services emerged as a key issue in the BBC Strategy Review in March 2010 and the Trust decided that until it reached a view on what universality of access should mean for the BBC as a whole, it would not be appropriate to take a decision on BBC ALBA. The BBC ALBA review was therefore extended to conclude later in 2010. The Council concluded that, in its first year, BBC ALBA had responded strongly to the needs of the Gaelic community, and greatly enhanced the resources and opportunities available for learners. It had also demonstrated a strong appeal among sections of the wider audience in Scotland,

“BBC ALBA responded strongly to the needs of the Gaelic community, and greatly enhanced the resources and opportunities available for learners.”

comparable or greater than that demonstrated by some of the BBC's network services. Members believed that carriage on Freeview would be likely to significantly increase the number of licence fee payers who could access the channel, with a commensurate increase in public value.

The Executive proposed to create capacity for ALBA on Freeview by removing the BBC network radio stations during the hours BBC ALBA is on air. The Council noted that this involved restricting services for some licence fee payers, in order to enhance those for others. Members believed that while carriage of BBC ALBA on Freeview in lieu of BBC network radio for part of the time would represent a net increase in public value, the Executive should urgently address the needs of radio listeners in Scotland and bring forward a plan to ensure that radio listeners in Scotland can access all BBC services via at least one distribution platform.



1. Audience event in Stirling.

2. Listening to the audience in Glasgow.



OTHER ACTIVITIES

Members attended events on wider broadcasting topics, monitored the logs of audience comments made to the BBC, and considered research on BBC performance in Scotland. After its meetings, the Council advises the Trust on issues of concern to licence fee payers in Scotland. In November Council noted the strength of audience feeling that the handling of the edition of *Question Time* on 22 October, which had included the BNP's leader, had not met the standards of impartiality they expected from the programme. In January, members highlighted concerns about the inclusion in news bulletins of stories arising from other BBC programmes, questioning whether the stories always justified inclusion on news merit alone. After the timetable for the BBC ALBA review was extended in April, members emphasised that making BBC ALBA available on DTT remained, in their view, a high priority for the delivery of the BBC's public purposes in Scotland.

The Council welcomed two significant initiatives by the Executive in response to audience concerns which had been raised by the Trust with the Director-General: plans for research on news provision in Scotland, and a proposal to fill in the gaps in BBC Radio Scotland reception on the A9. Members also welcomed the decision to release for re-use the Gaelic learning resources from the former BBC Jam.

“The Trust initiated a joint project with the Executive to investigate ways in which the BBC might better portray the full diversity of the UK.”



1. Event in Stirling.
2. *Democracy Live*, a new online resource.

BBC PERFORMANCE IN SCOTLAND AGAINST THE PUBLIC PURPOSES

SUSTAINING CITIZENSHIP AND CIVIL SOCIETY

The BBC in Scotland responded to the severe weather conditions in the winter of 2009/10 with comprehensive, timely coverage on all media, reporting developments across the UK and providing coverage from many localities around Scotland. A good balance was struck between providing the information necessary to make informed judgements about travelling arrangements, without causing unnecessary concern, and coverage of wider aspects of the unusual weather conditions. Members noted the extent of the public interest in reporting from around the regions of Scotland.

There was high quality reporting and analysis of the major events of the year. BBC Two's *The Love of Money* provided a major analysis of the international banking crisis of 2008, suggesting causes and drawing lessons for the future, while BBC Scotland continued to report on the after-effects for the financial sector in Scotland. Stimulating perspectives on contemporary life were provided in series like Andrew Marr's *The Making of Modern Britain* and the BBC One drama *Occupation* on the lives of British soldiers involved in the fighting in Iraq. The story that the man convicted of the Lockerbie bombing was to be released from prison in Scotland and flown back to Libya – one of the major news stories of the year – was broken



BBC PERFORMANCE IN SCOTLAND AGAINST THE PUBLIC PURPOSES CONTINUED

by BBC Scotland. There was comprehensive analysis of this complex story, with network outlets deploying the expertise of BBC Scotland journalists. The BBC Scotland team won the Royal Television Society Scoop of the Year Award for their coverage of the story.

BBC Four's *This is Scotland* season provided a wealth of high-quality factual programming on Scottish themes, ranging from documentaries on the legacy of Calvinism and the Harris Tweed industry to a compelling analysis of Scottish politics in the 1980s in *Thatcher and the Scots*. *Democracy Live*, a one-stop digital shop for information on contemporary UK politics, was launched in November.

In a year which was to culminate in a UK general election, BBC Scotland widened the range of and increased the opportunities for political and social discourse in Scotland with *Brian's Big Debate* on BBC Radio Scotland, live from towns around Scotland from Dunfermline to Stornoway. A new daily topical debate programme on BBC Radio nan Gàidheal filled a gap in the network's schedule so that, 25 years after it was launched, it now transmits all day without a break.

The planning of television election debates by the BBC in conjunction with other broadcasters was followed closely by members of the Council. Members believe that in due course there should be an assessment of how well the arrangements for the debates have helped the BBC to deliver its public purposes for audiences in Scotland. The Council commended the innovative approach to coverage of the election itself, which included a Scottish-based television results programme on BBC One Scotland, coverage on BBC ALBA in *An Taghadh 2010* and analysis of *Why Didn't Scots Vote Tory?* within days of the inconclusive result.

PROMOTING EDUCATION AND LEARNING

BBC Scotland offered a range of new content which helped audiences learn more about the world around them. A second series of the multi-platform History of Scotland project again drew a positive audience response. For those who wanted to explore further, there were BBC Radio Scotland's *Walking Through History* programmes and online resources. The project concluded with a lively television

debate which assessed the importance of historical experience for present-day Scots. Connections between Scotland and the wider world were explored in series like *Scots Who Made the Modern World*. There was output which addressed contemporary concerns. A new BBC Scotland series for BBC One, *Jimmy's Food Factory*, took a scientific approach to the nutritional value of food, while *Landward* continued its coverage of Scotland's environment from both industry and consumer perspectives. BBC Scotland's *Planes, Volcanoes and the Truth* explored the science behind the volcanic eruption in April and looked at the implications for the future. A BBC Scotland feature for BBC Two reassessed *The Legacy of Lawrence of Arabia* in the light of recent events in the Middle East. There were more online resources for Scottish schools, with the provision of Bitesize Scotland games for Chemistry, English and Maths.

The BBC Scottish Symphony Orchestra supplemented its schedule of live performances across Scotland with a wide range of educational initiatives.

“Members welcomed the range of new comedy offered by BBC Scotland during the year, in response to audience demand for innovation in this difficult genre.”

STIMULATING CREATIVITY AND CULTURAL EXCELLENCE

The Council considered that a wide range of BBC content on all platforms contributed to the delivery of this purpose, from *Strictly Come Dancing* on BBC One to the BBC Radio Scotland Young Traditional Musician competition, now in its tenth year. Members welcomed the range of new comedy offered by BBC Scotland during the year, in response to audience demand for innovation in this difficult genre. Some of the new shows, such as *Gary Tank Commander*, were particularly popular with younger sections of the audience. The work of some of Scotland's finest musicians was showcased in a series of concerts on BBC Radio 3 in March, broadcast live from the Royal Scottish Academy of Music and Drama. *Sheinn am Bàrd* on BBC ALBA and BBC Two Scotland focused on Gaelic poetry, while in a year-long project, the Gaelic singing tradition was celebrated with a song of the day on BBC Radio nan Gàidheal. *Artworks Scotland* celebrated creative achievement in art, comedy and contemporary music with profiles of Douglas



1. Trustee for Scotland in Stirling.
2. Event in Annan.

BBC PERFORMANCE IN SCOTLAND AGAINST THE PUBLIC PURPOSES CONTINUED

Gordon, Stanley Baxter and Edwyn Collins. The history of portraiture in Scotland was told by Peter Capaldi in *A Portrait of Scotland* while the centenary of the iconic Glasgow School of Art building was marked by a documentary *Mackintosh's Masterpiece*. It was a strong year for coverage of sport. Scottish achievement in an international context was highlighted in BBC coverage of tennis and of the Winter Olympics, and there was coverage of sporting activity across the regions of Scotland through BBC coverage of shinty, the Melrose Sevens, and with coverage of the Scottish Football League on BBC ALBA.

REPRESENTING THE UK, ITS NATIONS, REGIONS AND COMMUNITIES

Engagement work by the Council suggests that there is a strong appetite among audiences for a fuller and more accurate representation of the UK's nations and communities in BBC programmes. Members felt *Small Island*, a story of Jamaican immigrants to the UK in the years of the Second World War, was a good

example of how this could be achieved for the mainstream audience on BBC One. The year saw increased activity in drama. A new drama set in Scotland, *Hope Springs*, was not re-commissioned. However the Council noted the warm audience response to *Garrow's Law*, a drama set in London but filmed in Scotland. Members believe audiences would welcome more dramas with a Scottish setting, and this matter has been raised with the Trust.

Members felt that the BBC Four *This is Scotland* season, taken as a whole, delivered an impressive level of cultural portrayal: there were documentaries on a wide range of Scottish themes from the Scottish locations of classic films to the contribution made by Scots to the British Army. Network programmes which portrayed aspects of contemporary Scotland for audiences across the UK included *Monty Halls' Great Hebridean Escape*, and *Simon King's Shetland Diaries*. Following the rejection of the proposal for local video services from the BBC, there has been a renewed focus on reflecting Scottish communities within existing services. Members welcomed developments

such as the appointment of a BBC Scotland local government correspondent, and improved technology in some BBC Scotland studios outside the central belt, which they believe will contribute to delivery of this purpose.

BRINGING THE UK TO THE WORLD AND THE WORLD TO THE UK

Audience research suggests that for many licence fee payers, the international perspective offered by BBC services is one of the most highly valued. During the year this ranged from news coverage of the earthquake in Haiti, and its aftermath, to a portrait of the *South Pacific* on BBC Two and HD, and BBC Four's Russian Season. BBC Scotland productions contributed to this purpose from *Cycling the Americas* to Scandinavian crime fiction in *Wallander*. However Council members feel that BBC Worldwide should do more to develop Scottish content with a view to export. There is wide global awareness of Scottish history and culture, but no major new Scottish content with international potential has been developed in recent years. Members feel that this would

“There is a strong appetite for a fuller and more accurate representation of the UK's nations and communities in BBC programmes.”

be more likely to develop if the process of increasing network television production in Scotland focused more on content with recognisably Scottish elements.

ENCOURAGING USE OF NEW COMMUNICATIONS TECHNOLOGIES

Members welcomed the successful switchover to digital television in the Borders and the south of Scotland. They also noted the arrival of Freeview HDTV from the BBC in Scotland, and the Trust's valuable work on the BBC's proposals for a common format for receiving the internet on television screens. Both initiatives would make high quality BBC content easier to access for audiences. There remain key gaps on FM and DAB on radio; and on DTT, the absence of BBC ALBA. BBC content has continued to exploit the potential of new media to increase public value. On BBC Scotland, Brian Taylor's Blog attracts a wide range of audiences; it was joined this year by a Blog Poileataigeach on the BBC ALBA website. Websites for programmes such as *Cycling the Americas* have used social networking sites to connect with a wider audience.



1. Listening to the audience in Stirling.
2. Event in Glasgow.



KEY PRIORITIES FOR NEXT YEAR

THE BBC AUDIENCE COUNCILS AGREE JOINT PRIORITIES FROM THE PERSPECTIVE OF AUDIENCES IN THEIR NATIONS. FOUR JOINT PRIORITIES WERE PROPOSED TO THE TRUST IN 2009/10.

UNIVERSALITY OF ACCESS

Audience engagement on the issues raised in the Digital Britain report confirmed that there is continuing audience dissatisfaction with accessibility to current BBC services. Many licence fee payers throughout the UK can only access some of the BBC offering, or access it imperfectly, because the core public services are not accessible on all platforms. The issues chiefly concern radio and broadband. In Scotland there are significant shortfalls in universal reception of network radio, including the provision of BBC Radio Scotland along the full length of the A9, and of DAB in a number of areas especially in the north and west.

In parts of the UK where there is poor or no access to broadband, audiences are deprived of content which is only available online. Councils believe that to undertake its public service broadcasting responsibilities as the UK's national broadcaster, the BBC must serve the whole of the UK. The Audience Council for Scotland proposed that the Executive be asked to

prepare a plan to achieve universal access to BBC services for audiences in Scotland, bringing forward solutions to individual problems where possible, while developing an overall strategic approach for the longer term.

DELIVERING THE PUBLIC PURPOSES

Councils consider a wide range of data on how well the BBC is performing in their nations, including surveys by the Trust and Executive, and audience engagement by Councils.

Councils can then take a view on the aspects of BBC services which are most important for the communities they serve. One of the most prominent issues across the UK, including in Scotland, concerns audience perceptions that the BBC could offer more fresh and new ideas. This issue is likely to be a central one in the BBC Strategy Review which will conclude in autumn 2010.

CONTENT IN THE NATIONS AND REGIONS

Audiences in Scotland set a high value on the BBC programmes and services made specially for them. Audiences believe that both network and opt-out programmes from the BBC should meet the same standards of quality, range and depth. Council advised that the Trust ask the Executive to develop a robust long-term strategy for television drama for audiences in Scotland to increase production, stimulate creativity, and broaden the range of drama portraying Scotland to audiences there.

PORTRAYAL

During the year, the Trust launched a joint project with the Executive to investigate ways in which the BBC might better portray the full diversity of the UK's nations and communities. The Council believes this work will address audience concerns about a more accurate portrayal of the contemporary UK, and looks forward to concrete progress being achieved in the year ahead.

OTHER ISSUES

Council will continue to monitor issues raised in previous years such as network television production in Scotland, network news coverage of the devolved nations, editorial standards, and digital switchover. Council will also monitor the implementation of plans to provide richer coverage of Scotland's localities, within the constraints set by the Trust.

“Making BBC ALBA available on DTT remains a high priority for the delivery of the BBC's public purposes in Scotland.”



1. Event in Stirling.
2. Event in Glasgow.



CONTACTS

If you wish to find out more about the BBC's year – including full financial statements and performance against other public commitments – then please visit

www.bbc.co.uk/annualreport

If you want to know more about how the BBC is run, then please visit www.bbc.co.uk/info

BBC Information is our audience's virtual front door to the BBC. If you have a question, comment, complaint or suggestion about BBC programmes and services, then please write to us here:

BBC Information

PO Box 1922
Glasgow G2 3WT

Telephone: 03700 100 222* (Lines are open 24 hours a day, seven days a week. Calls may be monitored or recorded for training purposes.)

Textphone: 03700 100 212*

Fax: 0141 307 5770

Website: www.bbc.co.uk/feedback

Last year the BBC had over 3.3 million contacts with the general public.

* 0370 numbers are called 'UK wide' and cost no more than calls to 01 or 02 geographic numbers.

If you have a view which you think should inform the Audience Council's understanding of local audience needs, or you would like to find out more about the Council's activities, please visit our website or contact BBC Audience Council.

BBC Audience Council Scotland

Zone G11
40 Pacific Quay
Glasgow G51 1DA
Trust's main number: 03700 103 100*
Email: acs@bbc.co.uk

AUDIENCE COUNCIL SCOTLAND



Rak Nandwani



Tricia Jordan



Eleanor Logan



Robert Beveridge



David Garrick



Neil McIntosh



Callum Thomson



Beth Culshaw



Douglas Chalmers



James Cohen



Lesley Thomson

DESIGN
luminous.co.uk

PRINT
Printed by Royle Print on Cocoon Offset which is made from 100% recycled fibres sourced only from post consumer waste. Cocoon Offset is certified according to the rules for the Forest Stewardship Council.



Call the FSC 0800 2228
www.fsc.org
© 1998 Forest Stewardship Council



British Broadcasting Corporation
Broadcasting House
London W1A 1AA
bbc.co.uk
© BBC 2010