

FURTHER BBC COMMITMENTS

For further information please visit our website at www.bbc.co.uk

IT'S NEVER TOO LATE TO BECOME WHAT YOU MIGHT HAVE BEEN.

GEORGE ELIOT
1819-1880

REPORTER 2004 OLYMPICS, RADIO 1 MUSIC SPECIALIST, BBC FOUR NEW TV EXPERT, WEATHER PRESENTER, VIDEO DIRECTOR, BBC THREE NEW COMEDY AWARDS.



Clockwise from above: Attracting new people to the broadcasting industry with the BBC Talent scheme; *The Lost Prince*, from independent producer TalkBack Productions; audiences have their say at a BBC accountability event; BBC radio DJ Adil Ray, and the BBC is committed to subtitling, signing and audio description.



FURTHER BBC COMMITMENTS

The BBC's commitment to audiences goes well beyond the programme policy for individual services. We also make significant commitments which apply to all our services.

Diversity The BBC aims to offer something for every age group and every cultural group as well as every part of the UK. We will continue to seek new ways of attracting audiences from the UK's ethnic minorities through both mainstream and targeted services.

We will also strive to improve the ratio of people from ethnic minorities among our staff. Our aim is for 10% of our staff, and 4% of our senior staff, to come from ethnic minority backgrounds by the end of 2003.

Initiatives to attract new talent will include *The Writer's Room*, which has ethnic minority and Northern writing talent as its first priorities. *Bollywood Shorts*, a nation-wide short film competition for a British interpretation of Bollywood, aims to result in five commissions for BBC Four. BBC Radio Drama will also launch an initiative to attract new and diverse acting talent. A new apprenticeship scheme for technical trainees will be developed alongside other diversity initiatives in the BBC Nations & Regions. Newly appointed Community Editors at many local radio stations will drive this agenda further.

Access The BBC is a member of the Broadcasters' Disability Network and aims to:

- increase the presence of disabled people on air and on screen

- increase the number of disabled people in all areas of the workforce
- increase access to services, on and off air
- ensure access to its buildings

We have a special duty to ensure that blind and partially-sighted people and those who are deaf or hard of hearing can also enjoy our services. We exceed the current ITC targets for subtitling, signing and audio description and are committed to subtitling all our output by the end of 2008. When the Communications Bill becomes law, we will also be bound by Ofcom's code relating to provision for deaf and visually-impaired people.

Access to services is covered by Part 3 of the Disability Discrimination Act. We have agreed policies and have produced a *Production Handbook* which lays down expectations for programme makers. We will continue to monitor how well these guidelines are being operated. We also have *Guidelines for Visually Impaired TV Audiences* and are implementing recommendations resulting from research on broadening access to BBCi.

Universal availability of BBC services

We will continue to ensure that all our services remain universally available and free-to-air, and that licence payers are able to access them through new media as technology develops. Our digital services are available on Freeview,

satellite and cable in the manner and to the extent that each platform allows.

Support for UK production We aim to serve the whole UK. This means support for British production, and our new services provide significant new opportunities. As in previous years, around 90% of our television output will be made in the EU/EAA, almost all of it in Britain.

We are also committed to ensuring that a reasonable proportion of BBC programmes for a UK-wide audience are made in Scotland, Wales and Northern Ireland, and in the English regions outside London and the South East. This covers broadly one-third of our programmes. The Board of Governors will be working with Ofcom to establish industry quotas for the future.

Independent production The BBC always aims to meet the quotas set for the percentage of independent and European productions broadcast under the terms of the Broadcasting Act 1990 (and the Communications Bill when it becomes law) and the Television without Frontiers Directive. We consistently broadcast around 90% European output across our television channels. We expect this to also be the case this year, and to meet the European independents quota of 10%.

We will also publish a new code of practice for our dealings with independent UK producers and agree new terms of trade with them.

We remain fully committed to our voluntary pledge that 10% of eligible hours on our national analogue radio networks will be made by independent producers. We view this as a floor, not a ceiling, and we will work to open up commissions, where appropriate, to independent producers in order to develop the UK production sector.

Training The BBC will continue its substantial investment – around £40 million a year – in ensuring that all staff have the opportunity to develop their skills and to learn new ones. We will also continue to make a significant contribution to industry-wide training initiatives, as well as running schemes designed to attract new people to the broadcasting industry such as BBC Talent, which now offers four schemes across the UK.

Accountability In line with the objectives set by the Governors, we will aim to earn greater appreciation for the BBC as an open and trusted public organisation. We will seek inspiration and learn from our audiences, relish feedback, and respond honestly to what they have to say to us.

GETTING IN TOUCH WITH THE BBC

If you have a question or comment about BBC programmes or services, you can ring BBC Information 24 hours a day, seven days a week

Welsh language services are available when you ring or write.

Ring 08700 100 222*
Textphone 08700 100 212
Website www.bbc.co.uk/info
Email info@bbc.co.uk
Fax 028 9032 6453
Write to BBC Information,
PO Box 1922, Glasgow G2 3WT

For information about how to receive the BBC's digital services

Ring 08700 101 010*
Website www.bbc.co.uk/digital

For general television and radio reception advice

Ring 08700 100 123* (24 hours a day, seven days a week)
Textphone 08700 100 212
Write to BBC Reception Advice,
BBC Television Centre, London W12 7RJ
Website www.bbc.co.uk/reception

To share your views on our television programmes

Write to Points of View,
BBC Television Centre, London W12 7SB
Ring/fax 020 8811 1050 (operational when programme is on air)
Website www.bbc.co.uk/pov
Email pov@bbc.co.uk

To share your views on our radio programmes

Write to Feedback,
PO Box 2100, London W1A 1QT
Ring 08700 100 400*
Website www.bbc.co.uk/radio/feedback
Email feedback@bbc.co.uk
Fax 020 7436 2800

Programme complaints

If you think a programme has fallen seriously below the BBC's editorial standards, you can write to:

Head of Programme Complaints,
Programme Complaints Unit,
BBC Broadcasting House, London W1A 1AA

Or you can write to the Broadcasting Standards Commission, an independent statutory body which considers complaints about standards and fairness and privacy in broadcasting:

Broadcasting Standards Commission,
7 The Sanctuary, London SW1P 3JS

BBC Broadcasting and Advisory Councils

The National Broadcasting Councils in Scotland, Wales and Northern Ireland and the English Regional and Local Advisory Councils assist the BBC Governors in their overview of the Corporation. You can write to them with your views through:

The Secretary,
BBC Broadcasting Council for Scotland,
Room 3152, BBC Broadcasting House,
Queen Margaret Drive, Glasgow G12 8DG

The Secretary,
BBC Broadcasting Council for Wales,
BBC Broadcasting House,
Llandaff, Cardiff CF5 2YQ

The Secretary,
BBC Broadcasting Council for Northern Ireland,
BBC Broadcasting House,
Ormeau Avenue, Belfast BT2 8HQ

The Secretary,
BBC English Regions,
BBC Broadcasting Centre,
Pebble Mill Road, Birmingham B5 7QQ

The Central Religious Advisory Committee (CRAC) advises the BBC on religious broadcasting policy and programmes. You can write to CRAC with your views through:

Head of Public Accountability,
BBC Broadcasting House,
Portland Place, London W1A 1AA

Free tickets

For free tickets to BBC radio and television shows:

Write to BBC Audience Services,
PO Box 3000, BBC Television Centre,
London W12 7RJ

Ring 020 8576 1227

Fax 020 8576 8802

Textphone 020 8225 8090

Website www.bbc.co.uk/tickets

Email tv.ticket.unit@bbc.co.uk or
radio.ticket.unit@bbc.co.uk

Visiting the BBC

Tours of BBC Television Centre in London are available. For more information and to book:

Ring 0870 603 0304*

Textphone 0870 903 0304

Website www.bbc.co.uk/tours

Email bbctours@bbc.co.uk

BBC Scotland, BBC Wales and BBC Northern Ireland will arrange free tours for media students, professional organisations and other groups, and English regional centres and local radio stations will also arrange visits. Please contact your local centre for details.

BBC products

You can buy DVDs, videos, books, toys and other merchandise for some BBC programmes. For copyright reasons getting tapes of other programmes is not generally possible.

Ring BBC Products and Sales 0870 600 7080*

Contributing to programmes

The BBC has a Diversity Database of potential contributors to help BBC programme makers find new faces and voices, and to reflect better the full diversity of UK society. We are particularly interested in hearing from disabled people, people from ethnic minority backgrounds and older people. For an application form:

Write to Diversity Database Project
Administrator, Room 7021,
BBC Television Centre, London W12 7RJ

Ring 020 8576 4807

Email diversity.database@bbc.co.uk

Fax 020 8742 9066

Working at the BBC

To find out about getting work experience at the BBC:

Write to BBC Work Experience,
PO Box 27118, London W1A 6ZL

Website www.bbc.co.uk/workexperience

Email work.experience@bbc.co.uk

To find out about job vacancies at the BBC

Write to BBC Recruitment,
PO Box 7000, London W1A 6GJ

Ring 0870 333 1330*

Website www.bbc.co.uk/jobs

Email recruitment@bbc.co.uk

For queries about your television licence

General enquiries

Ring TV Licensing (weekdays 8.30am–9pm,
Saturday between 8.30am–1pm)
08705 763 763*

For direct debit payments

Freephone 0800 328 2020

BBC Statements of Programme Policy is available in public libraries throughout the UK and on the BBC's website at www.bbc.co.uk/info. It is also available in Welsh, in an audio version, and in Braille. We also publish the *BBC Annual Report and Accounts*. This is available in public libraries and on the BBC's website at www.bbc.co.uk/info. It is available in Welsh, in an audio version, in Braille, and in a version tailored for people with learning difficulties.

Copies of any of these publications may be obtained by writing to:

The Secretary, BBC Broadcasting House,
London W1A 1AA

* Calls to this telephone number are charged at national rate and may be monitored or recorded for training purposes.

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Artificial Eye Film Company, page 16 (*Storyville*)
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Front cover: *The Life of Mammals*