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# BBC Corporate Responsibility Report 2007/08

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# Welcome



## **Welcome to the BBC Corporate Responsibility Report produced by BBC Outreach.**

BBC Outreach's work is about making the BBC's commitment to our stakeholders stronger and more inclusive. It's about making us a better business in the way we work and the way we impact and interact with communities and all those to whom we broadcast.

Our report will demonstrate how outreach, corporate responsibility and partnership work directly supports the BBC's six Public Purposes and is vital if we are to achieve them. It will also cover what the BBC does to ensure that our operations, including our impact on the environment, are managed in a responsible manner.

We hope you find the content of this report interesting and welcome your feedback.

A handwritten signature in black ink that reads "Alec McGivan". The signature is written in a cursive style and is positioned above a short horizontal line.

**Alec McGivan**  
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# Introduction

## BBC Corporate Responsibility Report 2007/08

### Why should you read this report?

This report is written for the many stakeholders who have an interest in the BBC. The BBC exists to serve the public, and has a responsibility to account to licence fee payers everywhere for its actions.

The BBC's role and remit is set out in its Royal Charter, established by the Government on behalf of the Crown and debated in Parliament. The BBC Trust is the governing body for the BBC, and is charged with looking after the interests of licence fee payers and to consider the potential impact of the BBC on other industry players. The BBC is an important player in the wider market, which is subject to regulation by Ofcom and the other competition authorities.

The BBC has duties in relation to its own staff and, like other businesses, should consider how its activities impact upon the communities – local, national and global – in which it operates and upon the environment.

### The BBC's Public Purposes

The BBC's Charter is issued and updated periodically by the Government of the day. The current Charter came into force in January 2007 and will last for ten years. The Charter sets out six Public Purposes for the BBC. Every public service activity undertaken by the BBC should aim to help deliver at least one of these Purposes:

- Sustaining citizenship and civil society
- Promoting education and learning
- Stimulating creativity and cultural excellence
- Reflecting the UK's nations and regions
- Bringing the UK to the world and the world to the UK
- Supporting emerging communications

“”

Being responsible  
is at the heart of  
everything we do.

Mark Thompson, Director-General, BBC

1,100,000

contacts were received  
from the public in 2007,  
60% of which were phone  
calls. 91% of all calls  
were answered within  
30 seconds

# About BBC Outreach

BBC Outreach is a small team within the BBC's Operations division, reporting to Caroline Thomson, Chief Operating Officer, who in turn directly reports to Mark Thompson, Director General of the BBC.

An important part of our work is to raise awareness amongst our stakeholders of the BBC's many and varied outreach activities, through our website, regular reporting and other communications. We define 'outreach' work as activities that take the BBC 'beyond the broadcast', to provide interaction with the public. Such activities often enable the BBC to reach sections of society we cannot easily access through broadcasting.

A central role for BBC Outreach is managing the organisation's approach to corporate responsibility. We participate in a range of corporate responsibility networks including membership of Business in the Community, CSR Media Forum, Corporate Responsibility Group, London Benchmarking Group (LBG), Forum for the Future and the National Council for Voluntary Organisations.

The BBC is proud to have been ranked Gold in the Business in the Community Corporate Responsibility Index 2007. Our CR Index ranking is a demonstration of the quality of the BBC's activities in the community as well as the work it does with its supply chain and in training and developing staff. The Index has also highlighted that the BBC needs to work even harder in certain areas as the bar has been raised for leading businesses. For 2008 the BBC has started to make improvements in managing its environmental impact and this report is being externally verified.

The BBC also participates in the annual LBG survey, which is a model used by companies around the world to assess and report on the value and achievements of their corporate community investment. Our 2007 submission, covering the calendar year 2006, showed that we invested £33.7million in community initiatives, a 28% increase from the previous year. As a result of our contribution, whether financial or in services or resources, a further £81million was generated from other sources for good causes, and this went directly back into community projects. Results for 2007 will be released in September 2008.



## This year and next year

### Some highlights of our work last year include:

**Environment** – leading the work to bring together a pan-BBC Environment Action Plan. It was an achievement to have five-year targets formally agreed by the BBC Direction Group in December 2007, although we recognise that this is only a first step and there are more challenges ahead. (See Environment chapter)

**Good neighbours** – building on our commitment to have a positive impact on the neighbouring communities of our largest sites. At White City in London, where over 12,000 people work directly for or supporting the BBC, we worked towards building our relationship



Read the BBC's feedback from the Business in the Community Corporate Responsibility Index 2007 [here](#)



[www.bitc.org.uk](http://www.bitc.org.uk)



[www.lbg-online.net](http://www.lbg-online.net)

The BBC is not responsible for the content of external internet sites

BBC School Report involved 290 schools across the country creating their very own news bulletins in March 2008

with local schools and creative organisations through opening up our buildings and providing training opportunities. (See Our Business chapter)

**Charities** – in line with our role to support the work of the BBC’s charities, BBC Outreach is now working alongside the BBC Performing Arts Fund and the BBC Wildlife Fund. The charities benefit from this proximity by drawing on our expertise, for example we helped the Performing Arts Fund develop a communication strategy during its re-brand from the Fame Academy Bursary. (See Charities chapter)

**Partnerships** – supporting BBC News’ outreach initiative, School Report, by helping broker external partnerships, raise its profile and by part funding an initiative to grow the model in the North West. As a result, participating schools increased five-fold as compared to the 2006/07 project. (See Citizenship chapter)

**Over the next year our plans include:**

**Environment** – helping implement the BBC’s newly agreed Environment Action plan.

**Charities** – working with the BBC Wildlife Fund to establish its reputation alongside the BBC’s other charities and specifically supporting the launch of its own website.

**Good neighbours** – exploring ways of making a significant contribution to developing community links in the North West of England, ahead of the BBC’s arrival at Salford Quays in 2011. Specifically, we will take a BBC Bus on the road for three weeks during autumn 2008, working with local organisations to engage local people.



## Structure of the report

This is an annual report covering the financial year April 2007 to March 2008. Future reports will be published in the summer of each year. This report complements a number of other reports published by the BBC covering this period, including the BBC Annual Report and Accounts, which provides an operational review together with detailed performance data and financial statements. It also covers topical issues that were in the public domain during the reporting period, including details on how the BBC is working to rebuild trust. Read more about this on page 11 of the BBC Trust’s review and assessment. Find that at [http://downloads.bbc.co.uk/annualreport/pdf/bbc\\_ara\\_2008\\_trust.pdf](http://downloads.bbc.co.uk/annualreport/pdf/bbc_ara_2008_trust.pdf)

This report is a snapshot of some activities that broadly come under the umbrella of Outreach, Corporate Responsibility and Partnerships. It does not include every initiative and only covers work that meets our public service remit. Other than some environmental performance data, it does not cover the BBC’s commercial business.

The first part of this report is structured under the headings of the six Public Purposes. In each of these we highlight a selection of BBC projects and initiatives that show how often our work goes beyond core broadcast functions, to include complementary outreach activities. These have been chosen to illustrate the breadth of our activity with different audiences in terms of geography, age, community and

Find more BBC reports at [bbc.co.uk/info/policies](http://bbc.co.uk/info/policies)



culture. We've also focused on those that have experienced significant developments during our reporting period.

In addition we deal with the complex and challenging task of environmental management. We also look specifically at the work of the BBC's charities and the role that we play in supporting the charitable sector more widely.

The report then moves on to us as a business. It looks at our impact on neighbouring communities where we have a large physical presence, the BBC's responsibilities as a significant employer and as a major player in the UK creative industry, together with our relationship with suppliers.

For each project that we have reported on, we have identified 'outreach objectives'. These are not full project objectives but rather illustrate the rationale for the project being highlighted in this context. The objectives for all the BBC's work are to fulfil our six Public Purposes. Each project will take their own approach towards this, but all will aim to fulfil just one, several, or in some cases all six, of these purposes.

We've established a new charity called the BBC Wildlife Fund to support projects that work to protect endangered wildlife and biodiversity across the globe, raising more than £1.6 million by the end of 2007.



# Citizenship

## BBC PURPOSE

### Sustaining citizenship and civil society

This purpose means that as a public service broadcaster it is our responsibility to encourage engagement in civil and political society across the UK.

The BBC strives to produce high quality news, current affairs and factual programming that keeps our audiences informed and supports debate about important issues and political developments. BBC News is at the forefront of delivering this purpose.

Helen Boaden, BBC's Director of News, explains "The outreach work at the heart of BBC News is School Report and Schools Question Time. We have targeted both projects at very specific young audiences, which helps us fulfil our public purpose of sustaining citizenship and civil society. But it also means that we gain an insight into the lives and attitudes of a part of our audience we often find difficult to reach. It is also great fun and very rewarding for our staff to engage directly with young people and help them develop the skills and confidence to create their own news bulletins or debates." (May 2008)

This chapter illustrates some of the work that helps us to fulfil this purpose. You'll read about how we're encouraging the next generation to watch the news, supporting the Citizenship curriculum and working with international broadcasters to stimulate a debate on democracy.

# 12,000

emails and 250 pictures are received by BBC News' User Generated Content Hub everyday



## PROJECT

# BBC News School Report

## Outreach objectives

- Encourage 11-14 year olds to engage with news
- Support their education

**BBC News School Report** is aimed at young audiences, who are not typically engaged in news and may not have any sense of its relevance to their lives. The project enables 11-14 year olds to make their own news reports at school, either for radio, TV or the web.

This year thousands of pupils planned, wrote and presented their own news for a fixed deadline on BBC School Report News Day in March 2008, when students across the country published or broadcast their work on their school's website. Some of the students' work featured across BBC News programming on the day.

The School Report website is the heart of the project and features tips, real news material and lesson plans, tested and approved by teachers. Where possible, schools also receive support from BBC mentors, who volunteer to support the project by helping guide schools through their planning and preparation for the news day.



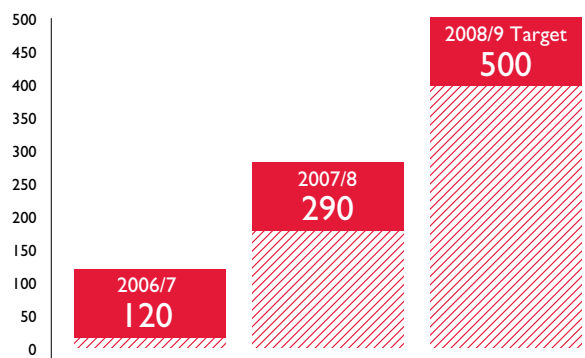
Pretending to be a journalist is something we would normally do in an English lesson, but this was real – and that made a huge difference. As well as reporting news at school, the project also allowed students to recognise that there is a whole world out there.

Teacher Annabel Gibbs from Guildford County School in Surrey

## Out of 792 students questioned

- 76%** understood how news is made better after School Report
- 67%** learnt how to work in a team
- 54%** learnt about other people's points of view
- 33%** gained more confidence to speak up in class

## Number of schools worked with on News Day



Because of the pending BBC move to the North West, the project team decided to focus recruitment on this area during 2007/08. They increased the number of participating schools from 9 in 2006/07 to 52 schools.

## Impact

An independent evaluation of the project's impact in the North West, the region with the greatest participation, was carried out by Don Passey, Senior Research Fellow, Lancaster University. He concluded that both pupils and their teachers reported wide gains in communication, operational skills, team working, technical skills, confidence and the meeting of deadlines.

The project was found to be widely inclusive, working well for pupils



## Making the news

Young school reporters busy on News Day



with special needs and for gifted and talented pupils. In many cases the aspirations of pupils were increased, and the activities gave them opportunities to find out what they could actually do (rather than what they thought they could do). Some BBC staff felt that the project could have been more realistic about the time commitments required to mentor a school.

### The future

In 2008/9, the project will feature sports reporting as well as news in order to attract a wider range of children to the project. The team are also developing a mentor pack to lay out what will be required of volunteers in more detail.

### Find out more

[bbc.co.uk/schoolreport](http://bbc.co.uk/schoolreport)

# 94%

of teachers said their students were noticeably more interested in news as a result of BBC School Report

## PROJECT

# Why Democracy?

### Outreach objectives

- Stimulate a worldwide debate on democracy
- Work with international media partners
- Create respected documentaries
- Make use of multi-platform outlets

**Why Democracy?** was a global multimedia project that culminated in October 2007. Films focusing on contemporary democracy were broadcast around the world with the aim of starting a global conversation about political processes. Some other broadcasters, in addition to the BBC, produced additional programmes to deepen the debate and tie in with the global output. Several of the films made by the BBC's documentary strand *Storyville* have won industry acclaim, including its film about Chinese democracy, *Vote for Me*, which has been nominated for the One World Media Awards 2008.

The BBC's multimedia capacity was put to great use. BBC Two, BBC Four and BBC Parliament aired the documentaries and featured discussions about democracy. BBC News 24, Radio 4 and the World Service devoted programming to consider and encourage debate on the issues raised. As the largest broadcaster involved, BBC online was the route for the greatest single flow of traffic to the *Why Democracy?* website.

Evaluation of the project concluded that tight deadlines and the geographical distances involved did pose challenges for the production process. Lessons were learnt about how to coordinate online multimedia projects – for example, allowing more time to generate an audience through viral ad campaigns.

The supervisors of the project concluded, "We see it as a prototype for international multimedia events. In order to have maximum impact



# “”

The BBC may be losing sports to rival channels but this proves they are still the best documentary makers in British TV. Well done.

Michael Morajda, East Whitburn

today, public broadcasters must think globally. It is not enough to think of projects in terms of individual markets.”

**Impact**

Ten documentaries from award-winning independent film-makers were presented to the world by 48 different broadcasters in more than 180 countries with a potential audience of 300 million.

**The future**

The next phase of Why Democracy? is being planned and will include resources for educators, media networks and civil rights organisations worldwide, with particular focus on developing world countries. It’s hoped this will engage an entirely new audience in the debate.

**Find out more**

[www.whymdemocracy.net](http://www.whymdemocracy.net)



**AWARD**

*Taxi to the Dark Side* won Best Documentary Feature at the 2008 Academy Awards.

**PROJECT**

# Radio 3 Free Thinking Festival

**Outreach objectives**

- Create an exciting forum for debate – a festival of ideas
- Engage a diverse audience
- Broaden the appeal of Radio 3

The **Radio 3 Free Thinking festival** has been an annual event in Liverpool since 2006. In 2007, the festival ran over three days with 32 free sessions of debate, conversation, film and performance to explore concepts around freedom, equality, childhood and education. The festival used complementary strands of broadcast content across Radio 3 and BBC Radio Merseyside, events and online interaction.

Opportunities for participation for up to 3,000 event attendees included sessions such as ‘Speed dating with a thinker’, and flagship debates with experts such as Albie Sachs, Alan Bleasdale and Phil Redmond.

The festival was delivered in collaboration with local partners including the Foundation for Art & Creative Technology (FACT), Liverpool University and The Reader magazine.

**Impact**

The Free Thinking events inspired debate and discussion, which continues on the festival website with interactive forums and user generated content via YouTube. Strong local partnerships have been developed with creative organisations in the North West and will continue into 2008. The festival introduced Radio 3 to new audiences, with nearly half of the attendees never having listened to Radio 3 before.



The amount of debate, discussion, excitement, linguistic fervour that you see there is utterly astonishing.

Ian McMillan, poet and Radio 3 presenter

# 80,000

page impressions for Free Thinking festival website

### The future

The festival continues to work with community groups such as Tenant Spin to access a diverse audience, and in 2008 the Free Thinking sessions will expand into other Liverpool venues, including the newly refurbished Bluecoat Arts Centre.

Attendance by the Liverpool student population was lower than expected in 2007. The festival in 2008 will focus on attracting more young people with targeted marketing.

### Find out more

[bbc.co.uk/radio3/freethinking/2007](http://bbc.co.uk/radio3/freethinking/2007)



Awesome – a real feast for the brain.

Feedback from participant at festival event

## PROJECT

# Schools Question Time

### Outreach objectives

- Help schools deliver the Citizenship curriculum
- Give teenagers a voice to put their own issues on the agenda
- Engage teenagers in political debate
- Stimulate teens' interest in news

**Schools Question Time** gives students the opportunity to work with the production team of BBC One's *Question Time* for a one-off annual programme.

The experience not only gives them an insight into the challenges and thrills of live television, but also engages them in news and encourages them and their peers to develop greater understanding of political processes. The initiative is a partnership between BT, the Institute for Citizenship and the BBC.

Any secondary school from across the UK can take part by applying online. Twelve winners are chosen, who are then given funding to hold their own *Question Time* style debate in their school, from which four are selected to send representatives to be a part of the production team.

As well as the competition itself, a free resource pack is available to any school to support the teaching of citizenship in the classroom. Since this year's competition launch in autumn 2007, 2,139 packs have been downloaded.

### Impact

"Survey results suggest that Schools Question Time's unique selling point is that it is just that – unique. It is a project with genuine political focus and is linked to valuable skills development, it combines media, which is very popular with young people, it is 'for real' when many other projects are not, and it has what is considered an amazing prize." (Schools Question Time Project Evaluation, Institute for Citizenship 2007)

In 2007 the web site got on average over

# 7,000

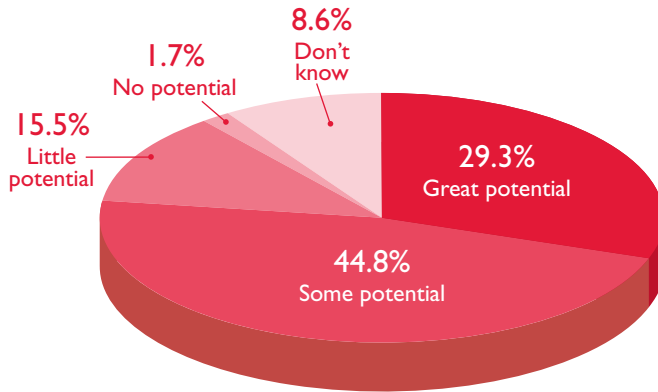
weekly page impressions



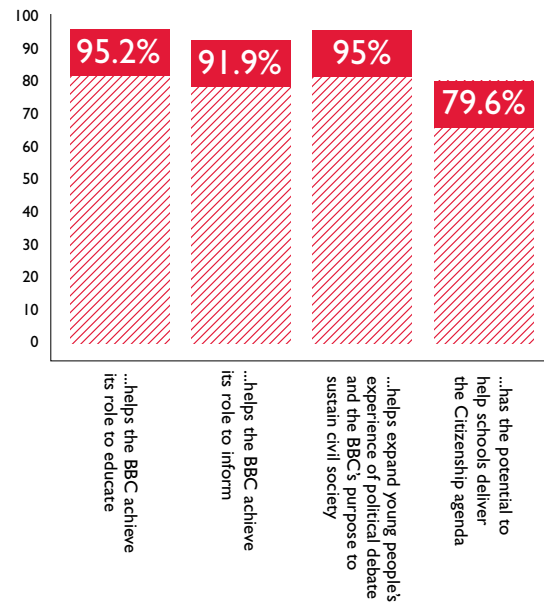
Highly effective way to promote BBC brand and a chance to get an audience that wouldn't normally watch *Question Time*, but also tap into their expertise

Journalist who went to visit schools during the project

**What potential does the project have to increase opportunities for schools to engage with their community?**



**Percentage of participants who think Schools Question Time...**



**The future**

It's clear that Schools Question Time is a highly successful partnership project (described in one interview as the 'jewel in the crown' of citizenship projects) but it is also clear that with a more strategic approach it could be much more successful and valuable to all pupils, school and partners.

A new strand of activity has been developed for the 2008 project in response to calls to build on the success and reach of the initiative, and give it life beyond the programme. An event, called 2000 Young Citizens – One Agenda for Action, will bring together students with BBC journalists, MPs, business gurus and citizenship experts, to produce a Young Citizens' Action Agenda for presentation to the Prime Minister.

**Find out more**

[bbc.co.uk/sqt](http://bbc.co.uk/sqt)

“ ”

**Being involved in this has been the most important thing in my life.**

Participating student 2007

# Learning

## BBC PURPOSE

### Promoting education and learning

Lord Reith's founding vision for the BBC was to provide 'information, education and entertainment' and one of the defining features of the 21st century BBC is that learning remains at the heart of our work.

That means the BBC needs to offer audiences of all ages a variety of opportunities to learn over their lifetimes – as illustrated by the Family Wanted campaign described in this chapter. The department that takes a lead role in these campaigns is BBC Learning. Through them, we provide opportunities for learning in the broadest sense, with the emphasis on active participation. Learning campaigns often build on the interest generated on air, encouraging people to take part, extending the value of our programmes and deepening the relationship with our audience.

Read on to find out how projects like Blast use the best of the BBC – its content, channels of communication, talent and creative skills – to offer resources and activities designed to meet real needs. Other projects like Bitesize complement formal education. We work with partners who have established links with communities in order to target our services and improve our reach. For example, our relationship with charities involved with the homeless have helped to fulfill our aims set out in our 2006 Review for coverage of homelessness through specific initiatives such as No Home and Hard Christmas.

# 75%

of GCSE/Standard Grade students use the BBC Bitesize online revision tool

## PROJECT

# RaW (Reading and Writing)

## Outreach objective

- Support the 12 million adults in the UK who struggle with reading and writing

**RaW** has been the BBC's biggest literacy campaign over the past two and a half years. It has worked to motivate people to learn through their interests, from football to TV soaps. Another focus during 2007 was working to engage families to give learners support. Besides offering an interactive website with games, quizzes and personal stories, publishing books and brochures and running a storytelling competition, RaW has worked in local communities with partner organisations to deliver face to face activities and resources at 6,000 locations.

## Impact

There were over 340,000 unique users of the RaW website and nearly 2,500 interactive CD Roms were distributed to areas with restricted internet access. 21,514 phone calls were answered by the RaW helpline. Over 26,000 people attended the RaW family festivals. 2,350 adults entered the RaW story writing competition.

## Future

In 2008, BBC Learning will extend the RaW brand by launching RaW Skills, a comprehensive and personalised broadband site covering skills for everyday life – literacy, numeracy, personal finance, ICT and communication. The initiative will build on our experiences of RaW and on the offerings of current skills sites, such as Skillswise and WebWise.

## Find out more

[bbc.co.uk/raw](http://bbc.co.uk/raw)



Try your hand at a RaW storytelling quiz by clicking on the picture.

## PROJECT

# BBC Blast

## Outreach objectives

- Engage underserved teen audiences
- Build the confidence and skills of 13-19 year olds
- Inspire creativity and produce innovative teen focused output
- In particular, target disadvantaged communities and those switched off from formal learning

**Blast** is a multimedia project working across TV, online and face to face events, aiming to inspire and showcase creative work by teenagers.

# 42%

of 13-19 year olds don't consume even 15 minutes of BBC One in an average week

Source: BARB

The Blast website is the heart of the project. Online, young people can find advice from professionals, participate via message boards, and upload their own work. During 2007 the team ran several competitions, including a design competition that asked participants to create a dress based on the theme of Mexico. 800 entries were received and the winners were showcased at the Design Museum.

Every year Blast goes on tour, visiting towns and cities throughout the UK with a truck that transforms into a digital workshop, stage and studio. This enables us to seek out audiences who might otherwise not interact with the BBC.

The project operates in an arena of popular teen culture in a way that treats young people as creators, not consumers, and uses a multi platform approach that is also deeply attractive to young people. The Blast Youth Panel, made up of young people from across the UK, meets throughout the year to discuss and contribute ideas to inform all output.

### Impact

Since the project began in 2002, nearly 330,000 teenagers have been involved in face to face activities. In 2007 Blast On Tour ran 550 different workshops, taking place over 106 event days in 30 locations, with the Blast truck driving over 8,000 miles.

### The future

Funding has been stable for the last two years since the truck tour was introduced. The growth in young people participating is attributable to the nature and ambition of the project and the stamina of the staff involved. However, with more funding Blast could achieve even more for young people and for the BBC.

During 2008 initiatives include the *One-2-Watch* documentary challenge, which calls budding film makers in Northern Ireland to submit ideas and try to get their films on TV.

### Find out more

[bbc.co.uk/blast](http://bbc.co.uk/blast)



The experience that I gained on Blast has allowed me to get a part time job at a local media company. Working on Blast was one of the most inspirational and insightful experiences that I've had the chance to partake in.

Steven Seniw from Leicester

## PROJECT

# Family Wanted

### Outreach objectives

- Encourage potential new adopters and long-term foster carers to find out more
- Inform and educate the public about issues concerning adoption and foster care in the UK

Family Wanted was a BBC Learning campaign that ran from July to September 2007. It aimed to highlight the reality of 70,000 children in care in the UK, a shortage of 10,000 foster cares and more than 4,000 children needing adoption every year.





The campaign was developed with key specialist partners including the British Association for Adoption & Fostering. It involved programming across our outlets, including storylines in BBC One's Casualty, specially commissioned dramas and documentaries for TV and radio and live discussions focused on the issue. Local BBC stations got involved, a phone line and website were set up and a series of twenty events took place across the UK. The project illustrates the huge breadth of possibilities for campaigns that work collaboratively across the BBC.

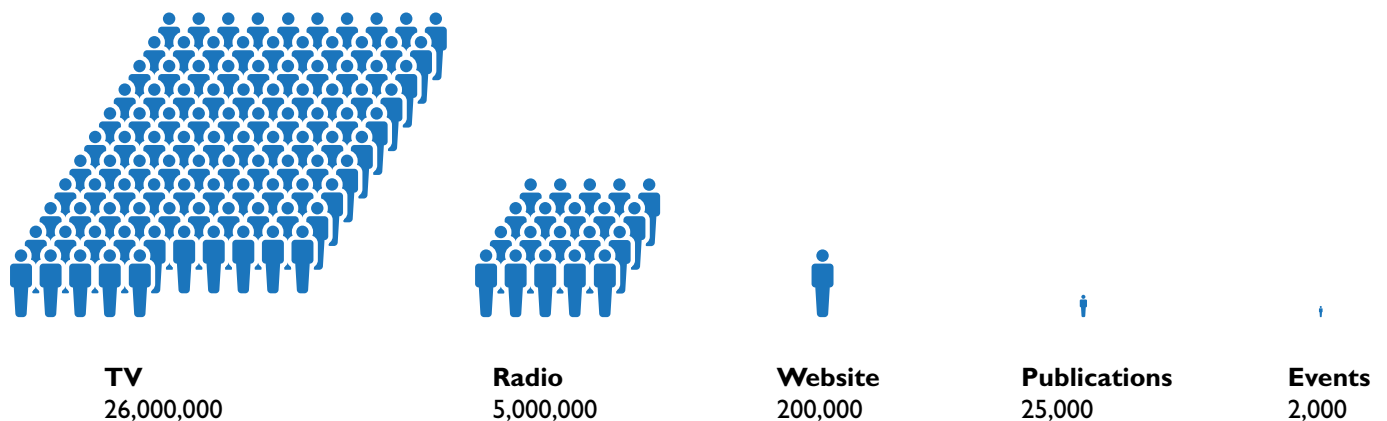
### Impact

"The campaign has been an excellent prompt for people to pluck up the courage and make an enquiry. The programmes have informed and heightened some of the issues really well. We value greatly this partnership with the BBC and look forward to further co-operation in the future." British Association for Adoption & Fostering

# 283

The number of external agencies that Family Wanted worked with

### Audience reached by Family Wanted campaign



### The future

As an outreach partnership project, Family Wanted was viewed as highly successful but an evaluation did reveal areas for improvement. It raised issues around the value of events attached to campaigns of this nature. There was disappointment among our partners about the low attendance at some events. It would seem that the time lapse between TV output and the events may have affected this, as may the choice of some venues. Lessons learnt from this are now being considered by other campaign teams.

### Find out more

[bbc.co.uk/parenting](http://bbc.co.uk/parenting)

One of the main challenges is to extend the reach of our learning projects and to include those in more disadvantaged communities. To do this, BBC Learning will draw on its experiences with projects like Blast and RaW and also seek new types of partnership and new ways of assessing impact.

# Creativity

## BBC PURPOSE

### Stimulating creativity and cultural excellence

We aim to offer the best examples of creative work to engage and delight audiences, break new ground and encourage interest in cultural, creative and sporting activities. We have a responsibility to be innovative, open our doors to new talent and foster creativity across the UK.

The BBC Trust states that in order to achieve this purpose we should develop fresh approaches, set trends and take creative risks. We should also encourage participation in cultural activities.

The projects covered in this section hope to illustrate the vibrancy of creativity across the BBC and emphasise its importance and relevance. Read on for details of a live TV performance using audience participation, how we're supporting amateur choirs and what we're doing to nurture new writers.

The BBC continues to support the creative arts through music focused initiatives such as the BBC Proms season, which in 2007 put on

**90**

concerts for a  
live audience of

**345,000**

## PROJECT

# Liverpool Nativity

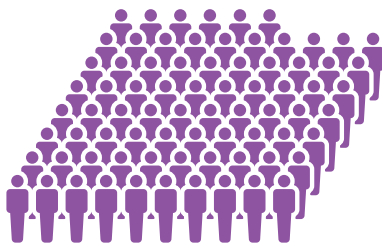
## Outreach objectives

- Lead the way in engaging audiences in new and controversial ways
- Produce captivating original output
- Involve and connect Liverpool's diverse population
- Stimulate support for the Year of Culture 2008

**Liverpool Nativity** brought an early Christmas to the city's streets in December 2007, acting as a springboard for Liverpool's year as European Capital of Culture 2008. The BBC Three programme was produced by the team that developed the *Flashmob Operas* and *Manchester Passion*, which involve members of the public in live performances.



## Comparison of BBC Three viewing figures *Liverpool Nativity* in 2007 and *Manchester Passion* in 2006, against the channel's average audience during a similar timeslot.



**Liverpool Nativity**  
759,000



**Manchester Passion**  
500,000



**Sunday average**  
222,000

Performed by both established actors and new local talent on the streets of Liverpool, the hour-long production opened with the iconic image of a star that shines high in the sky above Liverpool's Liver Birds monument and finished with the nativity scene brought to life on the banks of the Mersey. Despite the cold weather, thousands of locals turned up to sing along, reciting lyrics from some of the city's most famous pop music.

## Impact

The project involved a huge number of local partners, used seven locations around the city and attracted a choir thought to be made up of over seven thousand members of the public.

## Future

The BBC's innovative approach is being adopted by broadcasters in Europe. Polish performers are producing a *Flashmob Opera* at Warsaw Central Station and other countries are also using BBC advice to develop the idea.



## PROJECT

# BBC Singers Go Sing!

### Outreach objectives

- Inspire musical creativity across school choirs and amateur singing groups in London
- Develop partnerships and engage community-based choral groups in shared performances

**Go Sing!** is a three year BBC Singers' Learning Project. The BBC Singers are the UK's only full-time professional chamber choir and a core part of their remit is to deliver a range of participative music learning activities each year. Between January and June 2007, they ran a mentoring programme including workshops, rehearsal sessions and performances as part of Go Sing! The project provided amateur and school-based choirs with advice, techniques and tools, aiming to inspire and improve their vocal talents. Part of the project was recorded and broadcast for *The Choir* programme on Radio 3.

### Impact

24 new choirs were created in primary schools across four London boroughs as a result of Go Sing! providing the opportunity for over 1,400 school children aged 7-11 years to sing together. The BBC Singers also mentored and supported the development of four community choirs, each made up of 50 adults and secondary school students. The project culminated with seven performances to audiences of 1,500.

### Future

Music is at the heart of many of our creative projects. The BBC orchestras and BBC Singers help sustain and enrich the UK's artistic and cultural life. As an inspirational music learning project, Go Sing! successfully motivated and supported a wide range of people, developing their vocal talents. Through working in close partnership with a variety of organisations and educational services it is hoped that the legacy will be sustained.

As the limits of project funding became clearer, the early ambition of creating a central website to provide singing advice and resources to audiences across the UK could not be realised. During 2008, the Go Sing! project will continue to work with school and community choirs engaged in 2007, as well as other externally-funded community projects such as youth choirs and singing festivals.

### Find out more

[bbc.co.uk/singers](http://bbc.co.uk/singers)



“

The choir has some children who are constantly in trouble around school and yet their attention and enthusiasm shone out yesterday. I need to work on the adults here to get them to understand how we can engage these children as attentively as you did yesterday.

School teacher, Willow Tree Primary School

## PROJECT

# CBBC me and my movie

### Outreach objectives

- Develop filmmaking, narration and editing skills in children
- Inspire creativity in children
- Engage young audiences with BBC services
- Empower children to tell their own stories

**CBBC me and my movie** was a new multiplatform initiative in 2007. The project includes a touring roadshow and workshops, which have reached 10,000 children across the country so far, as well as a truly interactive website, with tools that cater for how children consume and create media today. The number of movies posted back to the site is testimony to the success of this resource. External collaborators include BAFTA, Film Education and First Light amongst others.

The creative filmmaking skills within the BBC are used to engage many of our stakeholders and this project supports our 7-14 year old audience. They are encouraged to make their own films and upload them to the CBBC website for others to share.

*Blue Peter* dedicated two weeks of programming in June 2007 to the project, broadcasting from the *Movie Mansion* at Pinewood studios, where 12 aspiring young filmmakers earned the opportunity to be trained by top names from the film industry, including *Movie Mansion* guru Duncan Kenworthy OBE.

### Impact

93% of event attendees said that they would recommend taking part to a friend. 72% of children reported being inspired to make more films in future and 99% of parents agreed that this is the kind of thing the BBC should be doing.

The me and my movie website averages 60,000 unique users a month and received the 2007 Interactive Multimedia Award.

### The future

me and my movie will carry on this year, kicking off on *Blue Peter* in June. There will be workshops across the country and a CBBC event at the Thames Festival in September.

### Find out more

[bbc.co.uk/cbbc/meandmymovie](http://bbc.co.uk/cbbc/meandmymovie)



## AWARD

CBBC me and my movie won the Learning On Screen Premier Award, given to an outstanding production that most effectively meets its learning objectives.



“

Please forgive my enthusiasm, but your series was so good and so clever that it made me excited all over again about the power of television. I really hope it goes on and on.

Duncan Kenworthy OBE

## PROJECT

# BBC Film Festival

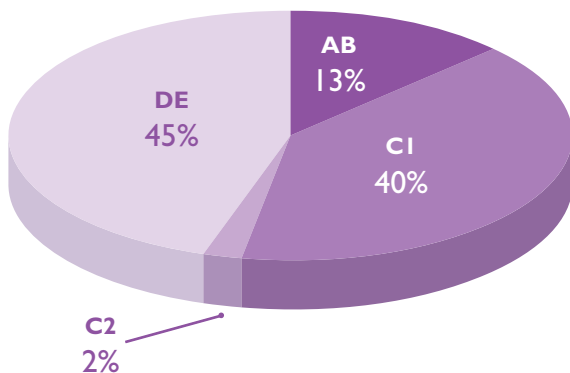
## Outreach objectives

- Celebrate the BBC's commitment to supporting the British film industry
- Produce an event to engage with stakeholders face to face
- Develop and utilise partnerships

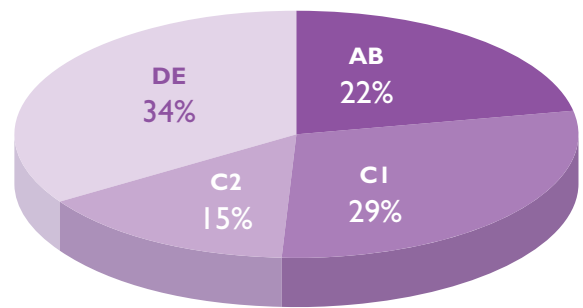


One of the findings we observed was that the Festival attracted a wide socio-economic audience

### Festival attendees broken down into Socio-Economic Groups (A being the highest earners)



### Total population SEG



In September 2007, Glasgow became the venue for the first **BBC Film Festival**. It gave film fans of all ages the chance to indulge their passion and even make their own films. This realisation of the BBC's ambitions to support the British film industry and nurture new talent came about through a partnership with Glasgow City Council, Glasgow City Marketing Bureau and a range of representatives from the industry. There was a main stage show with film-related dance, comedy and live music, as well as an interactive arena showcasing BBC films.

### Impact

20,000 tickets were booked for the Festival and attendees reported an 83% likelihood of recommending the event to a friend. In addition, 98% of attendees agreed this was the kind of thing the BBC should be doing.

### The future

Plans are currently in development for the next festival in 2009.

### Find out more

[bbc.co.uk/filmfestival](http://bbc.co.uk/filmfestival)

“”

You get to see behind-the-scenes of how television programmes are made so that can only help foster the community of creativity in Scotland which is great.

Festival attendee

## PROJECT

# BBC writersroom

### Outreach objectives

- Champion new British writers
- Provide opportunities for work to be commissioned
- Seek out fresh content for BBC programmes

BBC writersroom is a service that supports new writers in Britain. It finds writers through a range of sources, including via a website and events around the UK. It holds open competitions and also provide information on other industry opportunities. Selected writers are promoted across BBC departments, channels and programmes. The project works in partnerships with theatres, writers' organisations, screen agencies and the wider cultural industries.

Kate Rowland, BBC Creative Director of New Writing, explained, "The idea is to give young people access to some of the best writing talent, but it's as much about giving these writers access to unheard voices, which have fresh ideas and perspectives."

### Impact

Writers who have been found and nurtured through the project have gone on to be commissioned for programmes ranging from *EastEnders* to *Young Dracula* to *Doctor Who* and to *Radio 4 Afternoon Play*.

### Find out more

[bbc.co.uk/writersroom](http://bbc.co.uk/writersroom)

BANG! competition winner Aisha Khan spent a

**10** week residency

with BBC Asian Network's soap *Silver Street*, resulting in her being commissioned to write a week of the show.

# Community

## BBC PURPOSE

### Reflecting the UK's nations, regions and communities

We strive to celebrate what the different communities across the UK hold in common and respect how they differ.

Reflecting the communities in which we work is crucial for the BBC. We seek out opportunities for face to face communications with our stakeholders to give us a better understanding of what they want us to deliver.

The BBC's commitment to regional investment is stronger than ever with the confirmation in 2007 of the high profile move of BBC Children's, BBC Sport and BBC Five Live from London to a new base in Salford by 2011. In the nations, BBC Scotland has now opened the doors of Pacific Quay, the BBC's flagship new broadcast centre, which improves opportunities for Scottish talent and audiences to connect with the BBC.

In this chapter we illustrate the breadth of our community involvement and outline further plans to boost our broadcasting from within those communities through a new investment programme.

# Nearly 1 million

people see a BBC Big Screen during an average weekend



## PROJECT

# Local and regional broadcasting

## Outreach objectives

- Maintain a physical presence within local communities
- Reflect the local community in programming
- Report news from local communities for national output

We believe one of the most fundamental ways of reflecting the UK is by having a base within communities themselves. We have forty local stations based in towns and cities throughout England. They represent and serve their local area. We have dedicated services in Scotland, Northern Ireland and Wales, which include the Welsh language service BBC Cymru and the Gaelic service BBC Radio Nan Gaidheal. In addition to broadcasting functions, each service runs its own outreach activities to complement national projects and champion its own initiatives.

During 2007 we also operated BBC buses with the capacity to travel around communities and access more remote areas. This year, the number of buses was cut due to financial limitations. One of the remaining buses has been working primarily on helping communities with the switchover from analogue to digital TV. A further bus now travels around England supporting various outreach activities.

## Impact

The role of local radio was well illustrated by BBC Sheffield during the floods in the summer of 2007. It kept the community up to date with news and coordinated volunteers recruited through partnerships with organisations including CSV, to raise thousands of pounds for clear up operations.

## The future

At the heart of the BBC's community strategy for the future is a Public Value Test application, which is with the BBC Trust for consideration. The proposal is to introduce new local video services in 60 parts of the UK, building on existing BBC Local websites. This would involve small teams of journalists creating up to 20 minutes per day of new local stories on news, sport and community life.

BBC management believes the proposition will help the BBC meet its community themed Public Purpose. Research from earlier this year suggests that audiences believe that the proposal could encourage people to take a more active part in their local communities, such as by voting in local elections.

The plan would create up to 300 jobs and represents a potential investment of £68 million over five years. If approved, the proposal would significantly boost the BBC's UK newsgathering, putting up to 150 new cameras on the road each day. Teams would also work closely with local communities and individuals to help bring their ideas to air, alongside those gathered by BBC journalists.

## Find out more

[bbc.co.uk/bbctrust/assets/files/pdf/consult/local\\_video\\_service\\_des.pdf](http://bbc.co.uk/bbctrust/assets/files/pdf/consult/local_video_service_des.pdf)



Local radio stations in England

“

Our audience has made it very clear that they value our regional and national news and would like to see the offer enhanced. This proposal gives us the chance to deliver a service that's more convenient and relevant to Licence Fee payers.

Pat Loughrey, Nations & Regions Director



## PROJECT

# On-air representation

## Outreach objectives

- Create programmes that are reflective of the different communities in the UK
- Provide on-screen storylines which cover issues and perspectives from all sections of our audience

Communities may not just be based on geography. They may be based on faith, sexuality, language or a shared interest such as sport. We stimulate debate within and between these communities and aim to produce programmes and projects that reflect these stakeholders.

In 2007, BBC One ran a feature length drama called *Coming Down the Mountain*, which looked at the unusual relationship between two teenage brothers, one played by Tommy Jessop, an actor with Down's Syndrome. The production team worked very closely with the Down's Syndrome Association during the casting, scripting and filming of the programme.

**UK Black** aims to both help connect the African and Caribbean diaspora and reflect their different perspectives to a wider audience. In August 2007 UK Black, which features the 'sounds of Black Britain' from different regions, became available to download as a twenty minute podcast from the BBC. The podcast features excerpts from the 45 hours of African and Caribbean programming broadcast weekly on BBC local radio. It includes a mix of items chosen to represent the diversity of issues and events that have had black Britons talking during the previous week.

## Impact

At the last Race in Media Awards the BBC won half of the twenty awards. We also took the prestigious Media Organisation of the Year prize for the second year running in recognition of our significant contribution to public appreciation and understanding of race relations, integration and diversity in Britain.

## To find out more

[bbc.co.uk/england/ukblack](http://bbc.co.uk/england/ukblack)



## AWARD

BBC Asian Network picked up Race in Media's Broadcast Soap Award for *Silver Street*, a radio soap that weaves topical world events into characters' lives.



## PROJECT

# Your Game

## Outreach objectives

- Help young people from socially disadvantaged backgrounds realise their potential
- Build links with a range of organisations in order to help improve the BBC's reach



- Add value to existing social inclusion projects

**Your Game** is a partnership between the BBC and the Football Foundation amongst others. It offers 16 to 25 year olds the chance to get involved in football, music and the media. The core of the project is a football tournament that takes place across England at Your Game Festivals during spring. However, at each festival there are many activities on offer beyond the tournament. Opportunities range from signing up for sports coaching qualifications to getting tips on how to access funding. At each festival, participants get the chance to take part in creative workshops including street dance, sports photography and graffiti, delivered by BBC Blast. BBC experts from IExtra, Radio Five Live and Asian Network also provide master classes, ranging from football commentary to tips on working in the music industry.

### The future

Your Game now plans to expand into more areas in England as well as Scotland, Wales and Northern Ireland. New partnerships are being explored and several young people already engaged in the project delivered an international project in Switzerland during the 2008 European Championship. This work is being independently monitored and evaluated for 2008.

### Impact

Over 3,000 young men and women from underserved communities visited ten festivals across England in 2007, with hundreds participating in workshops and signing up for further courses or information.

Terence Wallen is a Community Worker from Bro-Sis, an organisation working with young people from the Afro-Caribbean community in inner city Birmingham. He had this to say about the project:

“Your Game has been the turning point for many young people. Through genuine consultation with young people, community leaders and services they shaped the event based on the needs of the community. No-one else has such an innovative template for engagement.

“This has been a big success story for us as we have used the Your Game event to tackle the gang culture issue in Birmingham. To date we have managed to form three teams made of different affiliated gang members.

“The opportunities available in one place, in one city, in one day would usually mean young people would have to travel the length and breadth of the city and visit numerous agencies. In Birmingham, this is very high risk with the gang postcode issue. Your Game brings all the services to your community in a comfortable, safe and rewarding environment. No-one leaves the festival with nothing, it's all gain.

“At no point has this seemed like a ‘tick box exercise’ or a tokenistic project. Your Game has shown a genuine passion to develop individuals and communities and has taken the ‘bottom-up’ approach and has engaged excellently at grass roots level.

“Your Game has helped to promote that and show the good that comes out of inner city areas and the positive people that reside in these communities, this in turn gives the community pride, self value and incentives to take ownership.”

### Find out more

[bbc.co.uk/yourgame](http://bbc.co.uk/yourgame)



“”

Your Game has helped show the good that comes out of inner city areas and the positive people that reside in these communities, this in turn gives the community pride, self value and incentives to take ownership.

Terence Wallen, Community Worker from Bro-Sis

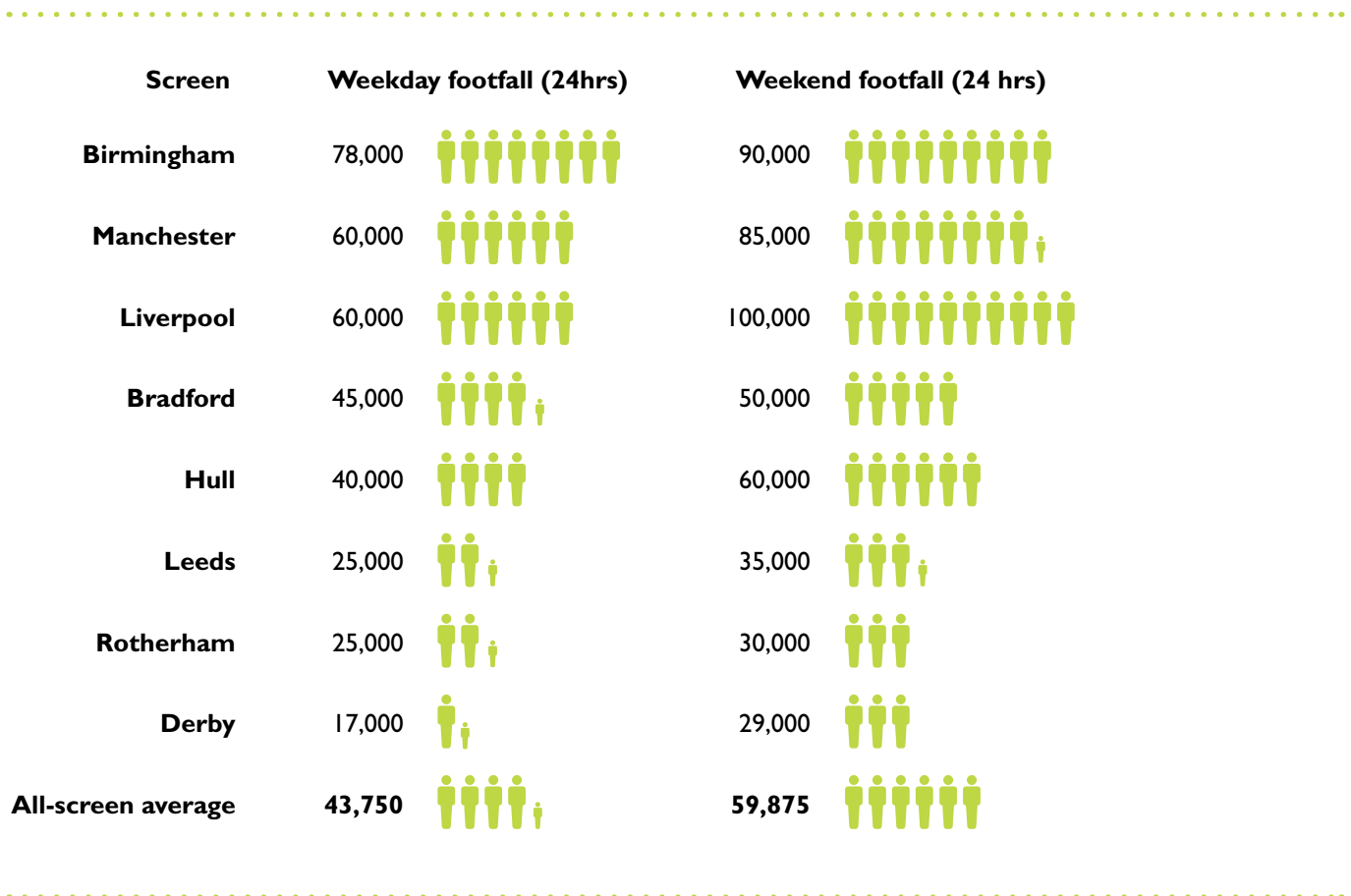
## PROJECT

# Big Screens

## Outreach objectives

- Bring people together to share events and broadcasts
- Provide content that is reflective of the local community
- Act as a platform for showcasing local initiatives

The Big Screens initiative is all about extending our traditional domestic relationship with stakeholders – it means we can interact in new ways and target specific communities. The screens provide a focal point for local communities to share experiences – some good, like England getting to the 2007 Rugby World Cup Final, some bad, like England losing the 2007 Rugby World Cup Final! The Big Screen in Liverpool is playing a central role showcasing events as the city celebrates its role as European Capital of Culture 2008.



The screens are connected to the BBC's global broadcast network and deliver a 24 hour a day schedule, with relays of major broadcast events, news, sport, music, documentaries and much more. There are also interactive facilities enabling the audience to text their comments, send photo images or play al fresco video games. The original project was a collaboration between the BBC, various technology providers, Local Authorities, Universities and local groups.

Each screen is customised to reflect its host community, with a range of local content including a “City Diary” listings service and showcasing of partnerships with local organisations. The Birmingham Big Screen premiered two remarkable films made by a group of unemployed women, focusing on their experiences of motherhood and life in the city.

The first Big Screen, went live in Manchester in 2002 and was seen by almost five million people in its first year. By March 2008 there were seven more screens across the UK.

### Impact

The impact of the screens is far more than the sum of their audience figures. As a partnership project, the BBC now has far stronger working relationships with a host of organisations, including city councils, creative foundations and education institutions. The screens also benefit local and regional BBC services by showcasing the best of their content and increasing their reach.

### The future

In 2008, the aim is to double the number of screens in time for the Beijing Olympics. The new screens will include the first in Scotland, Wales and Northern Ireland. Longer term, we’ll be working with London 2012, aiming for a screen in each of the English regions by 2012.

### Find out more

[bbc.co.uk/bigscreens](http://bbc.co.uk/bigscreens)



## PROJECT

# Here for you

### Outreach objectives

- Engage directly with our Welsh audiences
- Seek out new stories, voices and talent to invigorate output

**Here For You** is a project involving on-air and off-air activities. It’s a collaboration informed by twelve local advisory boards across Wales. All BBC Wales services took part – from the BBC National Orchestra of Wales to the New Media team.

In 2007/8 the roadshow visited four areas over four weeks. A variety of live programmes were broadcast from each area, alongside hands-on workshops. It was also an opportunity for local people to find out how to get their stories on-air and stay in touch with BBC Wales in the future.

The online Where I Live/Lleol i Mi sites played a crucial role in getting under the skin of each community and Here for You has been instrumental in producing content and encouraging users. During the month Here for You broadcasts came from Haverfordwest their local website page impressions grew tenfold.

The tours have also helped find new talent, a member of the Maesteg advisory

# 84%

of the population of Dolgellau attended the local Here for You roadshow

“”

The exhibitions were excellent. Things like this don’t come to Dolgellau very often.

Dolgellau roadshow visitor

board has become one of 30 Radio Wales voluntary community reporters. Having been trained and mentored by the community team, they now contribute stories for the station. During 2007 the community reporters recorded 45 packages for a variety of programmes on Radio Wales.

### Impact

Over the last three years more than 30,000 people have attended road shows in 12 different locations and we've produced 400 hours of broadcast material. 70% of respondents felt that attending a road show had improved their impression of the BBC.

### The future

BBC Wales will build on the relationships forged through Here for You by adopting a two pronged approach over the next two years. Firstly, they will revisit several areas and secondly they will increase their face to face activities with communities through outside broadcasts, screenings, campaigns and talks.

### Find out more

[bbc.co.uk/wales](http://bbc.co.uk/wales)



## PROJECT

# Primetime

### Outreach objectives

- Increase awareness of social issues affecting Scotland
- Inspire over 50s in Scotland to work together to pioneer new health conscious initiatives
- Include audience in process of allocating funding, thereby encouraging a sense of community responsibility

**Primetime** is a joint initiative between BBC Scotland and the Big Lottery Fund, aiming to encourage older people to get together, get healthy and keep active. In 2007, the Fund set aside £3 million for the project. Initial stages saw BBC Scotland TV, radio and online punting for applications from the public for ideas on initiatives to benefit over 50s in Scotland. Groups who submitted proposals tackle issues from homelessness in the over 50s, to dementia and social isolation.

### Impact

149 groups applied for funding. By May 2008 these were whittled down to a final 18 according to Lottery funding criteria.

### The future

BBC Scotland is now making short films about some projects so that the public can decide which six groups will get a share of the £3 million.

### Find out more

[bbc.co.uk/scotland/primetime](http://bbc.co.uk/scotland/primetime)

“

I felt I absolutely had to send a note to say how great the filming experience has been. Sandra, myself and the older people can't praise the filming team highly enough, they went out of their way to be helpful, make us comfortable and try to make it the best experience possible.

Grant applicant

# Global

## BBC PURPOSE

# Bringing the UK to the world and the world to the UK

Across our worldwide platforms on radio, TV and online we have a global audience of 233 million. Our reputation and brand recognition allows us to bring stories from across the world to our domestic audience and also to showcase British culture to a worldwide audience. With that comes a level of responsibility for maintaining impartial, accurate reporting and quality programming.

The Global News division of the BBC comprises various sections. This chapter will only look at activities that fulfil our public service remit, as defined by our Public Purposes. We will not cover BBC World News (TV), BBC Monitoring and bbcnews.com.

In this chapter, you'll read about how the BBC World Service is doing after 75 years, where our international charity is using a riddle to raise awareness of HIV and AIDS and how the Bengali service has produced one of the BBC's biggest ever outside broadcasts.

# 233 million

The BBC's global audience across  
TV, radio and online

# BBC World Service

## Outreach objectives

- Reflect and debate the UK's diverse life, to an international audience
- Report international affairs and the news of regions of interest to diaspora communities living in the UK and worldwide

The **BBC World Service** is Grant-in-Aid funded and has been broadcasting for 75 years. It broadcasts in 33 different languages and plays a major role in fulfilling this Public Purpose by furthering the two-way relationship between domestic and international audiences.

Online, BBC Urdu performed particularly well during 2007, serving audiences during the state of emergency, when there was a paucity of reliable and accessible media in Pakistan. But challenges still remain where news material is obstructed. In China, blocking of Mandarin radio and online content remains deep and persistent: access to online news material in English continues to be intermittent. In Iran, the Persian website is still blocked.

## Impact

In 2007, the estimated World Service audience in Africa and the Middle East was up three million to 86 million, with strong performances in Nigeria and Kenya. Audiences in Asia and the Pacific were down by 3 million to 79 million, a decline largely attributable to events in Bangladesh, where there had been a major, and arguably unsustainable, increase during the previous year's political unrest.

## The future

In the coming year, the BBC World Service is launching a Persian television channel. Web operations will continue to develop across all services and our new Arabic television service, which began earlier this year, will be extended to 24 hours a day, seven days a week.

## Find out more

[bbc.co.uk/worldservice](http://bbc.co.uk/worldservice)

# 182 million

The estimated current weekly global audience for BBC World Service



## PROJECT

# Bangladesh river journey

## Outreach objectives

- Inform UK and international audiences on global issues
- Broadcast a selection of otherwise unheard voices
- Strengthen the BBC brand across Bangladesh

The Bangladesh river journey ran for a month in the autumn of 2007. It invited the Bengali Service's audience to interact face to face with



the BBC for the first time. As part of the BBC World Service Taking the Temperature season, which focused on climate change, a team of journalists chartered a boat to tour the major rivers of Bangladesh, exploring the impact of climate change on one of the countries most at risk.

When Cyclone Sidr hit the country, displacing 650,000 people and destroying millions of homes, the team changed route, unexpectedly playing a key role in the BBC's newsgathering operation. They filed stories for domestic and international outlets and provided eye witness accounts from themselves and those affected by the devastation.

During the river tour, the BBC World Service Trust Sanglap (debate) programme channelled previously unheard opinions to the UK audience. The tour also hosted journalists from the UK Bangla press, allowing professional expertise to be shared. The BBC World Service Trust frequently works in partnership with NGOs and aid organisations. In this instance the BBC presence meant the Disaster Emergency Committee was able to broadcast appeals to help the millions of people left without food and shelter.

### Impact

From an editorial perspective, this project illustrated the effectiveness of collaborations across the BBC, resulting in one of the biggest ever outside broadcasts. The team produced news, features and documentaries in seventeen languages. Output featured on BBC domestic and worldwide services, UK-based Bangla press and many national Bengali media outlets.

### Find out more

[bbc.co.uk/worldservice/bangladeshboat](http://bbc.co.uk/worldservice/bangladeshboat)



“”

I express my heartfelt gratitude to BBC for broadcasting live programmes about the effects of global climatic change over Bangladesh.

Listener in Bangladesh

## On air, on screen and online

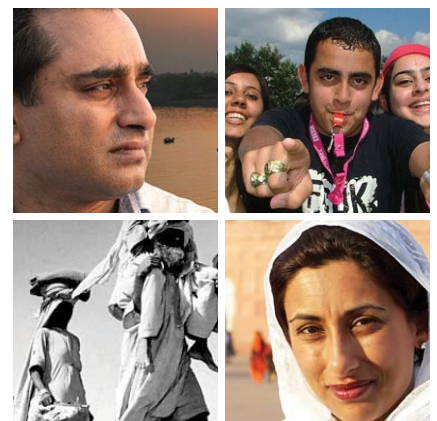
Part of our Global Purpose is to help the people of multicultural Britain to connect with their international roots.

Throughout the summer of 2007 the BBC marked the 60th anniversary of the independence of India and Pakistan with a special season of programmes that explored how these events shaped millions of people's lives. It was one of the largest seasons ever undertaken by the BBC and took two years to plan.

The season proved a winner with Asian audiences. Peaktime share for BBC Two among Asian audiences is usually around 5%, but reached 38% for first episode of India with Sanjeev Bhaskar.

### Find out more

[bbc.co.uk/indiapakistan](http://bbc.co.uk/indiapakistan)



## PROJECT

# HIV awareness in India

### Outreach objectives

- Contribute to a larger project (Making Condoms Acceptable), targeting more than 50 million men in India aged 15-59
- Get men talking about prevention through innovative public service advertising

**Jo Bola Wohi Sikander** ('those who talk are winners') is part of award-winning HIV education campaign in India run by the BBC World Service Trust. The Trust is the BBC's international charity, independently funded by external grants and voluntary contributions. We've focused here on India, but there are many other current projects, including an innovative website and radio show for young people in Iran and a working partnership with the BBC Somali Service to increase the knowledge and skills of all those working in the livestock sector.

There are 2.5 million people already living with HIV in India and research shows that men who openly discuss sex are more likely to use condoms consistently. The first phase of Jo Bola Wohi Sikander launched on the eve of World AIDS Day 2007, with a competition designed to increase awareness of the issues. The three week campaign asked people to solve a riddle and involved a competition to win a mobile phone with free talk time.

The creative idea behind the campaign was to stimulate people to be more open in conversation. The riddle enticed people to talk about condoms with their friends in order to arrive at the answer. The campaign reached 18 million men in Tamil Nadu, Maharashtra, Andhra Pradesh and Karnataka and was the first campaign of its kind in the country.

### Impact

By the end of the campaign, advertising across television, radio, cinema, print and outdoor media will have reached an estimated 52 million men. The number of men considered to be at a high risk of contracting HIV reached by the campaign will be an estimated 6.5 million.

### The future

The second phase of the campaign launched in March 2008. It ran for six weeks and once again involved a targeted advertising campaign across the media and in public spaces. Again, there was also an interactive element in the form of an SMS poll.

At the start of the project, the BBC World Service Trust conducted a baseline survey to assess the knowledge, attitudes and practices related to HIV and AIDS amongst the campaign's target groups. On the whole, there was low self-risk perception, with only 3% overall considering themselves as being at a high or medium risk of HIV. An endline survey will be carried out to measure progress on increasing positive attitudes and changing behaviour around condom use among men.

### Find out more

[bbc.co.uk/worldservice/trust](http://bbc.co.uk/worldservice/trust)



**400,000**  
people called the  
information line after  
adverts across TV, radio  
and public spaces



Watch one of the campaign's adverts by clicking on the parrot

## PROJECT

# World Class

## Outreach objectives

- Encourage twinning between schools internationally
- Facilitate dialogue between diverse groups of young people
- Provide opportunities for wider audiences to hear young people's voices around the world

**BBC World Class** links up schools across the globe. On the BBC World Class website there's a central resource of partner organisations that facilitate and support school linking. As well as forging links between the schools, the project enables students to tell the stories of their often dramatically different lives on-air. 2007 saw the launch of the *World Class Newsround* report, which is a news bulletin aimed at 6-12 year olds, written and presented by the Newsround team and available online.

## Impact

Since March 2007 156 schools have approached the site for information. In October 2007, World Class worked with the British Council to facilitate an international debate on the legacy of slavery, held in the House of Commons. School children from Africa, the Caribbean, the USA and the UK debated issues with politicians including former deputy PM John Prescott. The event was filmed by BBC Parliament and is now being used in schools around the world.

## The future

We have learnt a lot about effective partnerships by working with external organisations to twin schools. Within the last 6 months, we have arranged a new system for ensuring that schools who contact us get access to everyone's services but are not overwhelmed by multiple approaches.

During 2008 a major 40 week project with Radio 4, *World on the Move*, is on air, encouraging UK schools to twin with other schools plotted on animal migration paths.

We are also about to launch a large scale World Class China campaign, which will generate partner schools to work towards 2012.

## Find out more

[bbc.co.uk/worldclass](http://bbc.co.uk/worldclass)

“”

Our whole school has a very mixed ethnic profile. It is in an area of deprivation and crime in inner city London, and we would like our students to learn about and appreciate the life of children in the world's biggest and most developing economy.

London teacher at a school linked to China



# Communications

## BBC PURPOSE

### Supporting emerging communications

At a time when the rate of change in broadcasting technology has never been greater, we have a responsibility to help our audience to get the best out of emerging media technologies now and in the future.

In setting out the strategy for delivering the BBC's Creative Future in October 2007, the Director-General, Mark Thompson, said "On Demand... offers us the chance to redefine broadcasting – no longer transmit once and then throw away, instead the idea is of content that grows in value and usage over time. So we want to develop the web and other digital platforms so that audiences can find, play and share our content. Over the next few years, we've got a central role in digital TV... we're going to launch Freesat and build on the strong position of Freeview. We're going to deliver the targeted help scheme to enable disadvantaged groups to make the change to digital. We're going to go on building support for digital radio. And we're going to grow the market for high-speed broadband in this country by driving usage of our on demand services."

In this chapter you can find out how we are preparing for digital switchover, how our audiences are using technology to make their voices heard and how we are pioneering the latest developments in on demand television.

# 3,000

emails received from members of the public in 24 hours after an earthquake struck the UK in March 2007

## PROJECT

# Digital Switchover Help Scheme (DSHS)

### Outreach objectives

- Enable licence fee payers to access digital television by 2012
- Directly support specific groups of our audience to make the transition

In October 2007, Whitehaven in west Cumbria could justifiably claim it was on the crest of a wave – a digital wave that is to sweep across the UK by 2012. By then there will be no analogue TV signals and all TV in the UK will be digital. This will happen one region at a time and a pilot in Whitehaven meant that it was the first area to make the switch.

As part of Charter Renewal, the BBC was given responsibility for establishing the Digital Switchover Help Scheme. DSHS Ltd is the independent company set up to deliver the scheme. Its goal is to help people who are 75 and over, eligible for certain disability benefits or registered blind or partially sighted, to convert to digital TV ahead of the analogue signal being switched off. Up to seven million people are eligible for support and over half a billion pounds of licence fee income has been set aside for this purpose.

### Impact

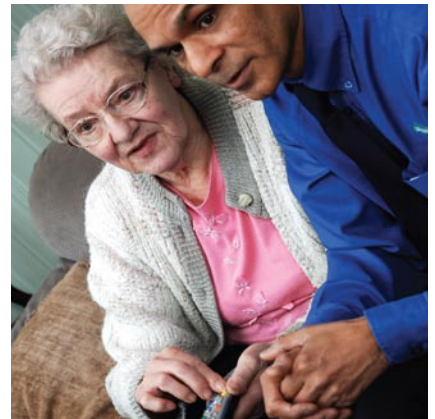
During the switchover process in Whitehaven the scheme helped around 2,800 people – approximately 10% of the population.

### The future

The first region to go fully digital is Border which starts in the last quarter of 2008.

### Find out more

[www.helpscheme.co.uk](http://www.helpscheme.co.uk)



Click the map above to be taken to the BBC interactive map where you can see when your area will switchover

## User Generated Content

Media technology is also helping our audience get involved and contribute to our programmes. In BBC News, the UGC (User Generated Content) Hub was set up temporarily after the Tsunami in December 2004 to deal with the large number of emails that the BBC received from people involved. It was on 7/7 that the true worth of UGC became apparent and the BBC received extraordinary pictures from people caught up in the events as London was brought to a standstill by a series of attacks. After this, the pilot project became permanent because it was evident that new technology now enables audiences to take an active role in reporting news stories.

# 01:01

The time we received our first report from a member of the public about an earthquake striking the UK in March 2007 – less than five minutes after the event

We now have a team of 14 journalists working 24/7 who manage UGC for every part of BBC News and a large part of current affairs. The team uses message boards and email postforms to generate stories, case studies and eyewitness accounts of events from all over the world. One of the most important parts of UGC is pictures taken on mobile phones or digital video cameras. Iconic images, such as the wrecked bus in Tavistock Square or the burning jeep at Glasgow airport, simply wouldn't have been obtainable so quickly in the days before digital technology.

**Watch these here**

[news.bbc.co.uk/1/hi/talking\\_point/2780295.stm](http://news.bbc.co.uk/1/hi/talking_point/2780295.stm)



**PROJECT**

## Video Nation

**Outreach objectives**

- Use production technology to enable people to share views and experiences
- Help improve the representation of diverse voices on the BBC
- Produce engaging films for our wider audiences

Video Nation works with members of the public to create their own short films for TV and the web. Members of the public come up with ideas and the BBC helps them make a short film that is then posted on the internet. Some films also appear on interactive TV, on BBC Big Screens and on BBC regional television. We have over 30 BBC Producers based around England and Wales who offer technical and creative advice, as well as running a variety of workshops.

**Impact**

The project makes around 800 films a year with the help of more than 3,000 contributors. In 2007, Video Nation turned a series of short films about homelessness into a half hour documentary called *Moving On*, which won Best Documentary 2007 at the Royal Television Society Midland Centre Awards.

As part of the India and Pakistan season last year Video Nation produced a series of short films following the British Asian experiences.

**The future**

In 2008, Video Nation is working with Britain's Chinese communities to produce films about their varied lives in the run up to the Beijing Olympics. These films will feature across BBC Big Screens.

**Watch these here**

[bbc.co.uk/videonation](http://bbc.co.uk/videonation)

As part of the India and Pakistan season last year Video Nation produced a series of short films following the British Asian experiences.

Watch them by clicking the picture above.



## PROJECT

# Pioneering emerging communications

### Outreach objectives

- Be an industry leader in broadcasting technology
- Improve access to our services
- Make our output the best possible quality

**BBC iPlayer**, the BBC's on demand TV service, began a new era of choice in July 2007. Viewers are now able to catch up with programmes from the past seven days or watch them again free of charge via the website.

There are an increasing number of other platforms through which you can access BBC services. These include video streams and downloads via computers or handheld devices like mobile phones.

Delivering high quality content to our audiences is only one consideration; visual quality is also important as an industry leader. **High Definition TV (HD)** provides a massive improvement in picture resolution, creating more vibrant images and an immersive viewing experience. With that in mind, the BBC Trust approved the BBC's HD television channel in November 2007. The decision followed a consultation period, during which the Trust received 921 responses from members of the public and a number of responses from industry stakeholders. In addition to considering consultation submissions, the Trust conducted a series of interviews with stakeholders and commissioned further audience research on the proposals – all of which is available on the BBC Trust website at [bbc.co.uk/bbctrust](http://bbc.co.uk/bbctrust).

### Impact

The then Director of BBC Future Media and Technology Ashley Highfield said "We are delighted with the public's response to the BBC iPlayer. Attracting a million visitors, who have accessed over three and a half million programmes, within just two weeks is wonderful."

Screen Digest predicts that by 2012 nearly 40 million HD ready TVs will have been sold – that's 1.4 to every household. To cater for this we have doubled the number of HD hours produced since 2006 and we will increase the BBC HD's schedule to up to nine hours per day by 2009.

### The future

In 2008, a joint venture between the BBC and ITV launched Freesat, the new free digital satellite television service that offers even more choice, with over 80 channels plus BBC HD, the first free-to-air high definition channel. The service also improves access, covering 98% of UK households, which is a significant improvement on Freeview.



### Top ten BBC programmes on BBC iPlayer between 25 December 2007 and 7 January 2008

- 1 Doctor Who Christmas Special
- 2 Extras Christmas Special
- 3 Top Gear
- 4 The Catherine Tate Christmas Show
- 5 EastEnders
- 6 EastEnders
- 7 Sense And Sensibility
- 8 Robin Hood
- 9 EastEnders
- 10 The Best Of Top Gear



Find out how to request updates from BBC Sport on this year's Beijing Olympics via your mobile at [bbc.co.uk/mobile](http://bbc.co.uk/mobile)

## PROJECT

# Accessibility for all

### Outreach objectives

- Improve access to our services
- Cater for audiences with specific disabilities

The BBC subtitles programmes and offers transcripts for viewers with hearing difficulties and a sign language service. An audio description service is also available, which describes the action on screen for digital viewers with visual impairments.

We subtitle 100% of programmes on BBC One and BBC Two including all Nations and Regions programming, and all programmes on BBC Three, BBC Four, CBeebies, the CBBC Channel and BBC News. In addition, we are committed to providing subtitles on at least 810 hours of BBC Parliament each year and we provide subtitles on the majority of programmes on BBC HD. We sign 5% of programmes on BBC One, BBC Two, BBC Three, BBC Four, CBeebies, the CBBC Channel and BBC News each year. We audio describe 10% of programmes on BBC One, BBC Two, BBC Three, BBC Four, CBeebies and the CBBC Channel each year. We plan to audio describe 10% of programmes on BBC HD by the end of 2008.

### Impact

We have now achieved our targets for all Access Services.

### The future

We are consulting disabled people in the creation and testing of many of our websites to ensure that our sites are usable by all.

### Find out more

[bbc.co.uk/help/accessibility](http://bbc.co.uk/help/accessibility)

# 100%

of programmes on BBC One, BBC Two, BBC Three, BBC Four, CBeebies, the CBBC Channel and BBC News are subtitled



# Environment

We make thousands of radio and television programmes every year and we recognise that this does have an impact on the environment.

In this chapter we will explain our latest environment strategy, which was recently established to improve our environmental performance.

We will also show how our programmes have helped highlight environmental issues and how we take that editorial responsibility seriously.

We also work to get audiences actively engaged with these issues. In this chapter you can find details about BBC Breathing Places, which is an outreach project from BBC Learning that aims to motivate people across the country to take care of their local environment.

16million

people watched the BBC's  
*Saving Planet Earth* series

# BBC Environment Action Plan

We recognise that, like other large businesses, the BBC's operations have an impact on the environment. This arises from the buildings we occupy, from the journeys our staff take, as well as from the programme production process.

For some time, the BBC has been guided by an environmental management policy. The policy commits us to an environmental management process and seeks to minimise our adverse environmental impact. With growing consensus on the causes of climate change and the significant challenges facing human society, the BBC Direction Group in December 2007, further agreed a five year environment strategy. The BBC Direction Group brings together Directors of the BBC to provide leadership on pan-BBC issues.

## Targets and delivery

The BBC's strategy is underpinned by an Environment Action Plan entitled 'Choose to Make a Difference'. This was approved by the BBC Direction Group in April 2008.

As part of the action plan, we have set ourselves targets for improving the BBC's environmental performance over the next five years (by end of financial year 2012/13).



To read the BBC Environment Management Policy [click here](#)

## BBC Environment Action Plan five-year targets



### Energy

**20% reduction** in energy consumed per person (kwh)



### Transport

**20% reduction** in CO<sub>2</sub> emissions per person (tonnes)



### Water

**25% reduction** in water used per person (m<sup>3</sup>)



### Waste

**25% reduction** in waste per person and to **recycle 75%** of waste (kg)

To oversee implementation of the Environment Action Plan and help deliver the targets, a committee structure has been put in place. This consists of an Environment Committee, chaired by the BBC Chief Operating Officer, who has overall responsibility for delivering the strategy. The Environment Committee has wide representation from areas across the BBC including content production, Workplace, Procurement and Technology to reflect the need to coordinate work in different departments. Supporting the work of the Environment Committee are several other groups. There is an Environment Management Group consisting of operational staff across the BBC, a

workstream focusing on sustainable TV, radio and online production and a network of volunteer staff environment champions.

The Environment Champion Network consists of over 170 staff volunteers from around the BBC who have signed up to make a difference in their respective teams and buildings. They work with the central environment project team to help make improvements in their buildings to make progress towards the BBC environmental targets concerning energy, transport, water and waste.

### Collaborative working and investing in the future

Successful implementation of the Environment Action Plan will depend on working with a range of partners. These include the BBC's suppliers for services such as facilities management, catering, transport and technology. In addition, we are working with experts such as the Carbon Trust to ensure we are making the best decisions. We will also collaborate with the media industry to share best practice, including through the CSR Media Forum.

The success of the Environment Action Plan will depend on both engaging staff to change behaviour as well as behind-the-scenes infrastructure changes. These changes will require value for money investments in such things as new boilers, low-power lights, high efficiency chillers and water reduction technologies. They will take time to implement but we hope they will yield big reductions in our environmental impact.

### On-going initiatives

Other initiatives include promoting videoconferencing. There are now 50 videoconferencing sites across the BBC, with at least one in every key building. In 2008 we aim to raise staff awareness and encourage greater use of the facilities and a resultant reduction in staff travel.

Automatic PC switch-off functionality is also being trialled to save energy when staff leave their computers unattended for a certain period of time. We envisage the service gradually being rolled out across the BBC during 2008/09.

In total 95% of the BBC's electricity is Climate Change Levy (CCL) exempt and comes from no or lower carbon sources. The CCL is a tax levied on use of conventional fossil fuels and is intended to reduce greenhouse gas emissions by indirectly promoting use of more environmentally friendly forms of electricity generation and/or investment in energy efficiency measures. "No carbon" energy sources are renewable sources and "lower carbon" sources include Good Quality Combined Heat and Power (GQCHP) generation. Whilst the BBC uses both CHP and renewables, the carbon factors used for measuring energy CO<sub>2</sub> are based on Defra grid averages.

Small sites, such as local radio stations, are supplied with renewable electricity and medium to large sites are served with lower carbon energy. As part of the environment action plan, the BBC's aim is to reduce emissions by reducing consumption rather than relying on carbon offsetting.

## New policies

As part of the Environment Action Plan, the BBC Direction Group signed off the following new policies in April 2008:

- Reduce flights by encouraging rail travel instead
- Switch to 100% recycled office paper
- Switch to 100% recycled corporate stationery
- Promote smarter printing
- Require the use of BBC preferred suppliers for pre-booked cabs



# 5 years

The time that the BBC aims it will take to achieve our new targets

## Performance data

In launching the EnvironmentAction Plan, we have taken the opportunity to review how we measure, collect and present the BBC's environmental performance data. This also follows on from a BBC internal audit report published in September 2007 which recommended a series of changes to our collection and reporting of environmental data.

## Environmental performance data 2007/08



### Energy UK

Equivalent total energy – kWh  
**422,225,731**

Energy consumption per BBC staff (FTE) – kWh  
**19,552**

Total CO<sub>2</sub> emissions from energy – tonnes  
**159,026**

CO<sub>2</sub> emissions from energy per BBC staff (FTE) – tonnes  
**7.36**



### Water UK

Equivalent overall water consumption – M<sup>3</sup>  
**633,727**

Water consumption per BBC staff (FTE) – M<sup>3</sup>  
**29**



### Transport UK & International

Total CO<sub>2</sub> emissions from transport – tonnes  
**16.418**

CO<sub>2</sub> emissions from transport per BBC user – tonnes  
**0.52**



### Waste UK

Equivalent overall waste – tonnes  
**n/a**

waste per BBC staff (FTE) – kg  
**n/a**

waste recycled per BBC staff (FTE) – kg  
**n/a**

#### Notes for energy and water

1. Consumption data is sourced from accounts included on a centralised outsourced Utility Invoice Management system for the majority of BBC core UK operation (NB not all BBC sites are included)
2. BBC Staff Full Time Equivalent (FTE) data is provided by BBC People and includes UK based staff in BBC public service broadcasting, BBC World Service, BBC Worldwide and BBC Resource. It excludes staff for Service Providers and Tenants as well as visitor & audience numbers
3. Consumption data is matched to BBC FTE data and the coincidence of both data streams provides the materiality based upon coverage against overall BBC FTE staff data
4. The core consumption data is based upon the following estimated proportions of actual data for each of the respective utilities: Electricity = 91% actual data (9% estimated based on previous year's consumption), Gas = 88% actual, Water = 74% actual). The percentages relate to the overall data recorded on the database not the figures matched to sites with BBC FTE Data). Consumption and emission factors are re-stated to give an equivalent overall consumption for 100% BBC FTE staff numbers
5. Consumption includes all main BBC buildings where BBC are responsible for payment direct to utility suppliers

6. Consumption includes that of wholly owned subsidiaries, service partners and tenants located in BBC occupied buildings (with the exception of Red Bee Media whose apportioned non BBC consumption is excluded from BBC figures – Red Bee consumption apportioned to BBC is estimated at 30% of total Red Bee usage)
7. Consumption associated with Transmission sites (not owned nor operated by BBC) is excluded.
8. Defra 2007 emission conversion factors are used for gas and electricity supplies and EU ETS data is used for Television Centre and Media Village oil usage. <http://www.defra.gov.uk/environment/business/envrp/pdf/conversion-factors.pdf>
9. Although heating degree days increased by approximately 16% in previous year – energy data has not been adjusted to normalise seasonal factors.
10. The majority of the data relates to the reporting period of April 2007 to March 2008. Where data is unavailable for this period equivalent annual data is used as close to the reporting period as available.
11. Water consumption is based on piped mains supplies to BBC core UK buildings and includes general consumption and 'process usage' such as make up to steam boiler plant, cooling towers and other building services systems.

#### Notes for transport

1. Data covers the following transport modes: self drive hire, coaches, shuttle service, private hire transport, couriers, air – domestic, air – short haul international, air – long haul international and UK rail
2. Data includes transport usage by the BBC public service broadcasting, BBC World Service, BBC Worldwide and BBC Resources
3. CO<sub>2</sub> emissions from transport are shown as per BBC user rather than BBC staff (FTE) because BBC transport services are used by freelancers working on behalf of the BBC as well as travel and transport regularly being booked on behalf of guests travelling on BBC business. There is no definitive measure which takes into account programme types and mix of contributors utilising all of the different transport and travel services. Therefore we have used figures that we can accurately report on from the management system for booking of private hire vehicles (minicabs) as the benchmark to factor across the whole transport and travel category. For 07/08 these are factored at freelancers 4%, guests 27.5% and BBC staff 68.5%. BBC staff FTE data is same as that used for energy and water – see notes 2 & 3 for energy and water
4. Defra 2007 emission conversion factors are used for passenger and freight transport: <http://www.defra.gov.uk/environment/business/envrp/pdf/conversion-factors.pdf>
5. Data excludes use of local transport which is claimed through staff expenses rather than centrally booked. It is estimated that it makes up approximately 5% of BBC travel.

BBC Occupational Risk Management issued a new set of procedures for measuring and monitoring environmental data in line with the ISO 14001 Environmental Management Procedure. The type of data to be collected is determined from the Corporate Risk Register. The Key Performance Indicators (KPIs) have been developed via benchmarking against Defra Guidelines, other organisations and reporting standards. These procedures apply to environmental data reporting from April 2008. In developing good practice we have decided to report our environmental performance for the financial year 2007/08 following these procedures. The data for 2007/08 also form the baseline for our performance targets.

In reporting waste data, BBC Workplace has taken the decision to audit the information supplied by our waste management contractors to ensure it is robust and meets our reporting standards. This audit is likely to be completed by end of 2008 after which the data will be posted on the BBC's CR report website

## CASE STUDY

### BBC on-air

Like many topics covered in BBC programmes, reporting on the current state of the environment can be controversial and challenging. To help maintain impartiality in debates of this kind, we have specialist sources through which we can understand better the issues which need investigating. The BBC's College of Journalism provides expert advice in this area from our Environment Analyst and correspondents. It emphasises, "With issues like this, we need to be seen to be applying the same rigorous assessment of the solutions proposed as we would to any other vigorous political debate."

For example, the *Saving Planet Earth* season of programmes ran during the summer of 2007. It involved documentaries on BBC One covering the challenges facing some of the most threatened animals in the UK and globally. The production covered some environmental issues and advice from BBC Editorial Policy and independent experts was sought throughout the process. The series of *Saving Planet Earth* programmes was watched by over 16 million people and got an average AI (Appreciation Index) much higher than the slot / channel averages. AIs are used as a basic measure of positive and negative TV experiences, formulated by 15,000 adults and 1,500 children who go online to tell us what they think of our programmes. The *Saving Planet Earth* series got an average AI of 84, with no episode attracting an AI of less than 80.



#### Find out more

[bbc.co.uk/savingplanetearth](http://bbc.co.uk/savingplanetearth)

## Editorial guidance

Jana Bennett, Director of Vision, takes a strategic overview of the BBC's broadcast coverage of climate change, and has introduced a discussion forum to build knowledge of current scientific thinking and policy developments and to share ideas across the BBC. Editorial responsibility for individual programmes, as with all other stories, lies with the relevant production teams, with Editorial Policy as a point of guidance.



## CASE STUDY

# Breathing Places

Breathing Places is run through a partnership between BBC Learning, organisations across the wildlife and conservation sector and the Big Lottery Fund. It aims to inspire and motivate our audience to create and care for nature-friendly green spaces where they live. It's been running since 2005 and uses programming to inspire the audience to get involved in local events to 'do one thing' to help wildlife in their area. In 2007, the Breathing Places cities initiative was launched, when fifteen cities committed to engaging their residents in a year of wild action. A new database and search engine were developed to incorporate places and events across the UK taking part in Breathing Places initiatives – with over 7,000 entries.

Over the next twelve months the Breathing Places team will be supporting community groups to run their own 'do one thing' events by offering resources and guidance to ensure that many more people have the chance to get involved. Another aim is the continued promotion of easy 'do one thing' activities for people to try at home, which will tie into broadcasting planned for this autumn that will focus on wildlife gardening. They are also looking to develop relationships with businesses to encourage them to run activities for their staff.

### Find out more

[bbc.co.uk/breathingplaces](http://bbc.co.uk/breathingplaces)



Click on the map to find your nearest Breathing Places city and discover what they've been up to

# Charity

We support a range of charities through broadcast appeals, which facilitate fundraising and raise public awareness of charitable causes. We also undertake our own fundraising initiatives for BBC charities. The aims of these broadcasts are multiple; as well as fundraising, they inform our audience and encourage individual civil responsibility.

The BBC has always encouraged charitable giving. The first broadcast appeal was in 1923, three months after the BBC began. It raised £26 6s 6d for the Winter Distress League, a charity representing homeless veterans of the First World War.

Today, as well as offering opportunities for a range of charities to appeal on air, we have four BBC charities: BBC Children In Need, BBC Performing Arts Fund, BBC Wildlife Fund and BBC World Service Trust. These charities are all independent and as such produce their own reports and accounts.

A network of independent Appeals Advisory Committees informs the BBC's management on all charity appeals and fundraising projects.

In addition to appeals, we partner charities in several other capacities, including to provide opportunities for staff to volunteer and to draw on charities' expertise to inform programming.

£470  
million

The amount that the BBC Children in Need television appeal has raised since 1980

# BBC Children in Need

BBC Children in Need aims to change the lives of disadvantaged children and young people in the UK for the better. In 2007, its income was over £36 million. For every penny donated, a penny goes towards projects that help disadvantaged children. We are able to make this promise because the charity uses its investment income to cover all operational costs.

The charity allocates monies raised as grants to organisations with complementary objectives.



## PROJECT

# The Bubble Foundation

### Outreach objective

- Better the lives of children needing a specialised environment for hospital treatment

A Children in Need grant helped develop The Bubble Unit at Newcastle General Hospital. The Unit creates a bubble of sterilised air in which children can be treated without the risk of infection. For children in the bubble for long periods, computers funded by Children in Need serve as a lifeline to friends and family.

Adam and Phil were in the unit during 2007. In their film Adam explains that the worse thing about being in the Bubble is the loneliness, saying, "Without the computer it would be boring and I wouldn't be able to contact my friends."

### Impact

Adam is now at home leading a normal life. When asked about his time in the bubble, he told us that having the computer and games made it feel more like home. He was able to improve his skills and keep in touch with his friends which meant he hadn't lost months of friendship.

### The future

The next Children in Need Appeal night will be in November 2008.

### Find out more

[bbc.co.uk/pudsey](http://bbc.co.uk/pudsey)

Click the photo to watch Adam and Phil tell their story

# 2,300

projects are currently funded by Children in Need (June 08)

# BBC Wildlife Fund

The BBC Wildlife Fund was established in May 2007 to support projects that are working to protect endangered wildlife and biodiversity. It also

**BBC Wildlife Fund**

Registered Charity No: 1119286



aims to help improve the natural habitats that wildlife and humans share. The Fund has so far received the bulk of its income from an appeal promoted by the BBC Natural History Unit's *Saving Planet Earth* TV series, which was on-air in June and July 2007. The charity enables the Natural History Unit's audiences to become actively involved by supporting projects they have learnt about through watching programmes. The Fund has now distributed over a million pounds to 47 projects across the UK and abroad, with processes underway for a further disbursement of £600,000 in 2008.

## PROJECT

# Siamese Crocodile Conservation Programme

### Outreach objective

- Raise awareness of the potential impact of destroying natural habitats
- Help save the critically endangered Siamese crocodile

The BBC Wildlife Fund approved a grant of £60,000 (spread over two years in 2008-2009) to help save these crocodiles and their globally important wetlands in Cambodia. The project is achieving this in four ways:

- reducing poaching and habitat loss
- working with local communities and enforcement officers to strengthen protection of the most important crocodile habitats
- increasing crocodile breeding success through establishing a captive breeding colony
- increasing capacity to manage the project by training Cambodians as crocodile biologists.

### Impact

The Fund has received an update on the project work so far and has detailed how it is fulfilling its objectives:

- Twenty crocodile wardens are protecting nests with weekly patrols and regular reporting and are primed to move eggs should they come under threat from flooding or other hazards.
- Flyers, posters and colouring books for schoolchildren were distributed by wardens in two communities to remind residents and visitors about the rules regarding the sanctuary crocodiles.
- The indigenous community is among the poorest in Cambodia (with an average income of less than £20 per person per year) and this initiative provides practical support to alleviate poverty and increase food production including holding training sessions for hundreds of villagers on tractor use, organic farming methods, marketing and the management of savings.



The BBC Wildlife Fund is making a vital difference in our fight to save the Siamese crocodile – one of the most endangered animals on the planet – by supporting a suite of research, education and protection efforts by villagers and scientists on the ground in Cambodia.

Senior Conservation Biologist, Fauna & Flora International

Find out more about this project by clicking on the photo above

### The future

More details of the projects that have been supported by the BBC Wildlife Fund will be available in their Annual Report later in the year.

### Find out more

[bbc.co.uk/savingplanetearth](http://bbc.co.uk/savingplanetearth)

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## BBC World Service Trust

The BBC World Service Trust is the BBC's international development charity. The Trust takes the BBC to millions of people across the world, bringing in new audiences, working with partners to build trust and address problems associated with poverty. At all times the Trust aims to keep innovation, creativity and quality at the heart of its work.

It currently works in more than 50 countries through a wide range of partnerships with local bodies and international development agencies. It focuses primarily on the themes of Governance and Human Rights, Health and Emergency Response and Learning for Livelihoods and the Environment.

The Fund is financed by external grants and voluntary contributions, mainly from the UK's Department for International Development (DFID), the European Union (EU), UN agencies and charitable foundations.

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### PROJECT

## Afghan Education Project (AEP)

### Outreach objective

- Produce educational programming for Afghan audiences
- Build partnership in Afghanistan

Now based in Kabul, 300 people work on AEP producing educational programmes and resources for Afghan people. Radio programmes include *New Home, New Life*, a drama addressing issues such as HIV/AIDS, teenage marriage and corruption and *Our World, Our Future*, a programme targeting 5-16 year olds.

The website was launched in April 2007 and users can now listen to or read about AEP radio projects, download material for schools or view artwork, stories and photographs from other users.

In June 2007, AEP donated 30,000 educational comics and 130,000 storybooks for children to the Afghan government.

The BBC World Service Trust works with a wide variety of organisations and institutions, including Afghan broadcasters, NGOs and schools. AEP



**AWARD**

AEP won a Bronze World Medal in the Best Children's category at the 2007 New York Festival's International Radio Broadcasting Awards

programmes are broadcast by the BBC World Service and private radio stations across Afghanistan.

### Impact

48% of the Afghan population listen to *New Home, New Life* on a weekly basis and more than 19,000 people visited the website in its first three months.

### Find out more

[bbc.co.uk/worldservice/trust](http://bbc.co.uk/worldservice/trust)

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## BBC Performing Arts Fund

The BBC Performing Arts Fund was originally set up as The Fame Academy Bursary in 2003. Since then the fund has awarded over two million pounds to aspiring music makers and performers across genres ranging from classical to urban.

The fund raises money through telephone voting on talent-seeking entertainment programmes including *Any Dream Will Do* during 2007. For the BBC, this link means audiences are able to take their relationship with their favourite programmes to another level by pursuing opportunities to start their own musical journey. Unlike other channels, the BBC does not make a profit from using premium line telephone voting. Once we have covered our overheads, all proceeds go to charity.

In November 2007 the BBC laid out clear guidelines for the use of premium rate telephone services. Read the Code of Conduct by clicking the picture above.

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### PROJECT

## Education Bursary

### Outreach objective

- Fund individual learning packages for exceptional musicians aged 16-30
- Support individual talent development

Dave Smith was awarded his bursary in 2006 for a period of three years. He is one of the finest young drummers on the British jazz scene and applied for a bursary so that he could research the relationship between African music and jazz by studying Wolof drumming in the Gambia.

So far, he has used his Bursary funding for a collaborative project between 'Outhouse', his own London based jazz ensemble, and Wolof drummers from Gambia. The project has featured performances, workshops, recording and master classes both in the UK and Gambia. It has also included a number of education workshops with Kids



Company, a charity that supports inner city children in London. This funding has also enabled David to secure match funding from The Arts Council.

### Impact

In 2007, BBC Performing Arts Fund awarded thirteen Education Bursaries, ranging from £1,500 to £20,000 and totalling £122,000.

### The future

The BBC Performing Arts Fund was rebranded in 2008, signalling a life beyond the Fame Academy TV programmes and establishing it as a charity in its own right.

The Trustees have developed a clearer vision, value statement and mission for the Fund's future. It aims to seek out and support excellent aspiring performers and those directly supporting performing artists, who for reasons of lack of existing opportunity, personal background or circumstance, would not have been able to achieve their most ambitious goals, or their talent's greatest potential without the Fund's support or intervention.

### Find out more

[bbc.co.uk/performingartsfund](http://bbc.co.uk/performingartsfund)

# £364,776

was raised for the BBC  
Performing Arts Fund  
from texts and phone  
calls to *Any Dream Will Do*

## OUR PARTNER CHARITIES

### Comic Relief/Sport Relief

The BBC has a unique partnership with Comic Relief, an independent charity, which now includes Sport Relief and is committed to helping end poverty and social injustice in the UK and across the world. The relationship was established 22 years ago and in that time has raised over half a billion pounds which has been distributed as grants.

Comic and Sport Relief alternate their fundraising so that the BBC stages one major night of programming for each every other year.

In March 2008, a record breaking £20,747,375 was raised over the Sport Relief weekend – that's £2 million more than in 2006. Over half a million people took part in Sport Relief events all over the UK.

The success of Comic Relief (Red Nose Day and Sport Relief) is judged on a number of criteria, including audience reach of the programming and the number and variety of beneficiaries of the organisations supported through grants. We benefit from the partnership by accessing a broad audience through the interactivity of many of the Red Nose Day and Sport Relief events. We also achieve innovative programming with a range of, sometimes surprising, contributors – Tony Blair's involvement in a sketch with Catherine Tate for Red Nose Day 2007 is a great example of this.

The BBC's Charity Appeals Advisory Committee has introduced an evaluation system for all appeals, including those with partner charities, in order to assess delivery of the BBC's Public Purposes. One example of this is that, on behalf of our stakeholders, we can assess

Find out more about the BBC's Charity Appeals Advisory Committee by clicking the picture above.

the monitoring system for grants spend by charities that raise funds through broadcasts on any BBC platform.

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## Encouraging charitable donations

As well as Comic Relief, the BBC broadcasts appeals for many other charities. These are an important part of our remit as a public service broadcaster, and relate to the BBC's broader involvement in social action broadcasting, coverage of the voluntary sector and policies on corporate responsibility.

We have regular appeals through the weekly BBC Radio 4 Appeal and the monthly Lifeline appeal on BBC One. These appeals raised almost £1.5 million in 2007/8 for 64 different charities. Additional appeals are carried out separately in each nation and region. We also give airtime to special appeals when a serious emergency occurs. This includes appeals on behalf of the Disasters Emergency Committee (DEC), which is composed of UK charities involved in overseas relief work when an emergency occurs abroad.

£1,500,000

raised through the BBC Radio 4 Appeal and Lifeline

# Our business

This chapter will address how we approach our business and the standards we hope to achieve in the workplace. We aim to make the BBC a supportive and nurturing environment for our staff. We have a commitment to provide an inclusive workplace with training for career development, and in this chapter you can read about some of the ways we're trying to achieve these aims.

We also provide training opportunities for freelancers and external suppliers and recognise the importance of having established guidance governing our relationships with any independent contributors and those who supply goods and services to us. Read on for information on a new compulsory training module for all the independent production companies that we work with.

This chapter will also cover how we address the impact we have on communities where we have a large workforce. See how schools in Salford have teamed up with the BBC Philharmonic Orchestra in a new creative relationship.

# 75%

of BBC staff received training,  
totalling 70,000 days during  
2007/08

# Training

We recognise that to get the best out of staff we have to continually offer opportunities to improve skills and broaden experiences at work.

BBC Training & Development has seen a 60% increase in the number of people trained compared with the previous year. Owing to the changing face of our business, many of the 63,000 delegates trained were freelancers or members of external organisations.

Following serious editorial breaches that came to light during 2007, a training module called Safeguarding Trust was compiled. It's an editorial training programme that examines where to draw the line between legitimate media artifice and unacceptable audience deception. It was delivered to over 19,000 programme makers in a period of four months, making it the largest programme of training ever undertaken by the BBC. The training is also a requirement for independent production companies making programmes for the BBC.

Safeguarding Trust was put together by the College of Journalism, which was set up to provide shared learning and networking for journalists across the BBC. During 2007/8 the College website had an average of 3,200 unique users per month, each spending an average of 20 minutes on the site.

"I'd say our teams find it very useful - especially in terms of knowledge-sharing. Video master classes like Safeguarding Trust and the legal courses are probably the best as we can arrange them whenever we need them and to improve specific skill sets." Angus Moorat, Senior Broadcast Journalist, BBC Southern Counties

To measure the return we get from our investment in people, we have developed a training evaluation system that:

- monitors reactions of delegates
- measures how learning impacts on day to day work
- evaluates benefits to the BBC – 81% of respondents regarded training as being of significant value



**National Training Award  
for overall provision of  
training and development  
– Broadcast Sector**



## In 2008 we carried out a staff survey

**61%** responded to the survey compared with...

**44%** in 2005.

**86%** of respondents said they felt proud to work for the BBC.

**48%** didn't think the BBC achieves the best possible performance from staff.

“”

We can point to areas where we would like to do better, but I can see we're making progress.

Mark Thompson

**Find out more at [bbctraining.com](http://bbctraining.com)**

## Staff rewards

We understand staff benefits and rewards are an opportunity to show how our workforce is valued. In February 2008, BBC People launched a new reward package. The launch followed an internal investigation to find out what staff understood about the BBC's offerings in this area.

Ten focus groups totalling over fifty people were held by Hewitt, an independent consultancy, in four BBC locations. These revealed that BBC staff assume that reward means pension, pay and not a lot else. Staff were surprised by the extensive discounts and deals available – so the myReward intranet site was launched to establish a framework that enabled them to better understand what's on offer. It includes information on staff choices concerning pay, pensions and flexible working amongst other options.

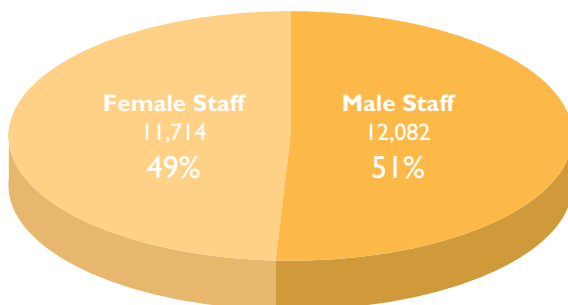
Between the launch of myReward in February 2008 and May 2008:

- There were 17,113 unique visitors to the myReward website
- Over 3,000 elections were made/continued through myChoices (fiscally efficient benefits)
- 6,577 employees signed up to myDeals (purchasing discounts)

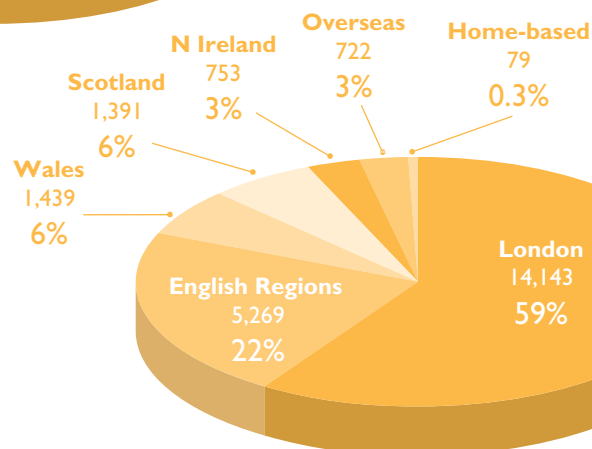
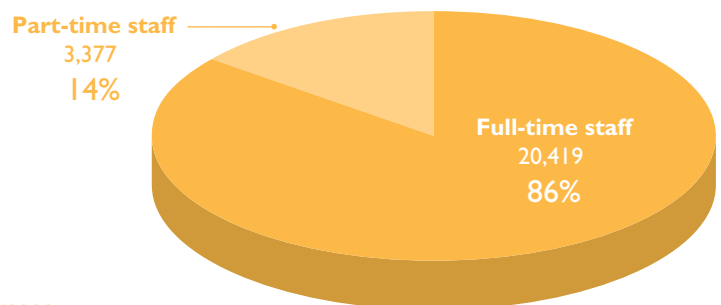


## Staffing figures 2007/08

Percentage of male/female staff



Percentage of full-time/part-time staff



Geographical location of staff



# Volunteering

BBC Training & Development runs a scheme called Connect and Create that encourages staff to volunteer to work in the community with recognised charities. Since the launch in January 2007, Connect and Create has supported 867 BBC staff on such opportunities.

The scheme works with fifteen national charities, including NCH, Media Trust and Crisis, to support communities whilst also providing varied opportunities for staff skill development.

## CASE STUDY

### Step Up

Step Up is a London based scheme that trains staff to mentor people who want to work in production on TV, radio or online. After taking part, mentee Fulvio Pozzoni decided to become a VT Editor.

“The project gave me the industry contacts, the support and the confidence without which I could have never found this job.”

Since 1991 over 300 people in London have been mentored through this project.



## Diversity

We have a responsibility as an industry leader to be as inclusive as possible in our employment of staff - with an aim to be as representative of our audience as we can. For us that includes diverse communities of interest, as well as gender, age, ethnicity, religion and faith, social background, sexual orientation or political affiliation.

The BBC has set workforce targets on two areas of diversity: ethnicity and disability. These are supported by a number of initiatives aimed at promoting diversity in the workforce and in our output and content.

The workforce targets are currently being reviewed by the BBC Diversity Board, which is chaired by the Director-General.

We now have more people with disabilities working for the BBC than ever before and we surpassed the target figure of 4.0%.

We do not have as many people from ethnic minorities within our staff that we would like. The target is 12.5% and our current position is 11%.

There are a number of initiatives that we are involved with to encourage this situation to change.

## Our workforce priorities

The BBC is investing £3 million over the 3 years (2008 – 11) in an action plan to help meet the targets:

1. **MDP:** A mentoring and development programme for potential high fliers. 21 of the 30 places on the scheme are ring fenced for ethnic minority and disabled staff.
2. **Journalism:** A new trainee scheme for Journalism, the biggest BBC job family (over 50% of successful entrants for year 1 are from BME backgrounds).
3. **Extend:** Offering 50 placements per year for people with disabilities. Seventeen people on the current programme have been offered jobs at the end of their placements.

## Progress towards the BBC's workforce targets: 2004-8

	March 2004	March 2005	March 2006	March 2007	March 2008	Target
Ethnic minority staff	10.3%	10.1%	10.3%	10.5%	11.0%	12.5%
Ethnic minority staff at SM1/SM2 grades	4.3%	4.9%	5.3%	5.0%	5.0%	7.0%
Staff with disabilities	1.5%	2.7%	2.7%	2.6%	4.6%	4.0%

## What else is the BBC doing to create a diverse workforce?

1. Targeting diverse communities through recruitment advertising, careers fairs and other outreach activities such as supporting GRADES, which promotes careers to all irrespective of Gender, Religion, Age, Diversity, Ethnicity and Sexuality
2. Using Project North as an opportunity to attract diverse people to work with us and to reflect the diversity of the North of England. An attraction and recruitment strategy is being developed
3. Participating in events like 'Move on Up', co-ordinated by BECTU. In 2007 we participated in a free networking day for all BME (black and minority ethnic) people working in the news industry. It aimed to provide contacts and advice.
4. Holding open sessions in different parts of the UK to encourage groups under-represented in the BBC to apply.
5. Playing an active role in industry networks. The BBC is a member of the Broadcast and Creative Industries Disability Network (BCIDN), the Cultural Diversity Network (CDN), Opportunity Now, Employers' Forum on Disability and the Employers' Forum on Age.



## Find out more

[bbc.co.uk/info/policies/diversity](http://bbc.co.uk/info/policies/diversity)

## CASE STUDY

## BBC Extend Scheme

Exclusively for people with disabilities, the Extend Scheme is a work placement scheme, aiming to increase representation of disability and disability awareness. It offers appropriately experienced and/or qualified disabled people an opportunity to gain six months' paid work within the BBC.

Its been running for eleven years and in 2007 offered fifty placements across the organisation from BBC Drama to Future Media and Technology. 50% of participants in 2007 gained further work at the BBC after their placement.

Once working at the BBC, disabled staff can call on the support of the Disability Forum, which was set up in 2006 to offer networking opportunities and information. In addition, the Access Unit provides personal assessments and ensures the workplace caters for individual needs.

# 50%

of Extendees in 2007 gained further work at the BBC after their placement

## How we affect our neighbours

The size and nature of our business means we have significant impacts wherever we are based. We recognise that we have a key role to play both as a good neighbour to our immediate local communities; and as a focal point for wider community engagement.

# 950,000

The approximate number of people who listened to Discovering Music on Radio 3

## CASE STUDY

## BBC Philharmonic partnership with Salford City Council

The BBC Philharmonic has been working closely with Salford Music Service, Salford University and local schools throughout 2007 and 2008 to plan and deliver music learning activity. This aims to place the BBC orchestra at the heart of the Salford community in the run up to the BBC's creation of a major new centre in the North.

One of the many highlights last year was a learning project that aimed to bring together music and dance students in an innovative way to create new cross-genre works inspired by a musical composition. Salford University students, band musicians, orchestra players and dancers all performed together on one stage. The project was recorded by BBC Radio 3 and broadcast as part of the *Discovering Music* programme.

# “”

The partnership will create incredible opportunities for children in the city that will otherwise not be available. It will nurture talent, seeing Salford children aspiring to musical careers and will shape future generations of orchestra players and audiences.

Cllr John Merry, leader of Salford City Council

### Find out more

[www.mediacityuk.co.uk](http://www.mediacityuk.co.uk) & [bbc.co.uk/orchestras/philharmonic](http://bbc.co.uk/orchestras/philharmonic)

## CASE STUDY

# West London community plan

There are over 12,000 people working for or supporting the BBC in the White City area of London. During 2007, we maintained our commitment to act as a good neighbour by focusing on improving contact with local schools. We work with the Hammersmith and Fulham Education Business Partnership to offer a range of opportunities: including hosting 'This is What We Do' experiences. Students and teachers not only get the chance to see behind the scenes of the BBC, they also gain insight into the huge variety of careers that exist across the media industry and have a chance to quiz staff on what they do.

Last year we hosted eight 'This is What We Do' events and during the next year we have ten more planned. 73% of students felt that the visit improved their perception of the BBC as an employer and one student explained, "it opened my eyes to the jobs available and also gave me a feel of what it's like to work at the BBC from someone's personal view."

# 73%

of students felt that visiting BBC Television Centre improved their perception of the BBC as an employer

## Procurement

Supplier selection at the BBC is based on overall value for money. The way in which we evaluate suppliers is dependent on the type of goods and services that are being tendered; for example diversity and equal opportunities played a part in the selection of a managed service provider for temporary recruitment. For the provision of office supplies and printing services, environmental policies and practices are evaluated.

In recent years the BBC has outsourced a number of non-core activities, such as HR, finance, facilities management and collection of the licence fee. This has improved efficiencies and economies of scale and delivered significant cost savings. In addition, a number of discrete businesses (transmission, technology, broadcast services and outside broadcasts) have been sold to raise funds for new areas of output, e.g. digital transmission and on demand services.

During 2007/8 the National Audit Office gave a very positive report on the procurement of goods and services at the BBC stating that the BBC has a well developed approach to procurement, is on course to deliver its efficiency savings target of £75m in the three years to March 2008 and is advanced in its use of e-Procurement. This was acknowledged by the House of Commons Public Accounts Committee. This was also supported by the benchmarking carried out with Accenture, which ranked the BBC third overall out of nine private sector organisations; the BBC was ranked first in the purchase to pay process section.

### Find out more

[bbc.co.uk/supplying](http://bbc.co.uk/supplying)



BBC Procurement has been short listed for the Chartered Institute of Purchasing and Supply awards in the category of best process improvement initiative.

# Commissioning

The commissioning of BBC programmes is split into three sections:

- 50% is produced in-house in order to sustain a production base to deliver our public service commitments.
- 25% guaranteed to independent producers. We are committed to treating the 25% as a floor and not a ceiling.
- The Window of Creative Competition is the part of our commissioning slate open to competition from all suppliers. Overall, the WOCC is 25% of our total programme needs and represents about approx £250 million of our business.

As well as being regulated by the BBC Trust, the BBC is also answerable to Ofcom for a number of programme production quotas, and we are further obliged under European Community legislation to make sure that the majority of our qualifying programmes (which, for the BBC, excludes mainly news, sport and events) are European in origin and that at least 10% of it is made by independent producers.

In 2007 the BBC exceeded these quotas – 87% of our output is of European origin (primarily UK) and 39% was made by independent producers.

These figures are the BBC's own assessment. Ofcom will formally report on our performance in its Communications Market 2008 Review due to be published later in the year.

## Find out more

[bbc.co.uk/commissioning](http://bbc.co.uk/commissioning)



# 39%

of commissioned programmes  
came from independent  
producers last year

# Verification statement

# To the management of BBC

We have been asked to verify the BBC's Corporate Responsibility Report 2007/8 (the Report). BBC's Outreach management has prepared the Report and are responsible for the collection and presentation of the information within it. Our responsibility as verifiers is to the BBC's management only in accordance with the scope of work agreed with them. We do not therefore accept or assume any responsibility for any other purpose or to any other person or organisation for this exercise.

## The scope of our verification work

Our approach entailed three phases, over a five month period:

- Phase 1 (February – April 2008) – Provide a critical review of the BBC's 2006 Outreach Report, to identify scope for improvement in the 2008 edition – the 2006 report was produced in 2007
- Phase 2 (June/July 2008) – Review draft Report and identify unsubstantiated statements. As a result, conduct face to face interviews with members of the Outreach Department, and relevant functional managers (responsible for projects or activities included in the Report), to evaluate data collation methods and verify sources of data and claims
- Phase 3 (July 2008) – Complete external accreditation statement for publication

## Our approach to this work

In developing our approach, we are mindful of:

- the key principles of providing assurance as part of Accountability's AA1000 Assurance Standard - Materiality; Completeness; and Responsiveness.
- the BBC's status as a public service broadcaster, with its six public purposes, means that much of its CR activity is core to its business.

Our approach was designed to ensure that we would:

- Focus on the accuracy and reliability of the data
- Offer opinions on strengths and weaknesses
- Draw conclusions about the Report's scope (including the extent to which its content could be considered material to internal and external stakeholders) and detail any concerns about aspects of the Corporation's reporting.

To verify the content of the Report, we undertook the following actions:

- Reviewed relevant documentation, such as web sites, policy documents, research and management reports, meeting minutes (which set targets, etc.), internal spreadsheets, reports and emails from project owners and supporting documentation from third parties (e.g. independent assessments of project success), to ensure consistency with claims in the Report.
- Assessed and challenged the data collated and claims

within the Report

- Met with sufficient BBC staff with responsibilities for individual projects, or areas reported, to ensure an adequate perspective of the nature of projects and activities featured in the Report.

We undertook our evaluation of the Report to ensure ourselves that:

- It presents a fair, accurate and balanced representation of the progress that the organisation has made in the period 1st April 2007 to 31st March 2008, and that there are processes in place for identifying and managing CR issues.
- The Report covers relevant CR matters.
- Those actions identified in the 2006 Report have been acted upon and commented on in the 2007/8 Report.
- The data presented within the Report have been correctly transferred from the relevant departmental level data records.
- CR initiatives reported in 2007/08 were substantial and of sufficient importance to merit inclusion.
- No material information has been withheld relating to projects or activities featured in the Report. Consideration was also given to ensure that any adverse CR related comments in the public domain about the BBC, or where relevant the media industry, were not omitted.

## The limitations of our activity

We interviewed a selection of BBC management to understand the robustness of statements within the Report and regard their comments to be a valid representation of the BBC's development of CR.

We recognise that some potential CR activities, such as levels of customer complaints and human resource matters, are reported in more depth within the BBC Annual Report and Accounts. We did not review or attempt to verify these activities as they were not deemed to be part of the content of the Report produced by the Outreach department.

In addition, we recognise projects reported are a small selection of activities undertaken by the BBC. We did not review or verify the wider range of activities, but are confident that the Outreach department selected those reported in a fair and reasonable manner.

As part of the verification, we assessed the completeness of data by reviewing information presented to the BBC Outreach team by individual operations. A significant proportion is in the public domain on BBC websites. Independent reports were viewed e.g. BARB audience data and project evaluation reports. We also, as part of the verification, assessed data quoted from BBC sources.

It is worth noting in setting out the above limitations that the BBC is, a business regulated by the BBC Trust, Ofcom and subject to Parliamentary inquiries, the Freedom of Information Act and, from time to time, scrutiny by the National Audit Office. As such there is a culture of needing to be accurate, correct and transparent within the organisation. The BBC is already closely scrutinised by independent parties, which ensured a clear trail for data and claims made in the report. This existing independent

scrutiny enabled us to be assured that the limitations described above did not have significant impact on the quality and accuracy of the Report.

### Our conclusions

We consider the BBC has progressed significantly, providing further transparency and structure on its key CR issues, as well as offering wider information on activities. We regard linking projects within the Report to the six public purposes as particularly beneficial, providing a basis to identify and develop CR projects.

The approval in December 2007 of the BBC's Environment Action Plan is considered a highly significant step in terms of managing environmental performance. Implementation across the BBC is evidence of the serious manner in which it addresses this subject.

Our conclusions on the quality of the Report, based on the above approach are as follows:

- We are satisfied that the BBC's 2007/8 CR report presents a fair and balanced representation of the progress it has made in the period 1st April 2007 to 31st March 2008, and that there are processes in place to identify and manage CR issues.
- We consider the contents of the report to be relevant and that CR initiatives reported in 2007/08 were substantial and of sufficient importance to merit inclusion.
- We consider activities committed to in the 2006 Report are reported within the 2007/8 Report.
- We consider that statements on claims made by management within the Report are accurate.
- We consider the transfer of relevant data from internal and external records, into the Report, has been carried out accurately
- We are confident that no material information (relating to the content, projects and activities included within the Report) has been withheld. Significant issues that arose during the year are reported on publicly in the BBC Annual Report and Accounts, which the CR Report links to.

### Other observations based on undertaking this work

There are several observations we would wish to make:

- Given that many projects originate at departmental levels, to enable greater ownership and understanding of CR implications across the BBC, there is an opportunity to strengthen awareness and understanding of CR reporting. This could include having a more formalised setting of Terms of Reference for CR projects, including provision

for data and impact reporting.

- Whilst there has been much internal progress on the BBC's management of the environment, the environmental section in the Report is at an early stage of implementation. This is recognised as such by the Outreach team. There is a commitment to move this forward and the ambitious targets identified for the next 5 years should be monitored and progress against them reported upon in the next Report.
- Currently, the BBC commonly uses measures, such as audience numbers and website visits, to evaluate the reach of projects and although often it assesses further outcomes of activities, there could be greater focus on longer term impacts in future reporting. This would ensure the management of CR related projects is seen to be more effective.
- We were not asked to assess stakeholders' views and expectations of BBC's CR reporting. Thus we are not able to comment on the extent to which the Report meets the needs of stakeholders. For future reporting it would be desirable to see stakeholder views (on CR matters) properly assessed, with evidence of the engagement process and that the report meets their expectations.
- Within the Our Business section of the Report, there is a need to provide external stakeholders with the opportunity to compare the BBC's CR performance with that of other organisations. The BBC should consider providing benchmark reporting in areas such as employee management, supply chain management, etc.

Our verification conclusions presented above are not affected by these observations.

### Our independence

This is the first year that The Virtuous Circle Ltd has provided independent accreditation services in relation to BBC's CR reporting. The team was drawn from our team of Managing Consultants, who work on a range of CR related commissions with a number of significant UK and international businesses.

The Virtuous Circle has not been involved in any other CR consultancy for the BBC, including the preparation of any of the material in the Report, other than that which arose as part of the verification process.

**Tony Hoskins**  
**Ian Redington**  
**Melissa Kittermaster**

The Virtuous Circle Ltd  
30 July 2008



The Virtuous Circle, established in 2000, is a specialist management consultancy operating in the fields of CR (including risk management), corporate reporting and reputation. It has a team comprising Managing Consultants supported by Associate Consultants and Strategic Partners and works for leading corporations on an international basis.



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