

Appendix B

Cultural activities and projects

The attached is an indicative list only of the range of cultural activities and projects undertaken by the BBC, pulling together and summarising the examples cited in the submission. In each case a reference to the relevant page or Appendix of the submission is given, together with any readily available information about costs and key outputs.

Initiative / activity	Description	Reference in submission	Financial data	Outcomes
BBC writersroom	A wide range of activities supporting new writing talent, including a website, masterclasses, writers-in-residence, partnerships with theatres, community activity, bursaries and residencies, finding opportunities for new talent to contribute to broadcast output, including a local radio soap.	p.28 Appendix C	£700,000 p.a.	45 masterclasses p.a. with 3,500 participants 10,000 scripts read each year 12 established writers working with under-represented voices in different towns
The Big Read	Linked to the BBC TWO programmes, encouraged people to explore literature, establishing a database of reading groups and the creation of readers-in-residence with new groups, and providing guides to setting up a group and a teaching pack.	p.21 p.42 p.47		2,000 reading groups registered 110,000 guides downloaded 45,000 teaching packs requested 4,200 libraries involved
Fame Academy Bursaries	Money raised from audience interactivity with the programme is being spent on providing musical instrument for young people aged 11-15, and on educational awards for particular young talent, in the field of both classical and popular music.	p.28 Appendix C	£2.7m raised	Over 500 instruments provided 5 awards of £37,500 each
Radio 2 Folk Awards and Young Folk Awards	A weekend event involving masterclasses as well as awards	p.29		
BBC Orchestras and BBC Singers	The BBC operates five full-time professional symphony orchestras throughout the UK. The Ulster Orchestra is also supported by the BBC. The BBC Singers is the only permanent, full-time professional choir in the UK.	p.27	£18.3m	420 musicians undertaking 415 concerts in the current year.
BBC Orchestras and Singers Education Officers	Each of the orchestras and the Singers has its own education officer, engaged in bringing new audiences to live music.	p.27		350 educational events attended by 27,000 children, teenagers and adults
BBC Radio Bristol Returners Orchestra	The local radio station brought together ex-orchestral players to contribute to <i>Music Live</i> . The orchestra has since stayed together.	p.42		Over 80 members, playing to audiences of up to 6,000
Listen Up	A celebration of live orchestral music, in partnership with the Association of British Orchestras and Making Music.	p.42 p.44		Six weeks of concerts, from amateur and professional players.
One Music	A Radio 1 online service supporting the emergence of new talent in popular music. It offers advice on all aspects of the music business and connects young music makers with each other and with the music industry.	p.29 Appendix C		1 million hits a week to the website. 5,000 demos a year set in.

One on the Road	A Radio 1 mobile interactive forum in cafes in towns and cities across the UK bringing together live broadcasts, seminars and coaching sessions involved producers, presenters, local young people, schools and colleges.	p.29		6 towns and cities visited in 2003/04
Sold on Song	An on-air and online initiative from Radio 2, designed to help new and aspiring songwriters develop their craft, supported by workshops across the country.	p.29		17,000 entries to a recent competition
Get Writing	A project run alongside <i>Canterbury Tales</i> , which challenged people to write a short story inspired by Chaucer's Tales.	p.41		4,000 entries received 5 winning entries broadcast on Radio 4
End of Story	A BBC Three initiative, challenging views to complete stories whose openings were contributed by a range of best-selling contemporary authors. Writing workshops held around the UK.	p.41-2		25,000 copies of the book downloaded
Sports Shorts	A drama writing competition on the theme of sport, with the winners broadcast on Five Live	p.42		1,120 entries
Blast	A scheme for 13-19 year olds, helping them create media content. Organised in collaboration with youth and arts organisations.	p.8		Young reporters contribute to BBC <i>Where I Live</i> websites and young filmmakers have been showcased on BBC Two.
Voices	Inspired by the earlier <i>Altogether Now</i> project in inner-city Leeds, this was delivered through local partnerships communities across the UK, teaching radio, TV and online skills, including production and interviewing, to children.	p.8		Projects in over 50 different communities
Programme sales	BBC Worldwide sells BBC programmes and formats abroad, promoting and building an audience for UK creativity around the globe	p.34	BBC Worldwide's revenues from all activities total over £1billion	40,000 hours of programmes in 2002/03 54% of all UK television exports
International channels	BBC Worldwide has built a global network of TV channels, including BBC Prime and BBC America, acting as a showcase for British creativity and talent.	p.34		550 million homes reached 79% of people in the ten major media markets are aware of the BBC
Training	The BBC provides training to people both inside the BBC and in the rest of the industry. It runs specific trainee schemes in different disciplines. It also operates online learning modules.	p.32 Appendix C		37,858 training days in 2002/03 22,000 people trained 400 trainees in 70 schemes 25,000 users of online learning modules, equivalent to 55,000 hours of training

Training – grants to outside bodies	The BBC supports the National Film and Television School, Skillset and other smaller organisations ranging from the Actors' Centre to Yorkshire Media Training.	p.32 Appendix C	NFTS - £450k Skillset - £425k 8 other grants	
Media skills training partnerships	The BBC works with media organisations helping young people to fulfil their potential through training and mentoring. BBC staff work on attachment to some schemes.	p.30		35 media organisations partnered 500 young people involved
Music commissioning	Radio 3 is the leading commissioner of new music in the world.	p.17 p.26 Appendix C	£470,000 to be invested during 2004/05	250 composers commissioned over the last five years. At least 60 new works commissioned during 2003/04
British Composer Awards	Radio 3 is the broadcast sponsor of these awards, in partnership with the Performing Rights Society	p.29		
Samuel Johnson Prize	Sponsored by BBC Four, this is a prize for non-fiction writing.	p.11		£30,000 prize
National Eisteddfod	BBC Wales is heavily involved in the staging of this event, as well as providing comprehensive coverage on BBC Cymru and other services.	p.33		
BBC Proms	The world's largest music festival, run over an 8-week period. Every concert is broadcast live on Radio 3, with 21 hours of coverage on BBC One and Two.	p.26 p.45 Appendix C		73 orchestral concerts 8 chamber concerts
Proms in the Park	A UK-wide celebration of classical music to coincide with <i>The Last Night of the Proms</i> , held in venues in each of the nations.	p.33		100,000 people attended 2003 events
Independent productions	Programming making by independent producers makes a vital contribution to the BBC, not only in television, where the BBC accounts for about a third of the independent sector's revenues, but in radio, whether BBC is the only broadcaster to commission significantly from the sector.	p.31	£240m	28% of qualifying television output commissioned from indies in 2003/04 Approximately 13% of network radio output commissioned from indies 230 production companies worked with (television and radio)
Freelancers	Freelance writers, directors, actors and other creative artists make a vital contribution to the BBC's content production. The BBC also operates a scheme to reduce the cost of training to freelancers.	p.31	£100k training scheme	Over 10,000 freelancers worked with

Film	The BBC has a continuing, substantial and serious commitment to the British film industry. The BBC focuses on films reflecting British culture, and has enjoyed success with films including <i>Billy Elliot</i> , <i>Iris</i> , <i>Dirty Pretty Things</i> , <i>In this World</i> and <i>Sylvia</i> .	p.23 Appendix C	£10m p.a. direct investment	13 films supported since 2003
New writing commissions	Radio 4 is the biggest commissioner of new writing in the UK, providing a platform by broadcast a different play each afternoon.	p.26 p.31		350 new plays in 2003/04 One-quarter of <i>Afternoon Plays</i> are from writers new to radio
Digital Storytelling	A scheme in which the BBC helps members of the public create their own mini-movies. The finished products are published on a website, and some shown on TV.	p.42 Appendix C		100 people a year supported
Radio Player	This online application allows users to access a wide-range of BBC radio output on-demand, and to make cultural journeys between related types of output on different services.	p.9		500 programmes available at any one time
Buildings and public art	The BBC seeks to commission buildings and public art works which enhance the environment and, increasingly, bring the public in	p.26-7		London's Broadcasting House and Media Village. Landmark HQs in Glasgow, Cardiff and Birmingham.
New Generations Artists Scheme	The scheme helps young musicians from around the world in their early career.	p.29		Twelve artists and groups currently supported
Music Live	An annual festival in one part of the UK, bringing together concerts, music projects, educational events and masterclasses, ranging from classical to jazz to rock and pop	p.30 p.46		In N Ireland in 2004, 500 concerts over 11 days 200 hours of broadcasting Two-thirds of N Ireland population had some contact with the festival
BBC Worldwide payments	BBC Worldwide provides revenue streams to writers, musicians, actors and other talent, flowing from its work in exploiting BBC content	p.31		£337m in payments over the last five years
Radio 3 programming through EBU	Radio 3 provides UK cultural programming via the EBU to overseas broadcasters	p.34		3,000 transmissions of UK programming during 2003