

## **Independent Panel on Charter Review Seminar: Sport**

### **EXTRACTS FROM 'BUILDING PUBLIC VALUE: RENEWING THE BBC FOR A DIGITAL WORLD', BBC, JUNE 2004**

#### The BBC and public value

An effective and focused BBC, inspired by its enduring values and enabled by new technology and deeper understanding of its audiences, has a historic opportunity to increase the public value it delivers against each of its principal public purposes. We will:

#### **Active and informed citizenship**

- Recapture the full trust of audiences and participants in BBC journalism following the Gilligan/Kelly affair and implement in full the recommendations of the Neil Report; create a new college of journalistic excellence;
- Restore the prominence and appeal of serious current affairs and analysis on BBC television – including on BBC One; use schedule-busting events and specials to highlight and explore the major issues of the day;
- Use digital technology to launch highly local television news services for up to 60 cities and counties across the UK;
- Use new media and some of the BBC's most popular services to attract hard-to-reach groups, young people in particular, to an intelligent news and current affairs agenda;
- Create opportunities, especially at local and regional levels, for people to become more active citizens; encourage more open debate and public participation on radio and new media; build on the BBC's successful Open Centres and learning buses to engage people in their local communities;

#### **British culture and creativity**

- Dedicate all of the BBC's services to originality and excellence; eliminate derivative programmes and ideas from the schedules; find and then trust the best creative talent and teams;
- Maintain the creative revival of drama, focused on originality and challenge, across radio and television, with greater opportunities for single and event drama;
- Develop comedy as a unique class- and generation-spanning BBC strength; increase investment in it; build more opportunities for cross-platform development and collaboration;
- Focus on innovation and the discovery of new talent and ideas in popular entertainment and sport;
- Defy standard programme categories to open up challenging subjects to large audiences – from arts and history to science, religion and music; seek out the next generation of exceptional, inspiring presenters in each of these disciplines;
- Secure the BBC's commitment to our collective cultural heritage by maintaining investment in music-making, arts and documentary coverage on Radios 1, 2 and 3, increasing investment on BBC Four and guaranteeing a more prominent place for culture on BBC One and BBC Two; showcase the glories of our national culture in mainstream settings;

- Stimulate the creativity of our audiences, giving them a chance to tell their stories and make their own programmes; use the BBC's educational, new media and local resources to build skills in the arts and creative industries, particularly among young people;

### **A revolution in learning**

- Launch and deliver the BBC Digital Curriculum to every school in the UK, working more collaboratively with the rest of the education sector to bring the learning revolution to every British child;
- Launch a new generation of landmark educational campaigns across all media;
- Work with outside private and public partners to maximise the impact of educational and educative initiatives;
- Use the most popular programmes and services to connect hard-to-reach audiences to educational opportunities;
- Use bbc.co.uk and interactive TV to develop new personalised formal and informal learning opportunities for different audience groups;
- Take a lead in media literacy and safety on the internet; launch BBC KidsSafe, a series of practical tools and initiatives designed to make the internet a safer place for children;
- Launch specific campaigns in partnership with others to encourage grass roots participation in sport and music, including Music For All, a multimedia project connecting schools and broadband-enabled homes to the full range of the BBC's performance and learning resources to enhance appreciation and understanding of music;

### **Connected communities**

- Strengthen core services and create new local services within Scotland, Wales and Northern Ireland; extend the opportunities for national cultural expression especially in mainstream programme forms;
- Continue to invest in comprehensive coverage of the devolved institutions;
- Reinforce the BBC's commitment to the UK's indigenous languages;
- Create a full new BBC region in central England, based in Milton Keynes;
- Offer all local radio services on digital platforms and enhance the BBC's existing local websites in ways which maximise distinctiveness and minimise any adverse market impact;
- Extend the network of BBC Open Centres and BBC multimedia learning buses across the UK where local partnerships allow, focusing on cities and regions where audience need is highest;
- In network services on TV and radio, seek to foster greater audience understanding of cultural differences across the UK population – in ethnicity, faith, sexuality, ability/disability and age; show particular sensitivity in reporting issues and events which may be socially divisive;
- Faithfully reflect modern Britain's diversity in mainstream as well as specialist programmes; set new targets for the on-air portrayal of ethnic minorities, those with disabilities and those from other minorities; monitor usage of, and attitudes to, the BBC by the UK's minorities, listen to their concerns and priorities, and reflect those concerns in the future development of services;

- Ensure that as an employer and partner with the UK's creative community, the BBC is open to talent from every group in society;
- Continue to invest in the major sporting and public events – from Euro 2004 to D-Day – which bring large sections of UK society together, using the BBC's breadth of media at local, regional, UK and global levels to bring new perspectives;
- Develop more new BBC events like The Big Read or Great Britons which draw disparate groups into a shared experience;

### **The UK's voice in the world**

- In a world of instability and mistrust, build the BBC's reputation as the world's most trusted broadcaster of news and information through BBC World Service, BBC World and the BBC's global online services;
- Use a multimedia strategy, especially the internet, to turn global broadcasting into a true global conversation;
- Work to establish a firmer financial foundation for BBC World and guarantee its delivery to global audiences in the long term;
- Extend the BBC's existing strategic joint ventures, for example with Discovery Communications, to offer better access to international markets for British talent and British culture and to return better value to the licence payer;
- Use the BBC's global presence to bring a richer international dimension to domestic programmes and to help connect the people of a multicultural UK to their international roots.

#### **1.4 The BBC's cultural value: enriching the creative life of the UK**

Recent research by Ofcom shows sport to be second only to news when the public were asked which genres they most valued from the point of view of society. The BBC plays a central role in the sporting life of the UK. It acts as a public space for a range of sporting events that many people feel are national assets – from European Championship football matches to Wimbledon and Six Nations rugby. It acts as a forum for debate through programmes like 606 on Five Live. It is able to take minority sports and stay with them to turn them into national events such as the World and UK Snooker Championships and the London Marathon. It covers more minority sports than any other terrestrial broadcaster, investing in grass roots initiatives through Sport Relief and Sport Action, and showcases disabled sport through the Disability Sport website and coverage of the Paralympics.

*“Only one broadcaster tracked my career from beginning to end – the BBC. They ensured my fifth Olympic gold medal became a cherished public moment, not just a personal one.”*  
Sir Steve Redgrave, Olympic oarsman, 2004

#### **3.4 Bringing the Learning Revolution to all**

We will seek to encourage grass roots participation in sport and music. Over the next decade, the BBC will use new technology and partnerships to support grass roots participation in these areas. The BBC already hosts Sport Academy, a website launched in 2002 in partnership with the major sports governing bodies, which promotes participation and understanding among young people in sports of all kinds. The site attracted more than

one million users during October 2003 alone and will be extended to offer support for parents who want their children to participate in sport.

### **3.5 Forging Connections in an era of diversity**

The BBC will offer an exciting range of sporting and other national events that help to bring people together across the UK. The BBC has a greater capacity than any other organisation to bring large numbers of people together, acting as a source of social capital in an increasingly fragmented age. Forthcoming landmark events such as the Beijing Olympics in 2008 (and London, if successful, in 2012), the bicentenary of Darwin's birth in 2009, the Queen's Diamond Jubilee in 2013, the centenary of the break-out of World War I in 2014 and the 400th anniversary of Shakespeare's death in the middle of the next decade all mark significant occasions where the BBC will seek to create wonderful events that people can share.