



THE YEAR AHEAD

BBC STATEMENTS OF PROGRAMME POLICY 2004/2005

TELEVISION RADIO ONLINE

Purpose, vision and values

Our purpose is to enrich people's lives with programmes and services that inform, educate and entertain

Our vision is to be the most creative organisation in the world

Our values

- Trust is the foundation of the BBC: we are independent, impartial and honest
- Audiences are at the heart of everything we do
- We take pride in delivering quality and value for money
- Creativity is the lifeblood of our organisation
- We respect each other and celebrate our diversity so that everyone can give their best
- We are one BBC: great things happen when we work together

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Governors' overview

As Governors we are responsible for ensuring that the BBC operates in the interests of the viewers and listeners. On their behalf, we assess how effectively the BBC delivers its public purpose: to enrich people's lives with programmes and services that inform, educate and entertain.

The practical demonstration of this is the great range and variety of BBC national, regional and local programmes and services which millions of people watch, listen to and access online every day. We expect each one of these services to deliver value to the public which they could not get from commercial services alone. We regularly review data on the BBC's performance, we consult a range of advisory bodies and we meet with the public directly in order to inform our assessments.

The *BBC Statements of Programme Policy* is a relatively new tool for helping us to fulfil this core responsibility. Under the Communications Act 2003, each public service broadcaster now has to produce an annual *Statement* identifying its commitments for delivering its public service remit in the year ahead. At the end of the year each broadcaster must report on how well it has delivered on these commitments. This new approach to broadcasting regulation demands most from the BBC, since it is the only public service broadcaster with TV, radio and online services.

This is the third set of annual *BBC Statements of Programme Policy* and they demonstrate what we have learned from the first two 'pilots' in 2002 and 2003 before the Communications Act came into force. Some elements in the pilots are continued. For example, we maintained clarity in the respective responsibilities of Governors and management; management propose the *Statements*

and the Governors review, and ultimately approve, them. In the same vein, the Governors will report on performance against the *Statements* for 2003/2004 in the *Annual Report* this summer.

A number of innovations have been made in the format of the *Statements* this year. We decided that each service should define its remit more clearly and each service should state what its key priority will be over the next year. Furthermore, since we judge the BBC on the delivery of its public purpose, we required each service to explain its plans in the context of that purpose. The Governors believe this change improves the clarity of the *Statements* and therefore enhances the document as a mechanism for holding the BBC to account.

The Governors monitor the performance of all the BBC's services, and each year focus in greater detail on selected services and genres. Over the last year we have focused attention on arts and current affairs programming on television, on BBC Two, on bbc.co.uk, on rural affairs coverage across the BBC's services, on Radio 1 and on the relative impact of BBC Three and BBC Four. The practical consequences of our dialogue with management and the public on these issues are reflected in the *Statements*.

Improvements in arts programming include the *Brilliantly British* series on BBC One and *The Culture Show*, a major new strand of cultural and arts journalism in peak time on BBC Two. Radio 2 is relaunching its weekly arts strand and increasing the number of

hours it dedicates to the genre this year and BBC Four is launching a new programme in a regular slot for analysis of UK and world media. The new analysis strand, *If...* on BBC Two embodies a renewed commitment to major current affairs in peak time with ten hour-long episodes in 2004/2005. BBC One is committed to enhancing its coverage of rural affairs, extending *Countryfile* from 30 to 60 minutes for half of its run this year following the successful piloting of this format last year, and BBC News 24 is giving particular attention to this issue – ensuring the expertise of local reporters is integrated into the continuous news channel. The Governors have also wanted to ensure a more distinctive role for BBC Two and believe the BBC Two *Statement* now more clearly explains the channel's individual contribution to the BBC's television portfolio. In the light of discussion about BBC Four the channel's funding is being enhanced and this will begin to make an impact in the year ahead, with extended coverage of the Proms, and through the development of event drama and intelligent comedy.

BBC Radio 1 faces a particularly fragmented marketplace with new, niche commercial services springing up regularly and increasing competition for young people's ear-time from web-based music. The Governors reviewed Radio 1's approach to delivering its public service remit in this context and approved a new strategy developed by Radio and Music management. The practical impact of this strategy is set out in Radio 1's *Statement*.

bbc.co.uk is one of the most effective means the BBC now has of delivering its public purpose. The extraordinarily high level of bbc.co.uk users, and its value to them, is a tribute to this relatively new service. The Governors undertook a detailed review of the impact of bbc.co.uk during the first half of 2003, partly in preparation for the Government's independent review of the service's performance against its approval. We have also ensured that the service has not stood still and its *Statement* shows continued innovation.

In addition to the above, over the last year the Governors reviewed all the BBC's new digital television and radio services. We focused on the degree to which these services were delivering a schedule consistent with the approvals granted by the Secretary of State since 2000 and their market impact – based on an independent assessment. Our conclusions have been submitted to the DCMS to inform its independent review of these services this year and will be published shortly. The Governors will continue to scrutinise the performance of the new digital services to determine particularly whether they deliver distinctive programming of value to audiences which represents good value for money.

The BBC's future is the subject of a major public debate as Parliament prepares to consider its Charter beyond 2006. We will be contributing to this debate later in the year. These *Statements* show how the BBC intends to serve the people of the UK over the next 12 months with programmes that inform, educate and entertain.

The Board of Governors

March 2004

Richard Ryder, Acting Chairman

Deborah Bull

Ruth Deech

Dermot Gleeson

Merfyn Jones

Fabian Monds

Pauline Neville-Jones

Angela Sarkis

Robert Smith

Ranjit Sondhi



Anti-clockwise from top

- 1 The annual BBC Proms is the world's greatest music festival, presenting a wide range of music in over 70 concerts between July and September; and Proms in the Park events across the UK
- 2 Bitesize is just one of a range of programmes and services that encourage and support learning for all
- 3 The BBC provides impartial and in-depth local, national and international news all day, every day, and can be accessed on television, on radio and online

The purpose of the BBC

Broadcasting plays a pivotal role in the social, cultural and political life of the UK. The continually evolving range of programmes, content and services enjoyed by British people is greatly admired across the globe – a situation that owes much to the fundamental Reithian principle that high-quality broadcast services should be available to all, irrespective of who you are or where you live.

The BBC lies at the heart of this broadcasting system. Its primary purpose is, as it has always been, to enrich the lives of everyone in the UK with programmes that inform, educate and entertain.

As such, the BBC is able to contribute to the quality of life in society as a whole. In order to do this successfully, it must also constantly and consistently offer value for people as individuals. It aims to touch people's lives in ways that contribute fundamentally to their individual enjoyment, self-fulfilment and ability to participate in our society.

In short, the BBC aims to:

- **Underpin active and informed citizenship** by providing trusted, impartial and in-depth news and information that help people to make sense of the world – on terrestrial and digital television, local and network radio, and online

- **Enrich the cultural life of the nation** by enabling the UK's best creative talents to provide a diverse range of memorable, uplifting and enjoyable programmes – from comedy to religion, from drama to music, from entertainment to the arts

- **Contribute to education for all** by creating a wide range of accessible programmes and services that feed curiosity and enable people to learn throughout their lives – across all ages and needs, and this year to include piloting the digital curriculum service

- **Help to make the UK a more inclusive society** by providing programmes and services that connect communities, bring people together and encourage participation – linking people physically at music events and also through shared interests, including online discussion and on air local radio debates

- **Support the UK's role in the world** by being the world's most trusted provider of international news and by showcasing the best of British culture to a global audience – including BBC World Service, BBC World and BBC Prime, and by developing long-term global co-production and broadcast partners

As the broadcast environment evolves – across television, radio and new and emerging media platforms – and as society changes, the BBC will continue to have a vital role to play.

These *Statements of Programme Policy* set out how the BBC intends to deliver its purpose across the range of its services over the next 12 months.