



LOOKING AHEAD

BBC Statements of Programme Policy 2003/2004

VISION, MISSION & VALUES

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

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

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

THE BBC IN 2003/2004

Over the next 12 months the BBC will spend more than £2 billion directly on television, radio and interactive services for UK audiences. This will enable us to provide a range of services designed to ensure that everyone benefits.

Television

We will provide eight networked television channels, six of which are digital services, including BBC News 24 and BBC Parliament.

BBC One – a broad range of high-quality, popular British programmes *page 6*

BBC Two – innovative, challenging television programmes for a wide audience *page 10*

BBC Three – delivering news, information, arts and entertainment to a young audience *page 14*

BBC Four – the most intellectually and culturally enriching channel on television *page 16*

CBeebies – educative and entertaining programming for children under six *page 18*

CBBC – interactive, mainly UK programming for six to 12 year olds *page 19*

News

BBC News in 2003/2004 *page 20*

BBC News 24 – drawing on first-hand reports from BBC correspondents across

the UK and throughout the world to offer comprehensive news and specialist analysis *page 22*

BBC Parliament – the only UK channel dedicated to politics, 52 weeks of the year *page 23*

Interactive

BBCi – advertisement-free, interactive services across the web, interactive television and mobile devices. It complements and extends BBC programming, enables audiences to interact with the BBC and each other, and offers guidance around the new media world *page 24*

Radio

We will provide ten UK-wide radio services, five of which are digital.

BBC Radio 1 – the best new music for young listeners plus original news and relevant information *page 28*

BBC Radio 2 – a wide range of popular and specialist music, news, information and entertainment for a mainstream audience *page 30*

BBC Radio 3 – live music and a wide range of cultural activity which sustains the UK's creative economy through the BBC orchestras and patronage of composers, writers and performers *page 32*

BBC Radio 4 – diverse and penetrating coverage of a complex and changing world *page 34*

BBC Radio Five Live – live news and sport 24 hours a day, backed up by wide-ranging analysis and debate *page 36*

BBC Five Live Sports Extra – a part-time service designed to bring more choice to radio sports fans *page 37*

IXtra from the BBC – the best in contemporary black music for a young urban audience *page 38*

6 Music from the BBC – music and artists not well covered by other stations, making use of the BBC archive *page 39*

BBC 7 – comedy, features, drama and readings plus daily children's programming, making extensive use of the BBC's spoken word archive *page 40*

BBC Asian Network – national and international news, sport and music for British Asian audiences *page 41*

Nations & Regions

BBC Nations & Regions in 2003/2004 *page 42*

We will provide extensive local, regional and nations' television, radio and interactive services across the UK.

BBC Scotland – Scotland's national broadcaster, providing high-quality output which reflects and contributes to the culture and interests of Scottish audiences *page 44*

BBC Northern Ireland – reflecting local society, enriching debate, nurturing culture and serving as a trusted guide to information and news *page 46*

BBC Cymru Wales – high-quality and distinctive programming which reflects the unique culture of Wales in both English and Welsh *page 48*

BBC English Regions – a trusted local and regional service of news, current affairs, politics, music, sport and weather across television, radio and online *page 50*

Other BBC information

Further BBC commitments *page 52*
Getting in touch *page 54*

RAISING EXPECTATIONS

I am often asked to redefine the concept of public service broadcasting for the digital age. Behind this question lies scepticism that the BBC can remain indispensable to our national life when there are hundreds of digital television and radio channels, and the limitless resources of the web. This booklet shows that this scepticism is wrong. The BBC's contribution to public service broadcasting remains as vital and vibrant today as it has ever been.

The BBC continues to provide everyone in the UK with something unique. Nowhere else can viewers and listeners find the range, ambition and quality of the services described in the coming pages. Nowhere else does such a diversity of British-made content exist. Nowhere else can licence payers find such value for £116 per annum.

The BBC will continue to provide mass market television and radio channels for everyone to enjoy – BBC One, BBC Two, BBC Radio 1 and BBC Radio 2 for example. But digital technology enables us also to cater for more specific tastes. Dedicated television channels now serve young adults (BBC Three), lovers of arts and serious discussion (BBC Four), children (CBeebies and CBBC), and fans of rolling news and parliamentary debate (BBC News 24 and BBC Parliament). New digital radio services now serve sports fans (BBC Five Live Sports Extra), lovers of serious modern music (6 Music), those who enjoy drama and comedy (BBC 7), and Asian audiences (BBC Asian Network). On the web, BBCi now has 1.5 million pages of content. And many of our television channels are supported by interactive content.

This means that the BBC is able to offer far more choice to its licence payers. Not everyone will enjoy everything. Indeed, if that were the case, our channels would be serving the lowest common denominator, and would not be catering adequately for minority tastes. But while we do not try to cater for every individual within every programme, or even every channel, I would be surprised and disappointed if the vast array of choice on the forthcoming pages were not able to provide something of immense value to every one of our licence payers.

The difference between the old analogue world and the new digital world is that the explosion of choice can make it harder for people to find the particular parts of our services which suit them best. This is why the BBC is working hard to draw the attention of licence payers to programmes and services which they may not have noticed, but would greatly regret having missed. We need to use our mass audience channels to draw attention to the high spots available elsewhere.

Each year, the BBC Governors set the organisation a group of objectives which are particularly important for the period ahead. The Statements of Programme Policy included in this booklet explain how the BBC intends to meet the objectives for 2003/2004, and therefore fulfil our responsibility in the BBC's

Charter to produce a Statement of Promises to licence payers. We will report on performance against the *BBC Statements of Programme Policy 2002/2003* in the *BBC Annual Report* published in July.

The primary objective set by the Governors for the year ahead is "to underpin the BBC's public service remit by extending the range and quality of its radio and television services, with a focus on broadcasting more high-impact, memorable programmes, particularly arts and current affairs". In other words, we believe that a further improvement in quality and distinctiveness can be achieved. We have asked the BBC Executive Committee to concentrate particularly on this, not because we are dissatisfied with past endeavours, but because we are encouraged to believe that even more can be done.

BBC One and BBC Two are the focus of the BBC's plans to deliver more distinctive programmes. A new strategy for arts programming will be carried forward, after a period in which arts programming has been under-represented on mainstream British television. The Governors and senior management have also agreed that there needs to be more and better current affairs programming at accessible times on the main

channels, once again filling a gap in UK schedules. We recognise that the new BBC digital channels have a significant part to play in meeting these needs, but there is still no complete substitute for a rich and varied diet on BBC One and BBC Two.

The Governors will monitor these objectives closely over the year – supported by an independent team in the BBC's Governance & Accountability department. These Statements are therefore an important means of holding the organisation to account.



Gavyn Davies
Chairman

OBJECTIVES FOR 2003/2004

Strengthening programmes and services

1 Underpin the BBC's public service remit by extending the range and quality of its radio and television services, with a focus on broadcasting more high-impact, memorable programmes, particularly arts and current affairs.

2 Strengthen the BBC's digital services to ensure that the overall portfolio has something of value for everyone, provides a wide range of interactive learning opportunities and helps to drive digital take-up.

Connecting with all audiences

3 Bring younger audiences to BBC services by developing bold and innovative programmes and content with a particular focus on making the BBC's news and current affairs more relevant and engaging for this group without diminishing the BBC's commitment to parliamentary reporting.

4 Continue to seek new ways of attracting audiences from the UK's ethnic minorities, through both mainstream and targeted services.

5 Ensure that the BBC is meeting the needs of audiences in all nations and regions of the UK.

Transforming the BBC

6 Make the BBC feel a more creative, collaborative and exciting organisation, in which all staff fully understand its purpose and values.

7 Ensure that the BBC is more representative of the audiences it serves. In particular:

- achieve the target of 10% of its total workforce and 4% of senior management coming from ethnic minorities by December 2003
- increase the proportion of people with disabilities working for the BBC

Providing better value

8 Continue to increase the amount of money available to spend on the BBC's public services with a particular focus on:

- increasing the cash flow to the BBC from improved licence fee collection
- increasing the contribution of the BBC's commercial subsidiaries to its public services
- further reducing overheads
- improving efficiency in programme production whilst maintaining quality of output

Enhancing the BBC's reputation at home and abroad

9 Earn greater appreciation from UK audiences for the BBC as an open, creative and trusted public service organisation.

10 Build on the impact made by the BBC's global news services through a co-ordinated global news strategy across radio, television and new media.

THE BBC IN 2003/2004

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



Something for everyone.
Clockwise from above:
BBC Radio 2's Terry Wogan;
Angelica Bell presents CBBC's
50/50; bringing the UK together
with coverage of national and
international sporting events;
BBC Three for young audiences,
and *Imagine*, BBC One's new
arts strand.



NEW OPPORTUNITIES

The BBC is only the sum of the services it provides. The aim of these services is to deliver information, education and entertainment in a way that is both accessible and enriches the lives of all who use them. The point of this document is to summarise how we plan to do this over the next 12 months, service by service.

It is fair to say that some of the Statements are pretty similar to last year's. This makes sense. We know that most BBC services are performing well because research amongst audiences tells us so. For example, BBC Radio 2's listeners tell us that they love the station, and over 13 million people regularly turn to it as their primary station of choice.

So, I want to focus on what's going to change in the coming year. What will UK audiences get from the BBC this year that's different? The answer is more channels and new programming.

First, we'll be delivering one additional television channel and three additional national radio services compared to this time last year. BBC Three completes the BBC's portfolio of television channels and aims to deliver news, information, arts and entertainment to a younger, more multicultural audience than any of our current channels. The BBC is for everyone. Yet in recent years we have found it increasingly hard to deliver public service programming on television which connects with these audiences. It's BBC Three's job to do just that.

We have also completed our digital radio portfolio with the launches of 1Xtra and BBC 7 and with the BBC Asian Network becoming a national service. Overall the BBC's radio

portfolio is more diverse than any other broadcaster in the world. We are the only radio broadcaster aiming to serve every listener. It's worth knowing that you don't necessarily need a digital radio to listen to these or other new digital stations – they can also be found on digital television and online. In this document you can look at the top of the page for each service to find the channel numbers and frequencies.

Second, this document outlines a raft of new programming on our established channels. The BBC broadcasts around 40 hours of programming every hour, the great majority of it completely new. So we are in the business of taking creative risks to deliver public service benefits.

Not all of the risks we take will be popular and some of them won't pay off. But we have to try. Our new political programming on television is a case in point. Last year we completed a comprehensive review of our political output and made a series of changes on BBC One. So far, audience reaction is encouraging but we have to take a long-term view.

This year we will make further changes with the introduction of two new regular series about politics on BBC Two. Although we know it's difficult to engage younger viewers in politics,

we're going to try to do just that through a new BBC Two show on Saturday mornings. We will also launch a new monthly analytical strand which will look at the major long-term issues of our time. We are also planning new interactive services designed to engage more people in politics and the UK's democratic processes.

We have asked BBC One and BBC Two – our main television channels – to work closer together to plan their schedules so that we can, where possible, avoid both channels running programming of the same genre at the same time. BBC Two will also be changing its programme mix in peak time by reducing its reliance on lifestyle programming without, of course, doing away with this type of programming altogether.

The BBC has reinvigorated science and history programming over the last few years by using strong presenters and creative use of new media technologies like computer-generated imaging. Over the next year we plan to do the same for the arts through programmes like *Leonardo*. We'll also continue on the path started by *Son of God* and *Moses* in rejuvenating our television output on religion and ethics with *St Paul* and *Noah's Ark*. We will also be launching two new regular strands on BBC One – a new documentary series about life in Britain today and our new arts series, *Imagine*.

We plan to take our role in building communities even further. At local level, our *Voices* initiative will lead the way, opening the airwaves and sharing skills so people can tell their own stories. This year will also see a wide range of new initiatives under the banner of *Connecting Communities*.

Building on what we learnt from *Great Britons* last year, *The Big Read* will be the most ambitious cross-channel, multimedia experience the BBC has ever delivered. Its aim is to find Britain's favourite books and get everyone to read and talk about them.

We know people expect more of the BBC than of other broadcasters. These Statements set out what you can see on our screens, hear on our airwaves and discover through our interactive services. This is what we'll be judged on and we believe that our plans measure up to those expectations.



Greg Dyke
Director-General