

BBC Nations and Regions



'Local Radio is the BBC at its best informative, friendly, reliable and accessible. When I worked at BBC Hereford and Worcester I knew exactly what our listeners thought because they told me on the phone or came to reception and either hurled abuse or left a sponge cake.'

Jane Garvey, Broadcaster

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1. Executive Summary

- BBC Local and Regional Radio services date back to the founding of the BBC in 1922. The current network of stations began in 1967, with successive launches bringing the present total to 40 across England and six in the nations.
- While everyday life has become increasingly complex and global, most people in the UK express a strong attachment to the local. Devolution and political awareness in Scotland, Wales and Northern Ireland have amplified the demand for services covering the three nations.
- The key purpose of Nations and Local Radio broadcasting is to serve communities by providing local news and information, by opening up a forum for local debate, by holding those in power to account and by celebrating local culture.
- Nations and Local Radio achieves an overall reach of 10.7 million listeners. This represents an average 11% share of all UK radio listening.
- Nearly 6 million of those listeners do not listen to any Local Commercial Stations, over 4 million do not listen to any other BBC radio service, over 2 million do not listen to any other radio at all.
- In England, Local Radio schedules are built around informative speech programming, with 100% speech at breakfast and 60% speech at other times of the day. Core output consists of local news, reports and interviews, enhanced by access to the UK-wide expertise of BBC News journalists, thus providing a complete local, national and international service for listeners.
- Off air, Local Radio is involved in many projects in partnership with charities and other groups in their local communities, such as BBC Buses and Open Centres.
- BBC radio stations in the nations act as stations of record for Scotland, Wales and Northern Ireland. They connect audiences from across each nation, celebrate national culture and identity, nurture national talent, report and scrutinise political life and provide a forum for debate on local, regional and national issues. Staff in the nations also produce valuable programming for the BBC's UK-wide networks.
- Nations and Local services complement the BBC's UK-wide analogue and digital radio networks, both by their localness and by their appeal to a generally older audience.
- The demand for local news and information is forecast to increase. Nations and Local Radio will therefore remain speech-based, offering a rich mix of news, local information, companionship and celebration and functioning as a cornerstone of the BBC's relationship with its audiences across the UK.

2. Introduction

'People everywhere are responding to the cold wind of global competition by sinking their roots into their local community and the greater sense of permanence it seems to offer'
Lord Puttnam

The Value of Local Broadcasting

Life in the UK is becoming increasingly more complex, more sophisticated and more global. But for the vast majority of people, the local dimension matters most because this is where they live. People spend their lives within a few miles of their homes. The workplace is no more than 8 miles away, schools, shops and pubs are much closer, within 2 or 3 miles – even the average home move is no more than 14 miles.¹

This everyday connection with a sense of place is reflected by an increasing interest in local identities. Research suggests that the strongest sense of attachment remains at the nationwide level, defined in answers as either 'our country' or Great Britain. But nearly as many adults—86%—also express an attachment to their neighbourhood or their city, town or village.² In fact, there is evidence that local identity will continue to grow in importance. For instance, more people are striving to retain and promote local differences such as foods and accents. Similarly, and against many predictions, local newspapers have continued to thrive—while the national market declines—and BBC Local Radio audiences have remained strong despite increased competition on the dial.

The need for a focus on localness has been accelerated by the growth of new communities. While the UK has always been a web of interlocking communities, new ones continue to invite attention. Within the next ten years, more than half of Leicester's population will be comprised of minority ethnic groups. Over 300 languages are spoken in London, where there are 37 different minority ethnic communities that are more than 10,000 strong.

The key purpose for Nations and Local Radio broadcasting is to serve communities and to reflect and celebrate the diversity of the United Kingdom. These services provide an open space for local debate, they challenge those in power and hold them accountable for their decisions, they help people to understand what is happening in their communities and they celebrate the UK's cultures in microcosm by supporting, nurturing and broadcasting the voices, stories and events that define our daily lives. They also maintain one of the largest networks of journalists across the country, which represents a powerful newsgathering force.

¹ The Future Foundation, *Back in Place: The Regional Renaissance Revisited*, 2003

² op. cit.

BBC Radio in the nations fulfils a unique role. Radio Scotland, Radio Wales, Radio Cymru and Radio Ulster are the only speech-based services for the whole of their respective nations. The BBC's services in Welsh and Gaelic (Radio Cymru and Radio nan Gaidheal) serve communities that are drawn together by a shared language and culture. These services played a crucial role in supporting the UK's minority languages through changing times, and without them Welsh and Gaelic cultural life would be significantly diminished.

The BBC is supported and regulated by a substantial network of Broadcasting and Advisory Councils that represent the interests of licence payers and hold the BBC accountable on their behalf. This network of over 500 members of the audience contributes powerfully to the BBC's processes of Governance and Accountability, particularly in its services for local audiences.

As audience demand for local content increases and transforms, the BBC's capacity to serve the UK's communities is also growing. Innovations in technology are making new local services possible and over the next ten years, the BBC must strive to satisfy the need for locally-relevant radio broadcasting by providing truly distinctive services that enrich listeners' lives and build public value.

A Brief History of Nations and Local Radio Broadcasting

Local Radio is the foundation of the BBC. It was the original service on air in 1922, and the only service offered for the first nine months of the Corporation. A series of local stations each had their own set of programmes, ranging from a broadcast of *Trovatore* out of Birmingham to a farmers' corner in Newcastle; from the first *Children's Hour* in the Midlands to live broadcasts from the bottom of coal mines in Leeds and Bradford. Welsh and Gaelic broadcasts followed in 1923, while Local Advisory Councils were established this same year. The BBC's earliest vision was one dedicated to localities, and at their first meeting, shareholders³ were told: 'Local individuality shall be preserved, being of paramount importance'.

Since then, the evolution of Nations and Regions Radio broadcasting has been marked by subsequent waves of expansion and contraction. Within ten months of going on air, the BBC took a giant leap forward with the first ever UK-wide 'simultaneous broadcast' out of London, on 19 August 1923. It began with a simple news bulletin, and within a year, most programmes were broadcast out of London. In the 1930s, regional radio enjoyed a resurgence, but was suspended again at the outbreak of war.

It was only in the 1960s that the BBC was given Government permission to re-launch its local radio stations. Radio Leicester was the first back on air in 1967 with more succeeding within weeks and another wave following in 1969.

During the 1970s, the BBC's monopoly was dissolved with the arrival of LBC and Capital Radio. But this decade also saw the rapid establishment of BBC services for the nations, with the creation of Radio Ulster, Radio Foyle, Radio Cymru, Radio

³ In its earliest days, BBC Local Radio was funded through a partnership with local councils.

Wales and Radio Scotland. The 1980s saw the last major wave of English Local station launches, bringing the total at that point to 38.

The BBC has not always been able to invest consistently in Nations and Local Radio services. Indeed, the Corporation’s commitment has fluctuated over the years. However, in recent years this has been rectified as increased funding across Nations and Local Radio has allowed for the production of richer, more comprehensive programming. Local stations now have a stronger presence in communities around the country than ever before, while the BBC’s contribution to the Charter Review process—*Building Public Value*—makes more commitments and pays more respect to local and regional broadcasting than any comparable submission. The value of local and regional services to audiences, and to the BBC as a whole, is now both evident and set to increase.

Today, the BBC’s radio stations for Nations and Local Radio audiences are part of a complex, integrated set of multimedia services spread throughout the UK. These services include regional TV News broadcasts, *Where I Live* sites, Network Television and Radio production centres, BBC Open Centres and multimedia buses, as well as more traditional radio services.

Fig.1: BBC Broadcast Services Across the UK



3. Local Radio in England

Service History

In 1962, the Pilkington Committee recommended the BBC introduce a 'local sound broadcasting' service to be provided to the 'the largest possible number of distinctive communities'. In 1966, the Government granted the BBC permission to launch nine local services. At first, BBC Local Radio was seen as a partnership with local authorities and that year, a dozen councils in the North of England and the Midlands volunteered to underwrite the first stations. BBC Radio Leicester went on air in November 1967, followed within weeks by stations in Brighton, Durham, Leeds, Merseyside, Nottingham, Sheffield and Stoke.

These stations were soon judged a success and the Government agreed to the BBC's proposal for further expansion. At this time, local authority funding was beginning to evaporate, so the full cost of development fell on the licence fee. A second wave of twelve stations was launched in 1969.

In the 1980s, the Home Office agreed to plans for a further 22 stations, bringing the total to 38. In the 1990s, BBC Local Radio enhanced its distinctiveness from the burgeoning Commercial Radio sector by promoting programmes focussed on speech and journalism. However, the financial climate grew harsh, and rather than achieving a linked chain of local stations covering the whole of England, there were station closures and mergers in Berkshire, Dorset, Sussex and Surrey and Coventry and Warwickshire.

Towards the end of the 1990s and through to the present day, the BBC has made significant new investments in local and regional broadcasting. Where transmitter patterns and funding have allowed, more local services have been provided in places such as Wiltshire, Peterborough and North Yorkshire. After the previous closures and mergers, Radio Oxford and Radio Berkshire were re-created as separate stations and plans have been laid for the return of a dedicated service for Coventry and Warwickshire.

Editorial Review

BBC Local Radio is a powerful force for serving the public. It reflects the voices and celebrates the diverse cultures of individual communities up and down the country. Local Radio is a consistent presence across England, serving villages and rural communities with as much commitment as it serves conurbations. It has a particularly significant role to play in commercially unattractive areas that are often marginalised or ignored, and where radio services can provide a sense of shared self-worth and confidence amongst listeners. It has a deeply-rooted presence in the everyday lives of its audience, increasingly seeking out new ways of connecting with them and their lives. It maintains one of the largest single networks of journalists in the country and plays a tireless role in scrutinising local government. For millions,

Local Radio is an invaluable source of information, a comfort and companion and a lifeline in times of crisis.

Local News and Information

BBC Local Radio schedules are structured around the provision of high quality, informative speech programming. 100% of breakfast programming is speech-based, while a 60:40 mixture of speech to music comprises the rest of the core output hours.

News-based programmes remain at the heart of local schedules, and are broadcast at breakfast and drive-time. Local issues come to life with live interviews from the heart of communities while contributions from district reporters and radio cars extend each station's impact across the whole of its patch. News bulletins are broadcast at least hourly across 13 hours on weekdays, and eight hours on weekends: sport, weather and travel are key constituents of this output.

BBC Local Radio News is a single part of a huge integrated newsgathering facility. Local Radio stations can draw on the BBC's expert staff ranging from regionally-based correspondents with specialist knowledge of transport, health and the environment, through to the BBC's authoritative, worldwide network of global bureaux and journalists. Each Local Radio bulletin represents a microcosm of the BBC's whole News operation, gathering and interpreting for local audiences the stories that matter locally, nationally and internationally.

In turn, local radio stations add to the BBC's extensive newsgathering efforts by contributing information, contacts and material that is then aired on Network and Global output, thus allowing local stories to be heard by a much wider audience.

Listeners rely on the immediacy, authority and localness of news and information from their nearest BBC station. Indeed, it is the first place they turn to in times of crisis. For instance, during the Foot and Mouth epidemic in 2001 and the floods across much of England in 2002, BBC Local Radio News provided its many listeners with a vital lifeline. In recognition of this unique role, BBC Nations and Local Radio has entered into a partnership with the Home Office to prepare for broadcasting during serious civil emergencies including severe weather, industrial accident and terrorist attack. This function is safeguarded by a joint policy and a set of preparations and procedures called *Connecting in a Crisis*.

'When there was a vacuum of detail from official sources [BBC Radio Cumbria was] the only trusted source of information at a time of greatest need. You provided a unique and remarkable service to the people of this county when they needed you the most. Our grateful thanks.'

South Lakeland District Council

Non-News programming

Alongside the core function of providing authoritative news that is relevant to individual communities, local radio stations are an open space for debate, celebration and companionship. Although programming remains predominantly speech-based, music still plays a significant role. Each Station Editor is responsible for building an on-air schedule that reflects the interests of local audiences and truly serves their needs. Typical output includes magazine shows, consumer features, location reports and audience participation formats, and evolves throughout the day to reflect the lifestyles and tastes of each station's area.

For example, every Friday on BBC Radio Merseyside, a local nature expert Bob 'the Bird' Hughes conducts a *Nature Watch*. The programme explores urban wildlife and encourages contributions from listeners. Between them, Bob and his listeners compiled a book, which was the first investigation of local birds and flowers for 60 years.

Broadcast output is as diverse as the localities tuning in. For example, BBC Radio York airs *Blindspot*, a regular show for the visually impaired, while BBC Radio Lincolnshire offers the weekly *Treasure Trove*, the only regular archaeology programme on UK radio.

Listeners identify strongly with sport programmes, and these can be an important entry point to the BBC for younger audiences. Sports broadcasting—often live match coverage—is the main focus on Saturday afternoons, while most BBC local stations also offer non-league news and information. Sunday mornings are dedicated to serving religious and spiritual concerns and each station airs programmes that reflect local faith communities.

Arts and Music Programming

BBC Local Radio plays an important role in promoting local arts and performance. On weeknights, BBC GMR airs a live showcase of Manchester comedians. Similarly, BBC WM has a Saturday night slot, *The Talent Factory*, which showcases new musical talent from across the West Midlands. This programme boasts a number of success stories where artists have secured recording contracts directly as a result of being featured on the show.

In general, Local Radio's musical output is targeted at the 50+ listener. It is comprised of classic hits from the 1950s up until the present day. During the evening, many stations offer regular, specialist music shows reflecting the known broader and more eclectic tastes of BBC Local Radio listeners, giving airtime to less commercially lucrative genres such as Jazz, Folk and Blues and providing listings information about local, live performances. In the late evening, some music and specialist programming is broadcast to several localities where interests travel across geographic boundaries.

Off-Air Presence

Part of BBC Local Radio's public value comes from stations being based in the localities they serve, thus making them authentic parts of the community. Local staff are based across the whole patch each station covers and are crucial to providing engaging and relevant output to their audiences. This deeply-rooted presence in communities also helps Local Radio stations facilitate valuable projects that may begin on air, but whose visible benefits continue to be felt off air.

Across England, Local Radio stations are involved in scores of projects which take public service broadcasting into their communities. Recently, two stations—Radio Cornwall and Radio Sheffield—embarked on local charitable appeals that have helped to raise nearly £1m. Each local radio station is also involved in annual fundraising for the BBC's *Children In Need* appeal.

Partnerships forged with a range of organisations from Learning and Skills Councils to small charitable groups have been essential to delivering these projects. To date, one of the most successful joint ventures is that between BBC Local Radio and Community Service Volunteers (CSV), which has led to the placing of a CSV Action Desk Producer in almost every local station. These producers work alongside BBC

Ring Around Carers

This three year project was aimed at helping people often stuck at home caring for other family members. These carers were identified as some of the most isolated people in communities, and this mainly off-air campaign provided them with a weekly 'friendship chat' with others in similar situations.

Piloted in Norwich, it was rolled out to other parts of the UK and the work has since been used to inform BBC policy on staff with caring responsibilities.

colleagues, identifying and publicising opportunities for people to play an active part in the life of their communities through volunteering, citizenship and training. The aim is to inspire people, to improve the quality of their lives and their environment, to put listeners in touch with organisations that need their help and to provide off-air support on social issues. By working in each station and with BBC producers, the CSV Action Desk Producers have a powerful influence on output and on each station's response to the needs of its audiences.

At the local level, each station has its own partnerships and alliances that support community involvement on- and off-air. BBC London 94.9, for instance, collaborates with organisations as

diverse as the Notting Hill Carnival, the London Marathon, the London Film Festival and the London Mela.

Education is at the heart of much of the outreach activity undertaken by local radio. The most recent manifestation of this is the BBC Buses and Open Centres, which strive to demystify new digital technologies and help people through their initial experiences with the internet. While contributing to closing the digital divide, the Buses and Open Centres also play an important role in encouraging people towards formal learning opportunities provided by the BBC's partners (see page 36).

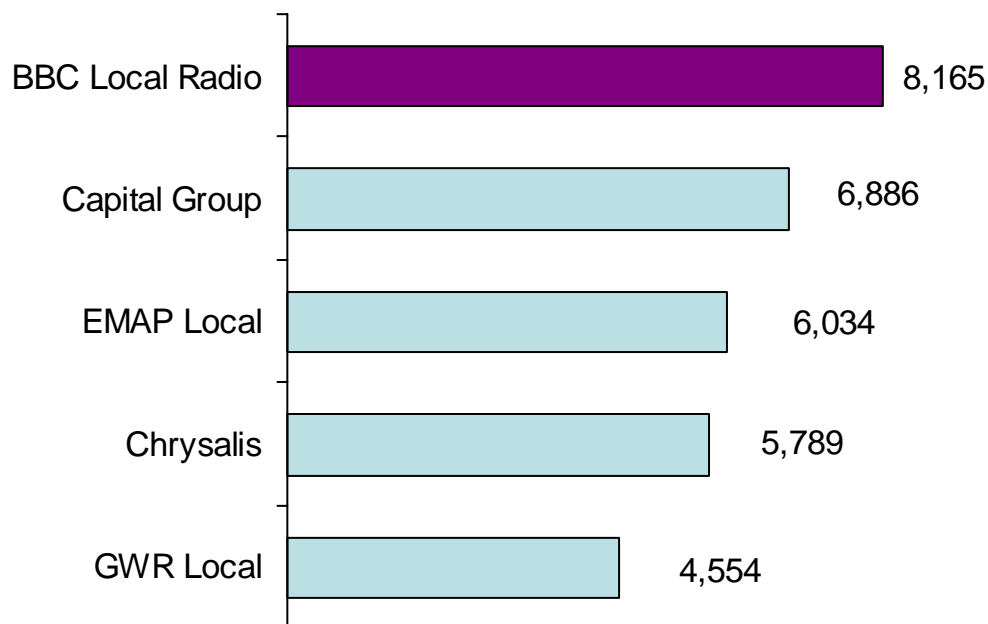
Competitors

The 1990 Broadcasting Act removed costly public service programme obligations from Independent Local Radio (ILR), and led directly to a huge expansion of the industry, dominated by the music-heavy formats heard today.

- There are now over 200 Local Commercial Radio stations in England. They employ 6000 people and have a 37% share of the radio market.
- The BBC's 40 local stations employ 1200 people and have an 10.6% market share for their distinctive speech-based proposition.

BBC Local Radio reached over eight million individuals in the first quarter of this year. Figure 2 compares this reach to that of the biggest players in Local Commercial Radio.

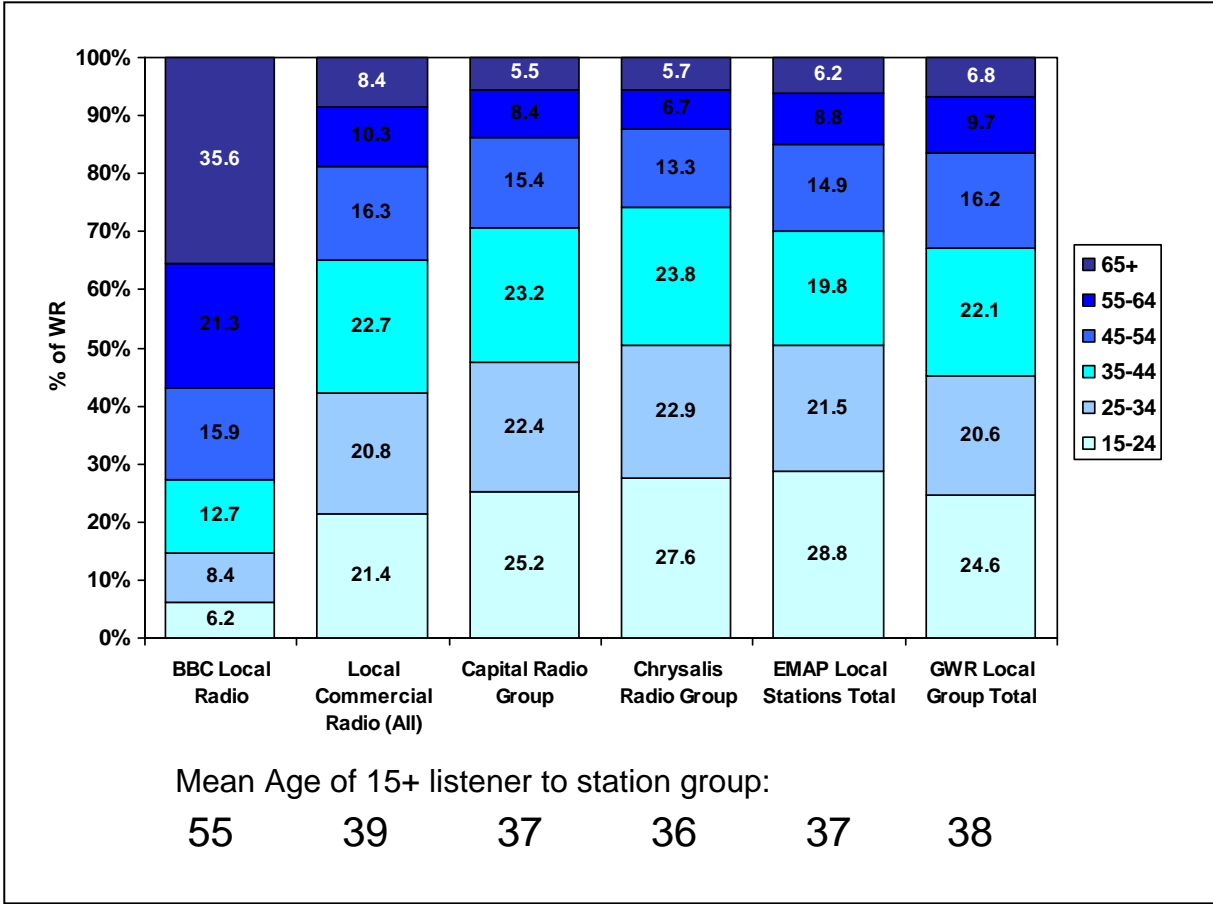
Fig 2: Weekly Reach (000s) in England



Source RAJAR Q1 2004

The vast majority of Local Commercial stations in the UK are aimed at a target audience of 15-44 year-olds. Programming consists of a mix of popular music designed to appeal to this audience, and with limited speech output. Figure 3, below, demonstrates how distinct BBC Local Radio's audience is from those of other radio groups. Whilst there are two Commercial stations also aimed at an older audience—Saga Radio and Real Radio—both rely on music-based formats, with limited speech output. In England, Saga is also more regional than local, while BBC Local Radio is more focussed on smaller communities.

Fig 3: Weekly Reach Composition of local radio station groups in England, 03/04



Source: RAJAR Q2 03 - Q1 04

4. Radio in the Nations – An Overview

The BBC's radio stations in Scotland, Wales and Northern Ireland serve a different purpose to Local Radio in England. Radio Scotland, Radio Cymru, Radio Wales and Radio Ulster are the only speech-led services that transmit to the whole of each nation. As such, they are vital stations of record. They connect audiences from across each nation's diverse regions, celebrate national culture and identity and nurture national talent. They play a crucial role in reporting and scrutinising political life in each country, as well as providing a shared space where issues can be tackled and deliberated in an open, free forum.

The English-language services and the indigenous language services (Radio Cymru in Wales and Radio nan Gaidheal in Scotland) mirror the BBC's UK-wide radio portfolio. They are required to foster debate and discussion and use features and documentaries to explore the life, heritage and contemporary identity of each nation. They must also nurture and broadcast all styles of music-making found within each nation.

These stations are significant cultural forces that help to support and broadcast the work of the BBC National Orchestra of Wales, the BBC Scottish Symphony Orchestra and the Ulster Orchestra, as well as providing a platform for a multitude of diverse artistic endeavours. The stations commission writers, broadcasters, actors, musicians and performers, thus supporting creative industries and individuals. They are also important journalistic forces, maintaining newsgathering operations across each nation that inform not only local audiences but also enrich the BBC's UK-wide and global coverage.

Similarly, the stations form part of the BBC's distinct multimedia production houses centred in each nation. Radio, Television and Online share journalistic, cultural and creative skills, thus enhancing and enriching the BBC's output in each nation. Because of the BBC's cross-media interests, talent is allowed to develop and be sustained across platforms in a way that would not be possible without the breadth of the BBC's coverage. Ultimately, radio in the three nations seeks to educate, inform and entertain audiences with all that the BBC has to offer.

5. Radio in Scotland

Service History

There are two BBC analogue radio services in Scotland: Radio Scotland and Radio nan Gaidheal.

While Local Radio was developing in England, the Broadcasting Council for Scotland identified the need for a nationwide station, and so Radio Scotland was founded in 1978. Opt-out stations had previously been established in 1975 in Inverness and Aberdeen, and these continued while others were developed in Dumfries, Selkirk, Inverness, Orkney and Shetland. Today, News bulletin opt-outs continue from the first four, while Orkney and Shetland provide more extensive programming as community opt-outs from Radio Scotland.

Gaelic language programming has been transmitted in Scotland since 1923, and the BBC's Gaelic department was established in 1935. Radio Highland produced a range of Gaelic programming—Radio na Gaidhealtachd—and in 1979 the Gaelic service Radio nan Eilean was established in Stornoway. In 1985 these two separate services united to form Radio nan Gaidheal.

Editorial Review

Radio Scotland

Radio Scotland is the most listened-to station in Scotland, with at least one in every five of the population tuning in every week. The station offers a varied proposition targeting a broad spectrum of licence payers, with a core focus on 35-54 year-olds. Radio Scotland's audience profile is younger than English Local Radio's, and is predominantly ABC1.

The Radio Scotland schedule is built around a core of news and sport, with 75% speech content. Speech content includes comedy, features and drama and many programmes are interactive, offering members of the audience the opportunity to have their voices heard.

Radio Scotland is the only existing radio station serving the whole nation, and is also Scotland's only major speech-based station. There is in-depth, daily coverage of Scottish politics as well as international affairs from a Scottish perspective – from *Good Morning Scotland* at 0600, through to *Lesley Riddoch* and *Drivetime* on weekdays, to *Newsweek Scotland* at weekends.

A rich mix of music is also on offer, such as the weekly piping programme that includes specially recorded material from the World Pipe Band Championships. Although the Network largely focuses on traditional Scottish genres, Jazz, Country, Classical, World and Roots music are regularly showcased, and music programmes are developed according to established knowledge of Scottish audiences' interests. A highly distinctive feature of Radio Scotland's music output is its commitment to reflecting Scotland's own musical traditions, discovering and showcasing emerging

Scottish talent and establishing both Scotland's musical heritage and its current scene within a global context.

Other Radio Scotland programming central to Scottish cultural life includes the *Arts Show* on every weeknight, which reviews Scottish events and talent. Also, there is regular Sunday morning religious programming and hour-long, nightly debates during the annual General Assembly of the Church of Scotland.

Coverage of sport is another of Radio Scotland's strengths. Impartial, informed commentary and live broadcasts from all across the country—of both popular and specialist sports—attract large audiences from every community (see appendix 2).

Over the past three years, Radio Scotland has become more interactive and accessible. New and existing listeners are encouraged to contact the network through regular topical and sports phone-ins. They are also encouraged to phone in with comments on Radio Scotland's overall content. The station's 25th anniversary celebrations in autumn 2003 concentrated on audience shows: 41 outside broadcasts in 25 locations over 25 days in front of 8,000 listeners.

Listener panels and qualitative research have been used to help develop music output and the morning schedule. The recent wide-ranging News review for BBC Scotland has been used to develop and enhance the news and current affairs content on Radio Scotland alongside the rest of the schedule.

Radio nan Gaidheal

BBC Radio nan Gaidheal is the only national Gaelic-language radio service in Scotland, and is charged with serving the entire Gaelic language community across its full diversity of age and interests. Listeners are spread throughout the nation so the service provides an important forum for people to speak and to hear Gaelic spoken on a daily basis.

Speech programming is a significant element of the schedule, with News as the backbone of the daily schedule. This includes the 90-minute news programme *Aithris na Maidne* on each weekday morning, and *Aithris an Fheasgair*, a 30-minute drive-time review of the day's events and breaking stories as well as hourly News bulletins. Daily topical show *Coinneach MacIomhair* covers a variety of issues and subjects both serious and light-hearted, and largely relies on its audience for contributions in the form of opinions, anecdotes and stories. The audience in return gain regular access to and ownership of their station.

The schedule also includes built features across each week which cover contemporary and historical subjects, for instance *Beatha nam Ban*, a social history of a woman's life from cradle to grave in the 20th century with contributors hailing from across Scotland.

BBC Radio nan Gaidheal holds an important role as a patron of traditional Gaelic music. The service offers the daily programme *Mire ri Moir*, focussed primarily on this genre, and further programmes throughout the day feature elements of Gaelic music alongside a broader, Celtic music agenda.

The Gaelic audience is eclectic in its musical tastes and therefore the service also provides opportunities for fans of Classical, Pop, Indie, Country, Easy Listening and Contemplative music. Some of these genres form weekly inserts into the schedule while others appear daily. *2 gu 4*, which transmits on weekday afternoons, seeks to serve the 25-40 age group with a mix of current and classic Pop, showbiz gossip and cinema and TV reviews, all with a twist of humour and rooted in the Gaelic language audience's points of reference.

In the late evening, the service targets a younger age group, 16–25 year-olds, with *Rapal* – a mix of Indie music, current hits and unsigned bands, and once each week the live, hour-long magazine show *Aileag* provides information, news and entertainment for Gaelic-speaking children.

'Radio nan Gaidheal is the cement which holds the language community in place.'

Rob Dunbar, Senior Lecturer in Law, University of Glasgow

Off-Air Presence

The national role of Radio Scotland and Radio Nan Gaidheal on air is supported and enhanced by their substantial off-air activities. These are aimed at getting closer to audiences across the nation by partnering with community organisations and taking programmes out on the road.

Radio Scotland

One of Radio Scotland's most ambitious community strands is *Let's Do The Show Right Here*, in which the network helps a local charity stage a fundraising variety show and records it for broadcast. This is a key part of the station's schedule, giving it both an on- and off-air presence, and rooting it deeply in communities throughout Scotland.

Other regular off-air activity involves key programmes such as the football fanzine *Off the Ball* which visits football clubs on a regular basis. The station also sponsors the *Young Traditional Musician of the Year* at the Celtic Connections Festival. All outside broadcasts include an information desk about the station.

Every member of the station's management team regularly addresses community groups and opinion-formers as well as special interest groups. Since the start of the year, the station has been working with the Scottish Arts Council and the Scottish Executive Education Department to roll out the *BBC Blast!* youth arts project in Scotland. The first project for *Blast!* is the Scottish Comedy Challenge, which encourages budding comedy writers and performers to develop their creativity; a website is scheduled to roll out soon.

Radio Scotland is now partnered with a number of community involvement organisations, including:

- **VIP on Air** – an internet-based radio station for blind and partially-sighted listeners broadcasting daily from Glasgow. BBC staff support all aspects of broadcasting.
- **SoundTown** – BBC Scotland will install a radio studio in Grangemouth High School and will be involved with the school and the surrounding community over the next year. The first SoundTown project in Doon Academy in Dalmellington ended in March 2004, with the production of a 30-minute film showcasing the life of the community over the previous 12 months, and involving BBC Scotland staff from Radio, Television, Interactive and the BBC Scottish Symphony Orchestra.
- **Radio Awaz FM** – provides news, information and entertainment to minority ethnic communities in a multilingual format from Glasgow. BBC staff provide advice and help in all areas of broadcasting.
- **Grey Lodge Settlement, Dundee** – provides opportunities for young people to get involved in a wide range of activities that they wouldn't normally have access to, including training in video production.
- **Pilton Video, Edinburgh** – encourages people from disadvantaged housing estates to learn film and video making.

Radio nan Gaidheal

Radio nan Gaidheal is involved in a number of outreach programmes which make valuable use of its unique reach, connectivity and rich archive:

- In partnership with the Western Isles Council, BBC staff from TV, Radio and Online conduct broadcasting workshops for senior pupils in Western Isles Schools (Castlebay, Lionacleit, Sir E Scott and the Nicolson Institute).
- **Leabhar Mòr na Gàidhlig** (The Great Book of Gaelic) – a collaborative project undertaken with the Gaelic Arts Agency which brought together art and poetry from Ireland and Scotland. Radio nan Gaidheal added an aural dimension to the project, broadcasting readings of Gaelic poems across the week's schedule to coincide with the launch of the book and exhibition.
- **Voices** – working with students with learning difficulties at Lews, Castle College in Stornoway, focussing on opportunities for storytelling using the internet.
- **Tobair an Dualchais** – a multi-partnered archive project involving BBC Craoladh nan Gaidheal, The University of Edinburgh, The National Trust for Scotland and Sabhal Mòr Ostaig (Gaelic college in Skye) which will catalogue, digitise and create online access over a period of five years for around 12,000 hours of Gaelic and Scots language audio recordings. The BBC's Gaelic radio archive will contribute around one third of the total hours.
- **National Mòd/Seo Seinn** – input to the organisation of two major cultural events and broadcasts from these organisations.

Studio-based programmes also visit and broadcast from within the community. For example, an edition of the BBC Gaelic department's community discussion programme *Cunntas* was recorded in Staffin, Skye and broadcast simultaneously on radio and television in March. Discussion topics raised by the audience ranged from the war in Iraq to the state of the island's roads.

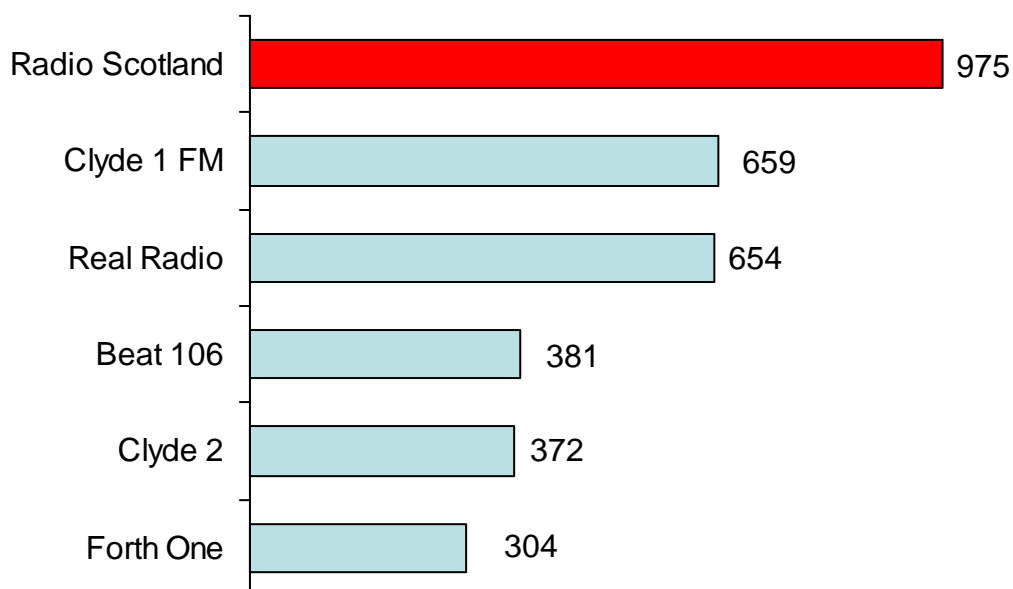
Competitors

Radio Scotland operates in an extremely competitive marketplace where, in contrast to the rest of the UK, ILR outperforms the BBC: all BBC reaches 56% of the audience compared to 61% for all ILR. However, Radio Scotland remains the leading station in terms of reach.

Independent Local Radio is central to the radio market in Scotland. Since its launch as Scotland's first Commercial Radio station, Radio Clyde has played a key role in regions and communities. It has a strong track record not just in Local News and information, but in Community and Social Action. Local and community stations such as Radio Clyde complement Radio Scotland's national remit.

The main ILR competition for Radio Scotland comes from Scottish Radio Holdings' Clyde 1 FM, Clyde 2 and Forth One, Guardian Media Group's Real Radio, and Capital Radio's Beat 106.

Fig 4: Weekly Reach (000s) in Scotland



Source RAJAR Q1 2004
(NB ILR stations are based on six months of data)

- Sony Award-winning Clyde 1 is predominantly a music station targeted at 15-34 year-olds. Clyde 2 is the 'gold' version and has a more varied schedule for an older audience (35-44 year-olds).
- Real Radio specifically targets 25-44 year-olds and the ABC1 market.
- Beat 106 is part of the Capital Group stable. It is targeted specifically at the 15-34 year-old market. The spine of the offer is chart music.
- Forth One serves East Central Scotland. It is predominantly a chart-based station with news, sport, traffic, showbiz and local information aimed at 15-34 year-olds. Localness remains its unique selling point.

Radio Scotland is a distinctive counterweight to all these stations. It is the only one with Scotland-wide analogue distribution and with a 75% speech-based schedule. It carries built features and regular Drama and Comedy, as well as covering all genres of music-making in Scotland. It is the only station showcasing live performance and the only one featuring traditional and contemporary Scottish and Celtic music through dedicated weekly programmes.

The only other sources of Gaelic-language services other than BBC Radio nan Gaidheal, are Community Radio stations such as Isles FM in Stornoway and Cuillins FM for Skye and Lochalsh.

6. Radio in Northern Ireland

Service History

Radio Ulster was formed in 1975, growing out of a number of opt-outs on both Radio 4 and Radio 2. Broadcasting from 0630 to 1800, its core service was News and Current Affairs. Though designed to meet the needs of a news-hungry audience, the schedule also included programmes catering to the distinctive tastes of the audience in music, comedy and factual programmes. In 1981, Radio Ulster began broadcasting a weekly programme in Irish and this has grown into a daily Irish-language slot. Hours of output were extended until midnight in the early nineties, while the last major schedule change in 1996 brought a longer *Good Morning Ulster*, from 0630 to 0900, as well as the creation of a new evening drive-time show, *Evening Extra*, and a daily Arts show, *Arts Extra*.

Radio Foyle was formed in 1979 to serve audiences in the North West, from Strabane through to Londonderry and Limavady. Initially, it broadcast as an opt-out of Radio Ulster for 20 hours a week, out of a base in Derry city centre. After only three months, a bomb explosion wrecked the offices of Radio Foyle but the station was able to stay on air without disruption and within the year the *Afternoon Show* won the British Local Radio Award for the Best Mixed Daytime Show in the UK from Radio Month Magazine. Weekend programming was introduced on Radio Foyle in 1994, and today the station broadcasts from 0730 to 1700 on weekdays. Radio Ulster remains the sustaining service, although Radio Foyle reciprocates by contributing a daily show to Radio Ulster as well as a number of weekly programmes.

Editorial Review

Radio Ulster

BBC Radio Ulster is Northern Ireland's national speech-based radio station, reaching around 40% of the adult population each week. It provides five and a half hours of news and current affairs programmes each day, maintaining a core service through very difficult times and throughout the peace process. The major events covered by the station have ranged from the hunger strikes to the Good Friday Agreement, the Omagh bombing to the collapse of the Assembly.

Radio Ulster's high reach among audiences and its strong reputation for impartiality mean it is the station of record for Northern Ireland. It is a constant, shared debating chamber when other debating chambers are sometimes unavailable. It allows politicians to meet each other in a neutral space and it brings those politicians together with the public they represent.

Talkback has been instrumental to ongoing political debate since 1983—one Secretary of State described it as the 'virtual Talks'—and it has also been the forum to which people in Northern Ireland instinctively turn at times of crisis. *The Nolan Show* is a recent addition to the schedule, dealing with more off-beat and quirky

issues, and programmes like *On Your Behalf* continue to champion consumer issues that arise from living in an increasingly complicated and often frustrating world.

Throughout difficult times, Radio Ulster has also provided much-needed entertainment and companionship as well as celebrations of positive events such as the Tall Ships in Belfast, Northern Ireland's World Cup win over Spain, Barry McGuigan winning his boxing world title and Seamus Heaney winning the Nobel Prize. Key personalities are able to bring light relief and are major figures in Northern Ireland life, including Gerry Anderson, George Jones and Hugo Duncan.

Radio Ulster's output has always been innovative for its ability to reflect very local life and allow people to tell their own stories. For instance:

- *Your Place and Mine* is an institution linking together all parts of Northern Ireland in story-telling.
- *Legacy* was a Sony Award-winning platform for victims of the Troubles to tell their stories.
- *Sunday Sequence* allows for intelligent debate on religious and moral issues.
- *This Place* celebrates the audience's love of their local areas.

Radio Ulster has consistently supported creative life when culture and entertainment were politically-tinged or difficult to access. It now boasts a daily show *Arts Extra*, and regularly broadcasts the Ulster Orchestra. Its role in championing new Irish music has also been crucial, with bands such as Ash, Therapy and The Divine Comedy making their first broadcasts on the station. Radio Ulster has also served as an incubator for talent, responsible for developing people like Gloria Hunniford, Sean Rafferty and Colin Murray.

The diversity of life in Northern Ireland is reflected not only geographically but also through a range of non-English programming, with regular output in Irish and Ulster Scots and a weekly short programme in Cantonese, serving these substantial communities. The station has won numerous Sony Awards, including Station of the Year 2003.

Radio Foyle

Radio Foyle began as an opt-out service from BBC Radio Ulster and has developed in stages over the years, averaging 10 hours service a day over the last five years. It runs a daily morning news programme and two daily magazines dealing with community arts and entertainment issues. Live music from local and visiting artists is also a daily feature. The station is situated in a uniquely divided city: the west bank of Londonderry is almost 100% Catholic, while Protestants live on the east bank. Despite political and religious divisions in the area, Radio Foyle is highly regarded for providing a platform for discussion and for its impartiality and diligence in challenging all issues and personalities with equal vigour.

As well as politics, entertainment is a priority for the station, and Gerry Anderson's show is produced and presented each weekday from Radio Foyle for Radio Ulster. Radio Foyle recently formed a key relationship with Radio One for *One Big Weekend* (part of *BBC Music Live*), taking a two-pronged approach to bringing this valuable

cultural experience to young people—and their parents—many of whom could not afford to attend similar events.

Radio Foyle regularly finds the means to enable people to tell their own stories on air. This is particularly valuable for providing insight into the personalities of public figures and politicians (many of whom generally appear in the media as one-dimensional figures) and for giving individuals a chance to share something of their own experiences with a wider audience. Radio Foyle is currently setting up a pilot project called Radioheads, aiming to teach radio production techniques to members of the public from all over the North West. The project's goal is to identify people from within communities who could become regular contributors, especially those from remote or insular areas where people often feel marginalised and unheard.

Radio Foyle is widely acknowledged as being an accessible, vital part of a society emerging from 30 years of conflict. Since 1999, Radio Foyle has received a total of 11 Sony Award nominations, winning Station of the Year in 2000, 2001 and 2004, a Gold Award for *Breakfast News* and *Talk* in 2000, and a further two Bronze awards in News categories in 2002 and 2004.

Vigorous and courageous radio that is not afraid to tackle some of the challenges that this area has to contend with. The output shows a real commitment to involve local people in the actual programme making. A sense of responsibility without being worthy and a sense of humour without being flippant. Always engaging and informative, BBC Radio Foyle really connect with their audience and do a remarkable job of speaking with one voice for all the people of their complex community.
Sony Judges 2004

Off-Air Presence

BBC Northern Ireland's Big Yellow Bus was launched in October 2003 in Cookstown. During its initial six months, the Bus travelled over 2,500 miles throughout Northern Ireland and had over 2,200 people on board. With the help of volunteer IT tutors from local colleges, adults across the country have been able to get on the Bus for a free taster session on one of the six onboard PCs. Visitors can also experience the BBC's new digital channels via DAB and Freeview on a giant plasma screen.

The rear of the Bus houses a state of the art broadcast studio that allows the team to gather content of interest to local communities. Each week, the Bus team can be heard contributing to programmes across the Radio Ulster and Radio Foyle schedules, from live links into *Hugo Duncan* to features for *Your Place and Mine*.

The Bus works alongside BBC programme-makers to support local and pan-BBC campaigns, such as providing online voting terminals for *The Big Read*, gathering War stories for the WW2 website and hosting over four hours of live broadcasting from the heart of Music Live's *One Big Weekend* in Londonderry. It visited Broughshane for Ulster Scots Week, and the team also worked with adults with special needs in Garvagh in February and hosted a day for Irish-speaking school

children in Downpatrick in March (the following day saw more than 600 people board the Bus at the town's St Patrick Day celebrations).

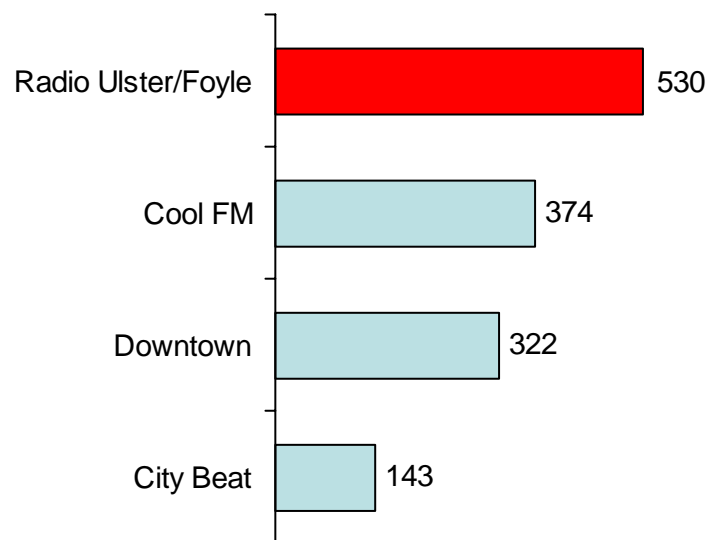
Other off-air activity includes Radio Ulster's involvement in the Queen's Career Fair and a strong relationship with CSV, similar to that enjoyed by Local Radio in England.

Both Radio Ulster and Radio Foyle work in partnership with local schools, developing drama and storytelling projects as well as inspiring young reporters and musicians.

Competitors

There are three significant commercial players in Northern Ireland's radio market: Cool FM and Downtown (both owned by Scottish Radio Holdings) and City Beat.

Fig 5: Weekly Reach (000s) in Northern Ireland



Source RAJAR Q1 2004
(NB ILR stations are based on six months of data)

The core editorial proposition of all three ILRs is built around music:

- Cool FM is primarily a chart music-based station targeted at 15-35 year-olds.
- Downtown is also music-driven but aims at an older, 40+ demographic.
- City Beat targets listeners in the 25-49 age range.

As with other BBC stations in the nations, the core propositions of Radio Ulster and Radio Foyle are very different to their commercial counterparts: no other stations carry the speech-based programming that lies at the heart of the schedule of both stations.

7. Radio in Wales

Service History

Radio Wales

Radio Wales was first broadcast in 1977, essentially as an opt-out from Radio 4. It was launched as a separate station in November 1978, broadcasting on the Medium Wave with hours increased from 25 to 45 a week. Radio 4 remained the sustaining service, and for some years the station carried *The Archers* and *Woman's Hour* during the day. Like Radio Scotland, the emergence of Radio Wales and its sister station Radio Cymru was due in large part to the devolution debate in the 1970s that had identified a strong need amongst audiences for nation-based debate and celebration.

In 1985, Radio Wales first broadcast continuously for 12 hours a day. The present 135 hours a week (19 per weekday, 20 at weekends) was reached in 2004.

In 1994, refreshed Radio Wales schedules were launched with a dozen new programmes, a new breakfast show and more speech-based productions. In 1997, Radio Wales won three Sony Gold Awards, including Regional Station of the Year.

In 1999, the first transmissions on FM were started, reaching 60% of the population by December 2001.

Radio Cymru

Radio Cymru first started broadcasting on its own dedicated frequency in January 1977. Like Radio Wales and Radio Scotland, its birth was due in large part to the devolution debate of the 1970s, although broadcasts through the medium of Welsh had long been accepted as part of the BBC's public service remit, despite resistance from some quarters.

Phone-ins were a feature from the beginning, and although some Welsh rugby commentary had been heard previously on the old Home Service, it was in this year that the first Welsh-language international football commentary was broadcast live on radio.

Radio Cymru remained an opt-out service for a number of years, with Radio 4 once more as the sustaining service, but the hours per day slowly grew in increments throughout the late 1970s and then into the 1980s. For instance, the younger audience began to have their own dedicated programming after 2200 from the year 1982 onwards – a pattern that continues today, with the under 45s also now catered for from 2000 onwards.

Editorial Review

Radio Wales

Radio Wales is the only English-language station that covers the whole of Wales. The service is aimed at anyone living or working in Wales, with elements of all the BBC's UK radio services included within one schedule. There is chart music for younger listeners each evening, a show on Sunday evenings specifically aimed at fostering and promoting new Welsh musical talent, magazine and entertainment programmes that combine music and speech, classical music concerts (from the BBC National Orchestra of Wales), built features, all-speech news programmes and live sport. There are News bulletins every half hour until 1800, with additional hourly weather bulletins at peak time until 2200.

Although a mixed genre station, Radio Wales broadcasts speech-only programmes at core parts of its schedule with *Good Morning Wales* at 0600-0900, *Nicola Heywood Thomas* with a phone-in, news and debate at 1200-1400 and *Good Evening Wales* at 1600-1800.

At 1800-1900 there is a rich mix of speech-based features, with regular slots for culture, investigation, history, business, religion and ethics, among others.

1900-2000 covers specialist musical genres including Country, Jazz, Musicals, Soul and Blues. Radio Wales runs the only official Welsh Top 40 between 2000 and 2200 on Mondays.

The remainder of the weekday programming is live, magazine and consumer-based in the morning, with quizzes and conversation in the afternoon and evening. All these programmes encourage audience interaction by phone-ins, text and email and have a speech to music ratio of 60:40. Music is mainly classic Pop, from the 1950s to the present day, aimed at a 45+ audience.

Weekends feature a mix of live sport, specialist music, features, comedy, drama, music and conversation for ethnic minorities, religious programmes and business and rural coverage as well as live concerts—Classical and Pop—from the current Welsh music scene. Local talent is showcased regularly throughout the schedule by the airing of musical performances, local artists, community reporters and new writers.

There is now more emphasis on live broadcasting, with audience access and information throughout the day, and a more integrated station sound than ever before. News and debate have increased, with the drive-time programme *Good Evening Wales* and the lunchtime topical phone-in both extended.

Tone and content are continuously assessed through discussion at programme strand and department levels, and by reacting to audience research. There is room for schedule changes on a regular basis in the features and documentary slots, and the flexibility to encompass major events and sporting fixtures, regularly using split frequencies on MW and FM and occasionally taking advantage of local opt-outs for South East and North East Wales.

Radio Cymru

Radio Cymru is the only nationwide Welsh-language station. It broadcasts for 20 hours a day in Welsh, seven days a week.

Radio Cymru is a broad, mixed-genre station aimed at a diverse cross-section of listeners of all ages who speak or understand the Welsh language. The service aims to offer something for everyone, and the output is a distillation of the functions of the BBC's UK-wide radio portfolio, providing a rich mix of news, analysis, music, features and debate across a wide range of genres and topics.

There is a good balance of music to speech across the week, although this does vary. For instance, C2, on 2000-0100 weekdays, is predominately music-driven, while the three cornerstones of the daily schedule—breakfast time, lunch and drive-time—are characterised by speech-based news programmes.

Although the music broadcast is mainly popular Welsh music, a wide variety of other genres are also covered, including Classical, hymns and Folk. Specific guidelines on the use of English-language songs are adhered to, in order to preserve the characteristic sound of the network.

In the past, the service tended to appeal to older listeners, but today the listener profile is closer to the average Welsh speaking population at large, with an average listener age of 52. This has been driven by a 50% increase in listening by under-35s in recent years.

There is a dedicated news service from 0600-2330 Monday to Friday, with hourly bulletins to complement the three main news blocks of the day, *Post Cyntaf* (0700-0830), *Taro'r Post* (1300-1400) and *Post Prynawn* (1700-1800). As well as comprehensive news and sports coverage throughout the day, Radio Cymru also broadcasts many daily, popular strand programmes including *Jonsi* and his morning breakfast show, *Hywel a Nia*, *Sian Thomas*, *Owain a Dylan*, *Geraint Lloyd* and the evening strand *C2*. Sport dominates Saturday afternoons while Sundays are targeted at an older, more traditional audience.

During the year, a number of outside broadcasts are transmitted from locations across Wales, along with a variety of other programmes and series ranging from features, documentaries, current affairs, plays and educational programmes, to religious programmes, quizzes, comedies and assorted music programmes. Local talent features prominently in the output, from reporters to poets, young bands to gardeners of all ages.

Radio Cymru has also been piloting new regional opt-out services, responding to the public demand for increasingly local coverage. The South West of Wales now receives three hours of locally-tailored programming every weekday, while the legacy of a community project in the North Wales town of Blaenau Ffestiniog lives on in a weekly 90 minute slot broadcast exclusively within a 20 mile radius. In the South West, many programmes are broadcast from local towns and villages using the latest in low-cost technology, coming from schools, community halls and even people's homes. In Blaenau Ffestiniog, all the programmes are presented by local people with no previous broadcasting experience, and one of these presenters has now become a regular contributor to a daily Radio Cymru programme.

Off-Air Presence

Both Radio Wales and Radio Cymru aim to maintain a strong presence in communities across Wales through their off-air work. The development of Community Weeks and the 2003 *Lleisiau/Voices* project have seen a substantial increase in off-air activity, including the starting of a drama group to stage a community play at Pill in Newport (which was later broadcast on Radio Wales) and the mounting of school workshops at Community Weeks in Milford, Treorchy and Machynlleth that provided training in interview techniques and editing for participants. BBC staff and presenters often participate in many local events and activities and each Community Week is supported by the launch of a local website for the featured area.

A number of partnerships have been forged to encourage local talent. For instance, a radio drama competition for new writers has been set up in conjunction with Wrexham Science Festival and the Wales Arts Council. Radio Wales has also collaborated with local authorities in Cardiff, Swansea and Caernarfon to stage *The Big Buzz*, a major music event attracting thousands of people.

Radio Cymru projects include a station listeners' club *Clywch Clywch (Hear Hear)* which boasts a membership of almost 2,500, and an accompanying quarterly magazine with a 7-10,000 print run. This is distributed free to members and also at most events and outside broadcasts during the year.

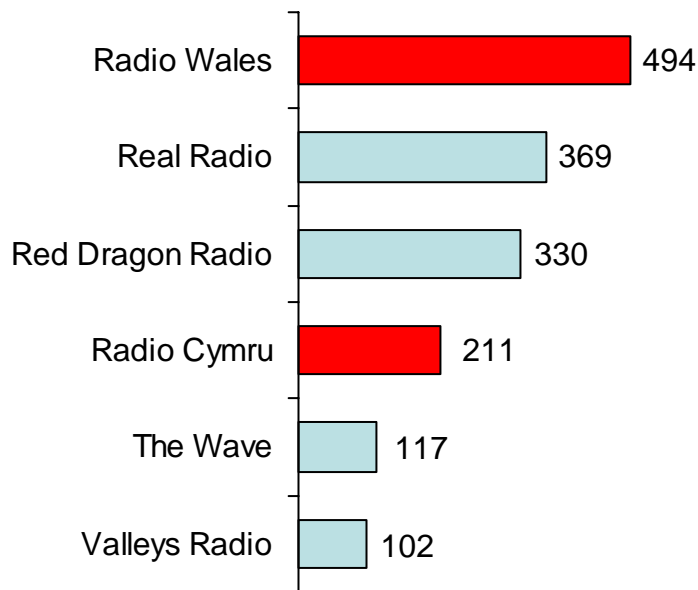
There is also a special haulage drivers' club connected to the daily strand *Geraint Lloyd* through their own spot on his Thursday night programme. Evening strand *C2* holds regular workshops—mainly with young people between 12 and 18—where they get a chance to experience presenting and DJ-ing. Although not broadcast on the station, the workshop usually coincides with an outside broadcast by the *C2* team from the participating school.

Radio Cymru leased a boarded-up shop on the High Street in Blaenau Ffestiniog which became the centrepiece of the *Lleisiau/Voices* community project run by the station in the town last year. This project's legacy continues as the shop has now been taken over through a local initiative, enabling it to be regularly used by local groups for a variety of community purposes.

Competitors

Radio Wales retains the highest level of reach in Wales for a non-network service - with an average weekly reach of 459k in Quarter 1 of 2004. Over the same period, Radio Cymru averaged 177k.

Fig 6: Weekly Reach (000s) in Wales



Source RAJAR Q1 2004
(NB ILR stations are based on six months of data)

The main ILR competitors in Wales are Real Radio, Red Dragon Radio and The Wave:

- Real Radio's core proposition in Wales is the same as it is in Scotland. It targets the AB 25-44 audience segment, primarily through music but also with a complementary mix of speech.
- Red Dragon Radio is part of the Capital FM network and combines local output with innovative syndicated programming based around the Top 40. Its editorial proposition is designed to appeal to a core audience in the 25-34 age range.
- The Wave is a younger, music-led station that targets the 15-35 year-old market.

By contrast, Radio Wales' commitment to news and current affairs is unmatched by any commercial competitor. No other station in Wales encourages audiences across the whole of the nation to participate daily in news and topical debate such as in *Good Morning* and *Good Evening Wales* and also in the lunchtime *Nicola Heywood Thomas* programme. Built features are also unique: six hours a week covering everything from Current Affairs in *Eye on Wales* to culture in *First Hand* and similar

strands; Comedy, developed using Welsh writers; and *Country Focus* and *Wales at Work*, bringing specialist interests to a wider audience. Programmes like *Adam Walton* and *Kevin Hughes* also help to nurture and encourage new Welsh musical talent.

Some independent radio stations do air Welsh-language programmes with Champion FM in North Wales and Radio Ceredigion in Mid Wales broadcasting their programmes during the daytime and at weekends. Other stations, such as Coast FM, Swansea Sound, Radio Carmarthenshire and Valleys Radio also broadcast some programmes in Welsh. However, Radio Cymru is the only fully Welsh-language radio station and the only such station to reach the whole of Wales. Its commitment to News and Current Affairs is unrivalled by any commercial competitor, remaining unsurpassed in the breadth of its coverage of local, national and international stories. Discussion programmes and built features are another distinctive part of its output, with programmes such as *C2*, the youth strand, playing a crucial role in nurturing young talent and a younger audience for Radio Cymru.

8. How Nations and Local Radio Builds Public Value

As the BBC has stated in its contribution to the Charter Renewal debate, the Corporation exists solely to create public value.⁴ This section of the paper will illustrate how this core purpose is the foundation of the BBC's Nations and Local Radio service proposition. In particular, it will outline how BBC Nations and Local Radio generates and builds public value in five key areas:

- *Social and community value:* Nations and Local Radio has this purpose at its heart, and is dedicated to helping the UK's many communities see what they share in common and seeking to bring them together to debate, explore and celebrate. This is the *raison d'être* for the BBC's Nations and Local Radio stations – they are a unique national asset serving communities across the country and helping to build networks and social value by providing universal access to the best of local life.
- *Democratic value:* Nations and Local Radio supports civic life and national/local debate by providing trusted and impartial news and information and an independent platform for local discussion.
- *Cultural and creative value:* Nations and Local Radio celebrates the unique cultural heritages of all parts of the UK.
- *Educational value:* Nations and Local Radio offers audiences of every age access to a world of formal and informal knowledge and learning and plays a crucial role in sustaining the UK's indigenous language communities.
- *Global value:* Nations and Local Radio forms part of the BBC's Global Network and helps to connect the local with the global.

Social and Community Value

Bringing value to the lives of communities is at the heart of the proposition for BBC Nations and Local Radio. It is the reason these services exist and is central to the programmes they produce and to every service they offer. This central purpose is supported and enhanced by other aspects of the BBC's role that give these services particular value in local communities.

BBC Nations and Local Radio gives special prominence to the artistic, sporting and ceremonial events which define the regions of England and the nations of the UK. Radio Cymru broadcasts extensive coverage of the annual National Eisteddfod and the youth Urdd Eisteddfod. Radio nan Gaidheal similarly supports the annual Gaelic Mod in Scotland. In England, BBC Local Radio champions and supports local sports events across the country, which helps to build community cohesion. Through cooperation with BBC Network Radio, Nations and Local Radio is

⁴ *Building public value – renewing the BBC for the digital world, 2004*

able to create major events, like Music Live, that celebrate localities and bring communities together.

BBC Nations and Local Radio plays a significant role in communities that feel marginalised or undervalued, often also communities that are considered commercially unattractive. Special effort goes into exploring the issues and problems inside these communities, for instance through projects like *All Together Now*.

All Together Now

Based in a temporary radio studio constructed in a local primary school, *All Together Now* began with 25 interconnected projects in one of the most deprived areas of Leeds. It included teaching children to make their own radio features and web pages. This was supported by workshops focussed on writing skills and verbal expression and helped participants to understand how to access key figures within the community, such as the local MP.

All Together Now is now in phase two. A permanent studio has been built in a local library where community groups can make radio, video and web pages to be broadcast on BBC services, and a full-time Senior Broadcast Journalist has been working with the community. A full-time teacher has been seconded to the project by Education Leeds and over the next two years, 30 schools will each form a BBC club. They will all receive the necessary software together with digital cameras and recorders. A part-time artist is also working on the project—seconded by the Arts Council in Yorkshire—with a full-time community worker to follow.

All Together Now is an excellent example of the BBC's commitment to finding innovative ways to further its engagement with local communities and to aiding the development of skills in new SNA digital technologies. I was particularly interested in the role such projects play in promoting social cohesion and in encouraging and enabling people to communicate their ideas and experiences more widely via exciting platforms... I am sure this inspiring initiative will continue to be a great success.

Tessa Jowell, Secretary of State for Culture, Media and Sport, writing to Chris Edwards, Chief Executive at Education Leeds

All Together Now won a Sony Gold Award in 2003 for community involvement and is a finalist in the regional Business in the Community Awards 2004. The idea was developed UK-wide in the BBC's 2003 *Voices* project (see page 34).

BBC Nations and Local Radio's airwaves are a powerful means of bringing communities together. A good example of this is BBC Radio Cumbria's Lamb Bank, one of the most enduring and practical expressions of BBC Local Radio acting as a catalyst for local communities. For many years at lambing time, the station has broadcast details of orphaned lambs and ewes in milk so that farmers can contact each other to put the two together. Another example is the shipping news provided for Orkney and Shetland, which brings together the community and supports the local economy.

BBC Nations and Local Radio stations play a crucial role in communities at times of crisis. For example, local radio teams in York and Hereford & Worcester worked around the clock to provide information and support to listeners during the 2001 floods. In the same year, BBC Radio Cumbria and BBC Radio Devon were the main means of communication for farmers in each county during the Foot and Mouth outbreak. Radio Cumbria coordinated a Foot and Mouth information service that became one of the main sources of information about new infections during the crisis, while the extended, two-hour phone-in on Radio Cumbria became a greatly valued space for emotional release and the sharing of worries.

BBC Nations and Local Radio creates the opportunity for people to connect with others around shared cultural interests and passions including music, hobbies, religion, shared fields of knowledge and shared goals. For instance, *The Chris Needs Friendly Garden* forms an integral part of Chris Needs' late-night show on Radio Wales. The club has over 24,000 members and is a source of comfort for many elderly and disabled people and their carers, as well as more general listeners. The club has spawned a number of mutual support groups – inspiring many people to connect with each other on- and off-air. Many listeners speak openly of the comfort and support they have received, and the theatre-based editions of the show attract very large live audiences.

BBC Nations and Local Radio supports faith communities across the UK. All Local Radio stations broadcast faith-based programming on Sunday mornings. Local Radio has its own Religion Editor and a team of reporters who provide relevant material on spiritual, ethical and religious issues. Every station is represented at the annual Churches' Media Council conference and stations promote faith matters in creative ways, for example, through a recent competition to find talented hymn writers amongst listeners.

Democratic Value

BBC Nations and Local Radio broadcasts are services of record for the processes of democracy throughout the UK. Radio stations in the nations are the natural home for the coverage of the devolved institutions of the UK; the Assemblies of Wales and Northern Ireland and the Parliament of Scotland. They are also places where each nation's administration's actions are discussed and debated, and its members held to account. Every weekday, *Good Morning Scotland*, *Good Morning Wales*, *Post Cyntaf* and *Good Morning Ulster* give context and perspective on government proceedings. Radio Scotland also provides information and analysis in *Politics Tonight* and *Scottish Questions* to help listeners understand the latest events and current political thinking and to enable them to make informed democratic decisions locally, nationally and at a European level. In the Channel Islands, Radio Jersey and Radio Guernsey also broadcast live coverage of the States on Medium Wave whenever they are sitting.

In England, Local Radio is the natural home for coverage of local and regional politics. BBC London 94.9 produced dedicated programming for the London Mayoral elections in June, and all Local Radio stations broadcast special programmes to mark local and European elections. Progress towards the English regional assemblies will

be covered, and stations will develop an appropriate editorial response depending on the result of the votes.

Nations and Local Radio stations also aim to provide the most trusted news and analysis of any UK news provider. They aim to reach the highest standards of impartiality and integrity, and to reflect the full plurality of voices and opinions of each area. Radio Scotland's *Lesley Riddoch* is the place to hear a range of views and opinions on a daily basis from decision-makers to listeners from all over Scotland and from all walks of life. Recent live broadcasts have come from events and locations as diverse as the Scottish Labour Party conference and Shotts prison.

In England, BBC Local Radio plays a key role in ensuring those in authority are held accountable for their actions by scrutinising local policy issues and providing a forum to question Local Government and public officials. For instance, when Lancashire County Council decided to close most of its care homes, the chair of the social services committee proved elusive despite protest groups being formed in 36 locations county-wide. BBC Radio Lancashire pursued the case and put pressure on the official to debate the matter on air from the BBC's Open Centre in Blackburn. This revealed the decision—and the reasons behind it—to public scrutiny. A range of legitimate concerns were raised and the protesters' voices heard.

Nations and Local Radio stations bring news from across the UK and the world to local audiences. To help audiences make sense of the world, News bulletins are carefully crafted to provide an informative mix of local, national and global news tailored for the perspectives of individual, local audiences. The BBC maintains a dedicated general news service (GNS) which provides hourly summaries of UK and World news to supplement the national and local perspective gathered by the stations' journalists. The scale of the BBC news operation and its integration across the UK and the world ensure that the licence payer has access to in-depth, relevant news and information whenever they tune in.

Nations and Local Radio stations help listeners make sense of the world around them. Many stations include a daily consumer programme, calling companies and councils to account while also acting as a source of advice and as a forum for discussion. BBC Radio Norfolk has trained dozens of people as 'consumer champions' to help people in their local area who need advice. Participants include a butcher and a bed and breakfast owner. Consumer presenters often have a high profile in their local communities, not least among the organisations they scrutinise. One of the highest-profile is Ed Doolan at the Birmingham-based BBC WM, recently awarded the MBE for his services to broadcasting.

The *iCan* project—though mainly a bbc.co.uk proposition—is also helping to further Local Radio's impact amongst listeners. It aims to empower those who are interested or moved to take action on issues they care about in their area, allowing audiences to set the news agenda. During its trial period, this project has generated more than 200 original news stories for local stations on topics that clearly mattered to listeners.

Cultural and Creative Value

BBC Nations and Local Radio acts as a supporter and broadcaster for a wide range of cultural activities. All the nations' services promote both traditional and new music from their patches. They are the sole broadcast outlet for some traditional music, such as piping in Scotland. In Scotland and Wales, BBC orchestras are at the heart of cultural life, giving concerts, touring the nation and reaching out to new audiences.

In addition, **Nations and Local Radio showcases new comedy, develops new formats and nurtures new talent**, with some of this talent transferring to both regional and network television. BBC Nations and Local Radio also supports a range of new writing, including dramas such as Radio Scotland's *Lynton Bay*. In England, stations broadcast dramas ranging from pantomimes to plays, often performed to live audiences in local theatres. All three radio production departments in Scotland, Wales and Northern Ireland are regular contributors to Radio 4's drama strands, thus providing a valuable training ground and talent development programme.

Across England, Local Radio promotes talent in a variety of ways, providing airtime for local comedians and bands and occupying a key role in promoting cultural events. For instance, last year BBC Radio Merseyside played a significant role in Liverpool's bid to be the European Capital of Culture in 2008.

Sport plays a vital part in the local cultural life of the UK. Local Radio has forged close relationships with local football clubs to provide match commentaries and news coverage that keeps fans in touch with the teams they support. This is especially valuable for clubs and their supporters in lower divisions and non-league clubs as these generally attract little interest from other broadcasters. Local Radio also covers less mainstream sports and encourages listener involvement. For example, BBC Southern Counties Radio runs an annual bowls tournament in Worthing and generates a variety of supporting programme material around it.

Nations and Local Radio celebrates the UK's rich and diverse cultures by seeking out new voices. A key part of this strategy is focussing on those whose voices are seldom heard and assisting them in telling their stories in their own ways. For instance, the BBC's *Voices* project in 2003 comprised 48 separate projects across the UK, focussing on communities like Travellers in Kent, Somalis in Leicester, Yemenis in Liverpool, Portuguese in Jersey, and Catholics and Protestants in Strabane. The BBC's next major initiative along these lines will be broadcast in 2005. In partnership with libraries and academic institutions, this will be a major survey and celebration of the myriad different languages, dialects and accents spoken across the UK.

Similarly, *Digital Storytelling* gives people the chance to participate in workshops and make short films about their passions. These films have been posted on websites and broadcast on radio and television. By providing members of the public with simple digital equipment and training in storytelling techniques, the BBC can access a wealth of creativity and deliver powerful insights into people's lives and concerns.

Nations and Local Radio celebrates the UK's rich cultures through portrayals of a contemporary, multicultural and multiracial population. Nations and Local Radio supports the BBC's commitment to nurturing the full diversity of the UK's talent in comedy, performance, writing and other creative arts. For instance, BBC Three Counties Radio's *Luton Mela* was conceived within the station and then produced through a range of local partnerships.

One of the strongest recent diversity initiatives is *Roots*, a partnership between BBC English Regions and Arts Council England. Since 2002, *Roots* has sought to bring African, Asian, Caribbean and Chinese arts and cultural activity to a wider audience through special programming and community events. Eleven *Roots* coordinators are based in the English regions, working to encourage local participation in the arts. In their first full year, they have already increased the broadcasting of ethnic arts and culture in all media, including more than 81 hours of Local Radio.

23 local radio stations in England also carry over 67 hours of specialist language programming each week, including Bengali, Cantonese, Cornish, Guernsey French, Gujarati, Hindi, Mandarin, Mirpuri, Polish, Portuguese, Punjabi, Somali and Urdu. In addition, 148 hours of BBC Asian Network output is broadcast through Local Radio stations each week, touching communities that are hard to reach by Digital Radio and enhancing the public value brought to Asian communities across the UK. The BBC Asian Network itself began as a local opt-out service at Radio Leicester.

Educational Value

From the earliest days of the BBC, Nations and Local Radio has been involved in educational and learning programming. Schools programming was produced for the whole country and to support the unique curriculum in each nation. In a landmark moment, BBC Northern Ireland produced the first shared resources for the study of Irish history in Ulster's divided schools.

The BBC's support of the UK's minority, indigenous languages has a similarly venerable history. Since broadcasts first started in Welsh and Gaelic, the BBC has been a prime mover in the dissemination, preservation and continuation of those languages. Without its constant support, the UK's minority language communities would be culturally poorer. The latest manifestation of this is a new, animated, multimedia language learning project, providing shared learning resources in Welsh, Gaelic and Irish to help engage a new generation of indigenous language speakers.

BBC Nations and Local Radio is involved in projects that make its broadcasting and media skills available to others and create opportunities for its listeners to contribute their own skills and experiences for the benefit of others. This work is most powerfully illustrated by the BBC's Local Radio Open Centres and Buses.

Learning through Buses and Open Centres

Digital technology can be mystifying and even frightening to many people, but through its Buses and Open Centres the BBC has made a real impact in delivering the benefits of digital technology to everyone.

BBC Buses combine mobile broadcasting studios with a suite of computers and take these facilities out to towns and villages, factory floors and community centres. People can come onboard, chat to the bus team and discover how computers can benefit them. The Bus allows participants to have a go on the Internet, offering them the opportunity to try other PC and computer skills while also giving them access to the BBC's airwaves.

Qualified tutors help people to explore the world of computing, to surf the net or to take the first steps towards an IT qualification. Open Centres provide these opportunities in city centres, opening up local radio station buildings and studios to audiences in Hull, Sheffield, Blackburn, Brighton, Liverpool, Stoke and Gloucester.

Central to the success of the Centres and Buses has been the partnerships forged with local councils and local education providers. The BBC's involvement gives these partners the opportunity to find new learners, who may then sign up for a range of digital courses. There is the ambition and the will to create more Open Centres and Buses where local partnerships allow, and where the need is most greatly felt. It is hoped that more Buses will be on the road within the next few months.

Local Radio is developing a close working relationships with schools. BBC Radio Humberside supports a unique local project that offers interactive revision advice to students about to sit GCSE exams. The radio station links up with its online site and the local broadband TV platform to produce twelve *SOS Teacher* programmes. Several hundred text and email revision questions received during the series are answered by teachers and lecturers from local schools and colleges during these live 90-minute programmes.

Other examples include BBC Radio Solent working with students at Leigh Park near Portsmouth, helping them develop online and radio skills and providing them with the opportunity to use those skills on BBC programmes and websites. A similar project at Birmingham's BBC WM gives teenagers in Aston access to high quality learning resources and helps them to understand how to make the most of new technologies.

In addition to partnerships with schools, Local Radio undertakes a wide range of partnerships with adult educational institutions, such as the BBC's Project Merseyside.

Project Merseyside

This is a three-year project centred on the BBC Open Centre in Liverpool. With partners like Liverpool Community College, the Toxteth Media Centre and Wired Up Communities, Radio Merseyside is reaching people in the region's most disadvantaged areas and bringing BBC expertise and facilities into communities to help them create their own TV, radio and online material. The project is also providing routes back to formal learning.

The project includes:

- taster courses in radio and TV production, journalism, digital technology, DJ-ing and music technology, aimed primarily at 16-24 year-olds who are unemployed or not in full-time education;
- the BBC's own training materials, made available to the local community online;
- direct involvement of BBC staff in workshops, masterclasses and attachments;
- a radio project, putting production starter kits in schools and youth centres, developing skills and showcasing talent;
- WebActive – the next phase of the BBC's internet course Webwise, encouraging communities to produce web content;
- Encouragement and support to local teachers in the use of digital learning resources in the classroom.

Global Value

Global value may seem the area of public value where Nations and Local Radio has least to offer, since focussing on the international dimension is not its primary focus. However, there are a number of ways in which national and local stations seek to support the BBC's global role and similarly, draw value from that global role for local audiences.

All Nations and Local News programmes reflect the global/international agenda from a local perspective, and programmes in other genres—Arts, Sport, Politics, for example—consistently aim to deliver content within a wider international context. For example, Welsh-speaking listeners rely on the BBC in particular as Radio Cymru was the only news provider to maintain a dedicated Welsh-speaking reporter in Iraq during the recent conflict.

Nations and Local Radio activities create opportunities for people to join in a global debate and enable listeners to participate in shared experiences with people from different countries. Firstly, the presence of the BBC's Nations and Local content and programming on the BBC's website allows access to such content from anywhere in the world. Secondly, Radio Scotland, Radio Wales, Radio Cymru and Radio Ulster are all streamed online. So, when Catrin Roberts from Anglesey competed in Wales' foremost cultural festival for young people, the 2002 Urdd Eisteddfod, her father Dewi heard every word even though he was over eight thousand miles away. Dewi, a helicopter pilot on service in the Falkland Islands, was

listening to Catrin live on the web and the two were even able to exchange greetings online afterwards.

Connected Cornwall is another example of the local/global experience. This programme on BBC Radio Cornwall is devised to bring together people from across the world who have connections with the county. This is done via a radio programme linked to the station's web content and demonstrates how Local Radio can maximise the opportunities made available by internet streaming.

In July 2003, BBC Radio Bristol and the World Service in Jamaica took part in a simulcast from the St Paul's Carnival in Bristol. This is the first time a BBC local radio station has joined up live on air in this way with the BBC World Service. More than a million people in the Caribbean listened to the programmes, joining Radio Bristol listeners for a joint programme broadcast live from the heart of St Paul's and becoming part of the audience that witnessed how a part of Bristol 'went Jamaican' for a weekend.

9. Nations and Local Radio and the Portfolio Effect

In the first quarter of 2004, BBC Nations and Local Radio services reached an average of nearly 11 million listeners each week across all its services – 20.2% of the UK's 15+ population.

Share of total radio listening across all BBC Nations and Local Radio services was 11.1% in the same quarter.

Listeners to BBC Nations and Local Radio are loyal listeners. They tend to use the stations intensively, with each listener tuning in for an average of 11 hours a week. For a substantial number of listeners, the local BBC service is their only listening, with over 4 million who do not listen to any other BBC radio services and over 2 million who do not listen to any other radio service at all. Nations and Local Radio is a unique and highly valued service catering to a substantial audience.

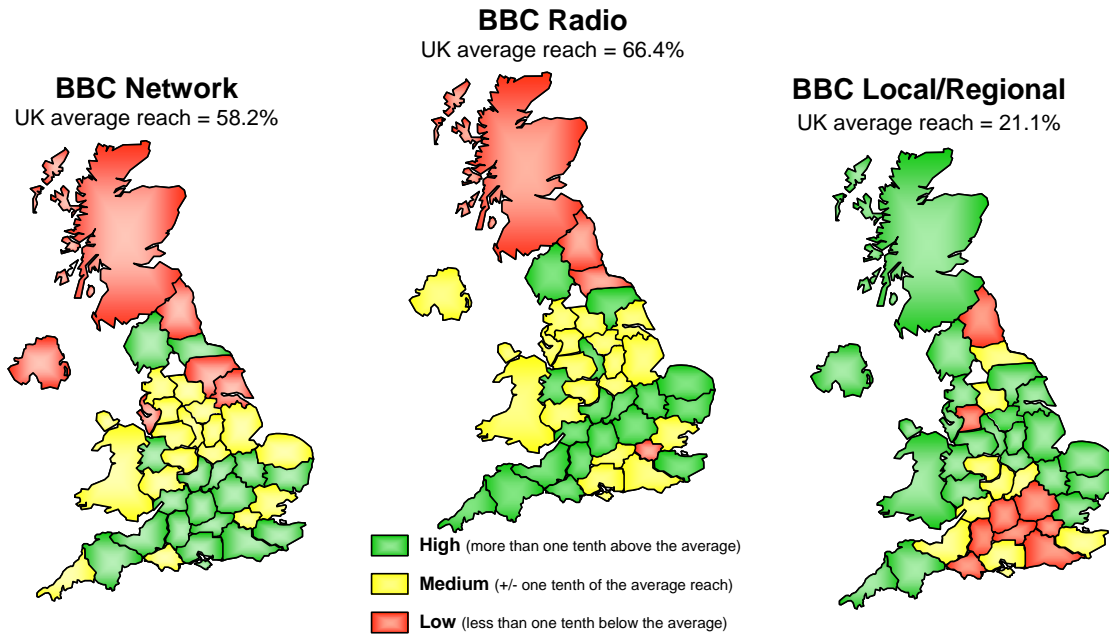
This audience also tends to be underserved by the market and is not a specific target audience for BBC Network services. Generally, it is an older audience and over the last five years the proportion of 55+ listeners has grown. Approximately one in three of the UK's population is now over 55, and Nations and Local Radio appeals markedly to this age group, with the appeal still increasing. Comparing the total age profile of listeners in 1999/00 to that of 2003/04 shows that weekly reach has generally increased in the over-50s age group and declined slightly amongst 30-50 year-olds.

Nations and Local Radio also attracts relatively more male listeners, and has remained very stable at 52% of the total over the past five years. However, much of this listening is highly selective and seasonal due to the popularity of sports with this group. Female listeners tend to listen for longer, so although there are fewer in total, female listeners accounted for 54% of hours of listening over the period.

In terms of the social profile of its listeners, Nations and Local Radio tends towards the C2DE groups, which account for around 60% of listening and for 50% of listeners. Weekly reach to Nations and Local Radio is highest amongst white adults, and reach among the white population is relatively higher than reach among ethnic minorities. This is partly due to the typically younger demographic profile of the UK's minority ethnic population.

The BBC's Nations and Local Radio offer is highly complementary to the BBC's UK-wide Network Radio service proposition. Generally, in those parts of the UK where Network Radio's performance is comparatively weak, the Nations and Local services are relatively strong. This point is illustrated in Figure 7, below.

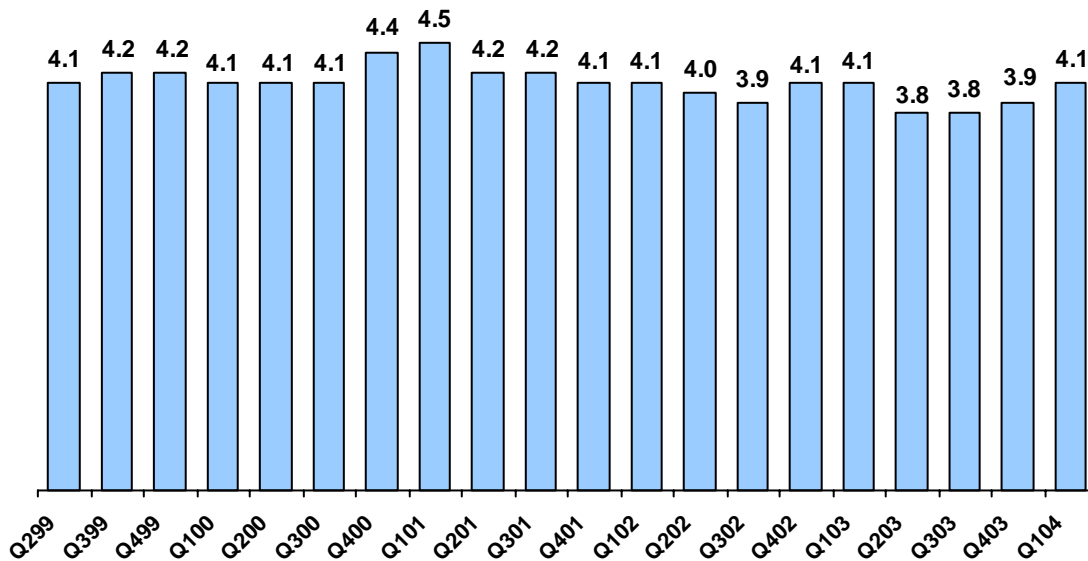
Fig 7: The Impact of the BBC Radio Portfolio Across the UK



Source: RAJAR/IPSOS-RSL, Q2 '03-Q1 '04

This portfolio effect is no accident. The BBC's Nations and Local services have been deliberately designed to complement and supplement the Network services. The success of this strategy is measured by analysing how many listeners tune in to Nations and Local services and listen to no other BBC Radio. The recent performance of this listening is illustrated in Figure 8.

Fig 8: Listeners to Nations and Local Radio who listen to no other BBC Radio 1999-2004 (millions)



Source RAJAR/Ipsos RSL

This listening to BBC Nations and Local Radio has remained robust, averaging over 4.1 million listeners over the course of 1999-2004, some 8.5% of the UK population.

This demonstrates that these stations are continuing to deliver a distinctive and highly valued service.

While BBC Nations and Local Radio offers a service that is distinct from the BBC networks, the presence of production bases across the UK allows the BBC to maximise the editorial benefits these centres can bring. This allows local opt-out programming from the Network Radio schedules, which can add a degree of local texture to a network's offering and bring it closer to listeners around the UK. For example, on Thursday nights from 2000-2200 Radio 1 opts out of the network *Zane Lowe* show to allow Scotland, Wales and Northern Ireland a two hour special showcasing local music and promoting new talent in their part of the UK.

Live events play a significant role in bringing communities together in celebration and showcasing the best of local talent, and BBC Network and Local stations collaborate on a number of large-scale live events across the UK each year, such as *Music Live*.

BBC Music Live

BBC Music Live 2004 in Northern Ireland demonstrated the way in which the Corporation can act as a catalyst for public good. Virtually all BBC divisions, involving more than 2000 BBC staff, contributed to the 11-day festival that included more than 10,000 musicians. Over 200 hours of special radio and TV broadcasts were carried on local, regional, national and international services. BBC One, BBC Four, Radios 1, 2, 3, 4, Five Live, 1Xtra and 6 Music all took part, together with Radio Ulster, Radio Foyle and the BBC World Service, plus many BBC online sites. A number of education and outreach projects enabled more people to explore and experience live music.

Countless organisations across the whole of Northern Ireland contributed or participated, including every local authority, the Arts Council, the Department for Culture, Arts and Leisure, the Northern Ireland Events Company, most music organisations and many community groups. Of the total of over 500 different concerts and events, the BBC mounted or broadcast over 100, with the rest from other organisations such as pubs, clubs, music and community groups.

Almost 10% of Northern Ireland's population attended Music Live events with around two thirds of the population involved in the festival by attendance or through BBC broadcasts. 90% of those surveyed felt the festival was a good idea.

Network/Local collaboration is also reflected in the support for the BBC National Orchestra of Wales, the BBC Scottish Symphony Orchestra and the BBC's close partnership with the Ulster Orchestra. These orchestras not only add a rich vitality to the cultural life of the nations through the provision of live music, but also provide range and texture to the output of BBC Radio 3, furnishing the station with a wider repertoire and broader access to musical talent from across the whole UK.

The orchestras are also increasingly involved in off-air activities and annually undertake community and learning projects. In 2003, the BBC National Orchestra of Wales took up residence in the towns of Ammanford and Corwen and immersed

themselves in the local area for a week. They performed a range of small chamber pieces in retirement homes and schools, and undertook a range of music experiments in schools (full details of the Orchestra’s education activities can be found in the Radio 3 Network paper).

The BBC’s bases across the UK also provide programming for the BBC’s UK-wide radio networks. A significant proportion of BBC Network Radio output is currently made outside London, including some of its most high profile programmes like *The Archers*.

Nations and Local Radio and the UK Radio Environment

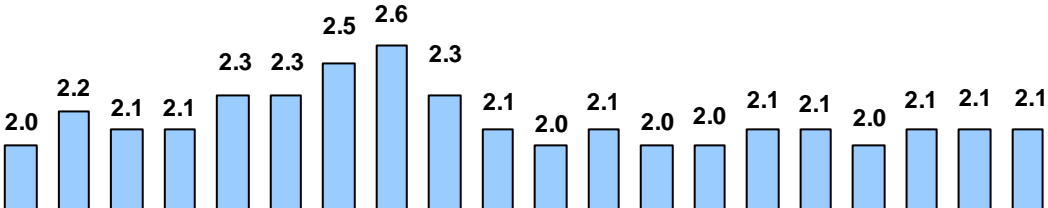
In addition to ensuring that Nations and Local Radio services are distinctive and complementary to other BBC Radio services, BBC Nations and Regions also makes certain that its services can be clearly distinguished from ILR.

Unlike ILR, BBC services have no obligation to generate value for shareholders and advertisers. Instead, their focus is on connecting to the communities which they seek to serve by building public value. However, this is not to negate the important role ILR plays in delivering to audiences around the UK. ILR services produce high quality programmes presented by some of UK Radio’s finest talent, and thus help to shape the UK music industry and serve communities. Rather, the healthy competition which exists between BBC and commercial services, particularly at the local level, helps to enrich the offering available to all radio listeners.

Like the rest of the BBC, BBC Nations and Local Radio aims to complement the commercial sector. While ILR is concerned with maximising its market share, BBC Nations and Local Radio is far more concerned with optimising its reach. Since everyone pays for the BBC, the BBC needs to ensure that everyone is provided with something of value. One of the BBC’s most important roles is offering services that reach an audience underserved by the commercial market.

Figure 9 illustrates Nations and Local Radio’s unique reach – that is, listeners who tune in to BBC Nations and Local Radio and do not listen to any other service.

Fig 9: The Unique Reach of Nations and Local Radio 1999-2004 (millions)



Source RAJAR/Ipsos RSL

Over the period covered by this review, BBC Nations and Local Radio's unique reach averaged 2.2 million individuals, representing just under 5% of the UK adult population. The reason that this unique reach has remained so high is because the BBC Nations and Local proposition is highly distinctive. In addition, six million BBC Local Radio listeners don't listen to *any* Local Commercial Radio. As was highlighted in sections 3 through 7, the schedules of ILR and BBC Nations and Local Radio differ extensively, as there is far more speech and far less music on the BBC services, a policy that the BBC will continue to adhere to in the future. News, information and speech programming will always be at the heart of these services' distinctiveness.

Additional benefits flow from the co-siting of major production centres for Network output and BBC Nations and Local stations. By commissioning Network programmes from the nations and from the large English production centres in Bristol, Birmingham and Manchester, the BBC ensures that its radio networks better represent the diversity of the UK. It also guarantees that all its services benefit from a diverse pool of creative talent. This investment has an important economic dimension, nurturing and supporting core clusters of talent and craft skills that can be used by ILR and independent producers.

By maintaining this network of production bases, the BBC is able to train and nurture new talent drawn from across the whole UK. Since 1967, BBC Nations and Local Radio has cultivated diverse talents such as John Myers, John Humphrys, Chris Evans, Jon Sopel and countless others. Its work experience schemes allow many new faces to join the broadcasting sector every year. Free from the financial pressures faced by its competitors, BBC Nations and Local Radio is able to plot a career path for radio presentation and production talent, creating a trained resource from which the whole industry can and does benefit.

In the nations, a substantial proportion of programmes for their radio services is also commissioned from independent producers. This proportion is set to rise in the future.

BBC Nations and Local stations also work in partnership with the rest of the radio industry. Many stations provide support to Community Radio services in a variety of different ways: Radio Nottingham, for example, supports Radio Faza, which serves the city's Asian communities. The two stations share three trainee producers who ensure that both stations benefit from the range of story ideas, contacts and good practice. Similar examples of partnerships with Community Radio exist in other parts of the UK.

10. Accountability and Governance

The BBC's radio services for the Nations and Regions are underpinned by an advisory structure of real breadth and diversity. The Charter makes a provision for Broadcasting Councils in Wales, Scotland and Northern Ireland, which keep the BBC's service strategies in each nation under close review, and provides the Board of Governors with regular advice on how well Radio, as well as Television and Online services, serve the needs of local audiences.

In the regions of England, Local Advisory Councils scrutinise each local station's output, providing focused feedback on the quality and range of programmes directly to the station's Managing Editor. The Chairs of the 37 Local Councils are also members of the 11 Regional Advisory Councils, whose Chairs in turn form the English National Forum (ENF). The ENF is chaired by the Governor with responsibility for England and also formally advises the Board of Governors on the BBC's performance and objectives.

Recruited from the audience, this network of over 500 members of the public ensures that listeners' needs and tastes are fully reflected in the BBC's objectives. They also ensure that local BBC stations are accountable to them for their performance. An example of the way in which the Board of Governors has taken account of the advice provided can be seen in the developing coverage of Local Government. In 2003, the Local and Regional Advisory Councils took the view that this coverage needed to be expanded and enriched. This is now reflected by the increased coverage across News and Current Affairs output and in the related review of 'quango' coverage that is currently underway.

Management reviews and research also help to keep output fresh and relevant, including thrice-yearly business reviews, annual performance reviews and bi-yearly reviews of the BBC's Statements of Programme Policy, when the BBC Governors ensure that Nations and Local Radio services are delivering their agreed responsibilities.

11. The Future Vision for BBC Nations and Local Radio

The future vision for BBC Nations and Local Radio is based on three fundamental principles:

- Everyday life will continue to be centred on local concerns, with an increasing demand for local news and information;
- The nations of the UK will retain their distinct identities, cultures and democracies, meriting reflection and interpretation on dedicated media platforms;
- Local Commercial Radio will largely remain a music-based service with little financial imperative to pursue the kind of specialist and more costly speech output that defines BBC Nations and Local Radio.

BBC Nations and Local Radio will therefore remain a speech-based broadcaster with schedules built on a tried and tested mix of news, local information, companionship and celebration. It is expected that these services will continue to appeal to older audiences, although there will continue to be some targeted output designed for younger listeners, providing them with distinctive local output.

The future vision is focused on maximising the benefits the BBC can deliver by its distinctive output and by focussing on achieving greater localness. At present, some Local Radio stations cover large geographical areas. The vision going forward is to take advantage of new technologies and working practices to offer more localised and relevant services. Pilots have been initiated to explore what these new radio services might look like. At heart, the BBC anticipates that they will supplement the current large studio-based model with broadcasting from the community, building on existing local sub-opts in radio.

This is part of an integrated multimedia strategy, which will also see BBC Nations and Regions seeking to provide a more localised television service than at present. The current regional system was built around the economics and infrastructure of broadcasting in an analogue world. As digital transmission platforms become available—and in particular, as broadband becomes more widely available—the BBC will wish to provide a more local cross-media, on-demand service. It has already started to pilot what this service may look like in Hull, and early audience feedback is very positive. Both services are built around the provision of highly local news.

Nations and Local Radio will have an increasingly important role to play in the newly-emerging democratic processes of the UK. If adopted, devolution will influence English Local Radio's political coverage and analysis. In addition, as new forms of political participation emerge over the coming decade, BBC Nations and Local Radio will seek to support and nurture listeners' political engagement, thus building on the lessons it is learning from current pilots of *iCan* in England and Wales and community blogging in Scotland.

The work Nations and Local Radio has started in *A Sense of Place* and *Voices* will be fully developed. Using ideas gleaned and lessons learned from innovative projects such as *All Together Now*, the services will continue to be more actively involved in their communities as facilitators for people to tell their own stories in their own voices. This kind of user-generated content is expected to become increasingly important for Nations and Local services, helping them to discover authentic stories told by genuinely new voices and nurturing media literacy in communities that need it most.

As well as creating a platform for discussion and social understanding, Nations and Local Radio will seek to expand the number of partnerships it undertakes with like-minded organisations in their communities, extending those relationships that deliver added value to listeners and their experience of the BBC's services. In this way, the expertise that the BBC can bring to local communities can be better harnessed by those with complementary local know-how, to achieve a stronger shared vision. The benefits of this approach have been made clear by the success of the partnerships between Local Education Authorities and the BBC Buses and Open Centres.

This vision is evolutionary, not revolutionary. It will take advantage of the new opportunities and ways of working that digital technology can create, building on the strengths of the current services. This vision is also aligned with core expectations that 'the local' will continue to be fundamentally important to audiences' lives and that the people the BBC serves will wish to form a closer, more interactive relationship with their Nations and Local Radio service. By building on the success of what has already been achieved, the BBC can further develop its role in local broadcasting for the next decade.

Appendix 1: Nations and Local Services

Scotland

BBC Radio Scotland
BBC Radio nan Gaidheal

Wales

BBC Radio Wales
BBC Radio Cymru

Northern Ireland

BBC Radio Ulster
BBC Radio Foyle

England

BBC Radio Berkshire
BBC Radio Bristol
BBC Radio Cambridgeshire
BBC Radio Cleveland
BBC Radio Cornwall
BBC Radio Cumbria
BBC Radio Derby
BBC Radio Devon
BBC Essex
BBC Radio Gloucestershire
BBC GMR
BBC Radio Guernsey
BBC Hereford & Worcester
BBC Radio Humberside
BBC Radio Jersey
BBC Radio Kent
BBC Radio Lancashire
BBC Radio Leeds
BBC Radio Leicester
BBC Radio Lincolnshire
BBC London 94.9
BBC Radio Merseyside
BBC Radio Newcastle
BBC Radio Norfolk
BBC Radio Northampton
BBC Radio Nottingham
BBC Radio Oxford
BBC Radio Sheffield
BBC Radio Shropshire
BBC Radio Solent
BBC Radio Solent for Dorset
BBC Somerset Sound
BBC Southern Counties Radio
BBC Radio Stoke
BBC Radio Suffolk
BBC Three Counties Radio
BBC Radio Wiltshire and BBC Radio Swindon
BBC WM (Birmingham & Black Country)
BBC WM (Coventry & Warwickshire)
BBC Radio York

Appendix 2: Sports Rights

One area where concern has been expressed about the impact of the BBC's Local and Nations services on the commercial sector is in the acquisition and exploitation of sports rights.

Sport, especially football, is an important part of the way a community defines itself. Radio stations provide a focus for this interest through long-standing partnerships with their local clubs. In England and Wales, the BBC has agreements for regular commentaries with more than 70 Premiership, Championship and Nationwide League clubs, while Radio Scotland offers live coverage across the Scottish Premier League.

Nations and Local Radio invest in rights, but the commentaries are part of a much broader range of coverage based around news, comment, phone-ins and other sports programmes, stimulating local interest and enthusiasm. Some schedules now include a specialist sports programme every weekday, illustrating the depth of the commitment to local clubs. Many stations also supply their commentaries to official club websites, which provides those clubs with a valued audio service.

The BBC's stations are there to celebrate success, but just as importantly, they stick by their clubs during difficult times. In the commercial sector, commentaries are often dropped when teams are relegated from the English Premiership and sponsors become hard to find. For example, the Capital Group has recently announced that it is pulling out of virtually all commentary deals.

The BBC's commitment also extends to a wide range of sports. Commentaries are offered on county cricket, rugby union, rugby league, speedway and boxing. In particular, BBC Local Radio stations in the North of England provide in-depth rugby league coverage that is much valued by the sport's governing body. Some stations, for example Radio Nottingham and Radio Sheffield, follow their ice hockey teams around the country. Bowls, Cumbrian wrestling and fell running attract live coverage in their heartland areas.

There is close cooperation with sports governing bodies to seek increases in participation through features, competitions and other off-air activity, notably with the English Cricket Board and the Lawn Tennis Association. The annual BBC Regional Sports Awards allow Local Radio to reflect and celebrate sporting achievement in local communities.

Sport is an important entry point to BBC Local Radio for younger audiences, and as regular listeners they become more engaged in local life. The BBC anticipates that Sport will continue to be a central focus of Nations and Local Radio. It will continue to invest in commentaries as part of a long-term commitment to providing a broad range of coverage.

Radio Scotland Sport

Since its inception, Radio Scotland has shared the nation's passion for sport and especially for live football. News and sport comprise the spine of the schedule, with regular sports bulletins in all the key News programmes. The station has supplemented live coverage with analysis, access and fanzine programmes for the past ten years.

In 2003, the station was invited by the Scottish Premier League (SPL) to bid for shared and exclusive rights to live games for the next four seasons. The exclusive bid was successful. BBC Scotland will provide live coverage of all SPL matches by exploiting the local FM transmitter chain, the AM frequency and the Internet. In fact, live coverage of all SPL games has been available on the internet for five years. Radio Scotland is the only analogue station that can deliver Scotland-wide coverage for the SPL.

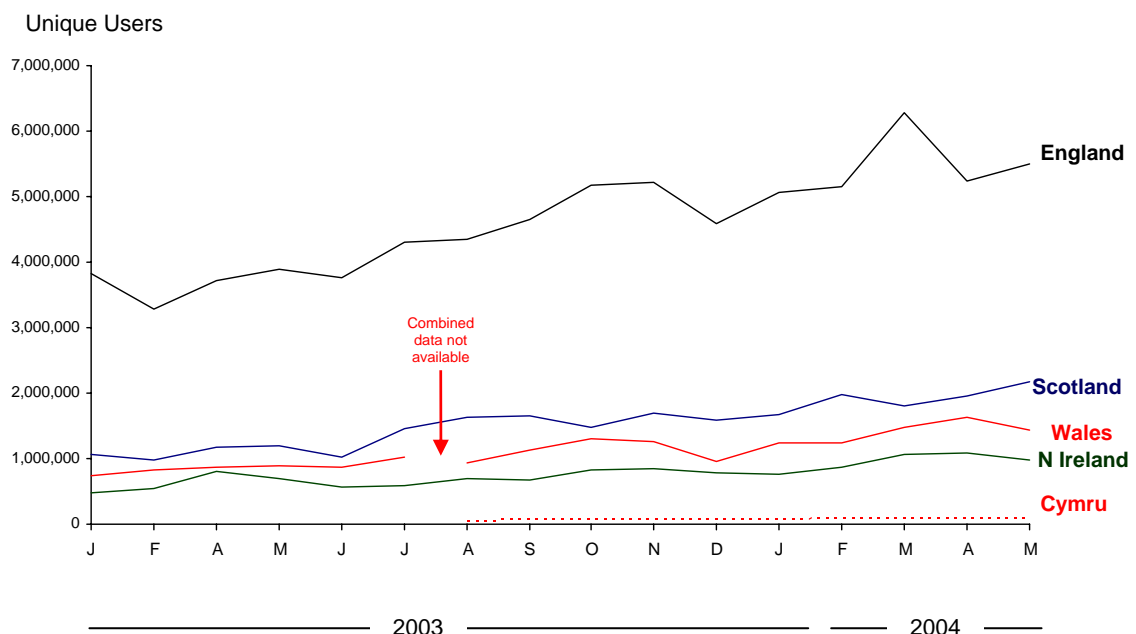
To add value for the audience, the station will transmit a nightly sports programme from the start of the new season. It will place Scottish football in a national and international context, analyse and report on other sports and allow listeners access to the key decision-makers. The popular fanzine programme, *Off the Ball*, will continue in twice-weekly slots.

Appendix 3: Where I Live

The BBC's 55 *Where I Live* websites offer users a place on the Internet to find information about and actively take part in their own communities. They provide information, news, entertainment, sport, travel and weather for listeners relevant to where they live. The sites are intended to be safe, trusted places where users and communities can communicate with each other, connect with the BBC and publish their own content in ways not previously possible. These sites are part of the multimedia, cross-platform proposition and are an integral part of the way Nations and Local Radio services interact with their audiences.

Where I Live sites across the UK now reach around eight million unique users.

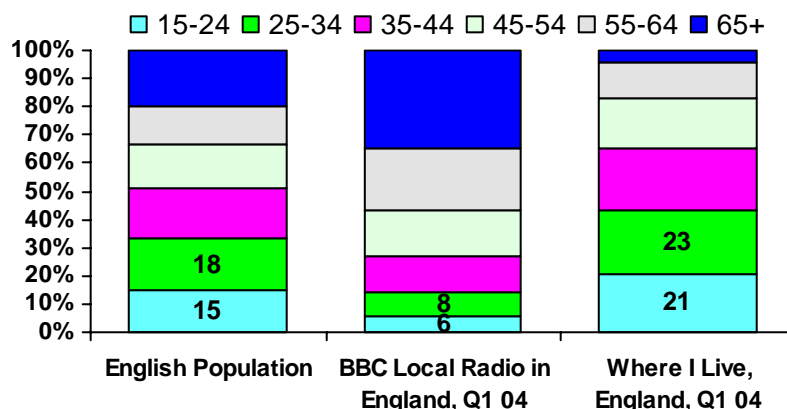
Fig 10: Unique Users for *Where I Live* sites, 2003 – 4



Source: BBCi

The *Where I Live* sites allow local BBC services, for instance, to reach out to a younger demographic than their conventional radio services.

Fig 11: The Demographic Profile of *Where I Live* sites in England



Sources: UK Census 2001, RAJAR, BBC New Media Insite Survey

Appendix 4: Distribution

English Local Radio:

The predominant means by which most of the audience listens to BBC Local Radio is via analogue transmission on the FM band. Some stations continue to broadcast on Medium Wave where there are significant populations who cannot receive the FM signal.

BBC London 94.9 has been available on the Internet for some time, and all the remaining stations are due to be streamed online within the next year.

Over half of the BBC Local Radio services are available in at least part of their editorial areas on local commercial DAB multiplexes. However, a substantial number of stations have no such access. Because such areas tend to be less commercially attractive, this situation is unlikely to change unless there is an increase in spectrum. Appropriate BBC Local Radio stations are available on Telewest's digital cable service but none of the stations is available through DSat, DTT or NTL.

For further information see www.bbc.co.uk/england

As well as being transmitted on analogue frequencies across their respective nations, BBC nationwide services in Scotland, Wales and Northern Ireland are streamed on the web and are found on DAB and Digital Television (Satellite, Cable and DTV):

Scotland:

BBC Radio Scotland is available on 92.4-94.7 FM, MW 810 (Dumfries MW 585), digital satellite (channel 866), Freeview (channel 89), DAB digital radio, cable and online.

BBC Radio nan Gaidheal is available on 103.5-105 FM, (Aberdeen MW 990), digital satellite (channel 905), Freeview (channel 90), DAB digital radio, cable and online.

For further information see www.bbc.co.uk/scotland

Northern Ireland:

BBC Radio Ulster is available on 92-95.4 FM, 1341 and 873 MW (Enniskillen), DAB digital radio, digital satellite (channel 868), cable, Freeview (channel 89) and online.

BBC Radio Foyle is available on 93.1 FM and 792 MW (Londonderry), on Freeview (channel 90) and online.

For further information see www.bbc.co.uk/northernireland

Wales:

Radio Wales is available on 93.9-95.9, 103.7 and 103.9 FM, 882, 1125 (mid-Wales), 657 (north-east Wales) MW, digital satellite (channel 867), digital cable, Freeview, DAB digital radio and online.

BBC Radio Cymru is available on 92.4-96.1, 96.8, 103.5-105 FM, digital satellite (channel 904), digital cable, Freeview, DAB digital radio and online.

For further information see www.bbc.co.uk/wales