

## Department for Culture, Media and Sport

# BBC TRUST MEMBERS

## ROLE SPECIFICATION

### Introduction

The Department for Culture, Media and Sport is looking for up to eight exceptional individuals to help deliver a strong and independent BBC. We want to appoint a Vice Chairman plus up to seven other members to work with the Chairman, Michael Grade, and three members, Dermot Gleeson, Jeremy Peat and Richard Tait, as the new BBC Trust.

### About the BBC and the BBC Trust

The BBC is a public corporation established under Royal Charter. The current Charter is due for renewal by the end of 2006, and the BBC Charter Review White Paper, published in March, set out the ways in which the new Charter would ensure that the BBC continues to thrive in the new environment and is flexible enough to adapt to new challenges.

As a result, the BBC will have six new purposes:

- sustaining citizenship and civil society
- promoting education and learning
- stimulating creativity and cultural excellence
- reflecting the identity of the UK's Nations, regions and communities
- bringing the UK to the world and the world to the UK
- and Building Digital Britain – where the BBC will act as a 'trusted guide'

As part of the new constitution, the BBC will comprise two separate bodies - the BBC Trust and the Executive Board. The Trust will be the sovereign body within the BBC, and it will have a line of accountability directly to licence fee payers. This will be reinforced by clear separation between the Trust and the Executive Board, and an unprecedented obligation to openness and transparency.

The Trust will put licence fee payers in the driving seat, ensuring the BBC's accountability to a greater extent than ever before. It will make certain that the BBC operates in the public interest to deliver high quality and distinctive programmes and output, and Trust members will need to be able to understand and represent the interests of licence fee payers. The Trust will make its decisions with clear regard to the BBC's impact on the market and to the BBC providing value for money.

The Trust will oversee the Executive Board, which is tasked with running the BBC's services. There will be clear separation of responsibilities between the Trust and Executive Board. Although the Trust will be the sovereign body of the BBC – its word will be final – the new Charter and Agreement will prevent it from encroaching into the Executive's responsibilities: this is critical to maintaining the objectivity required to generate public confidence. This is a step change in the governance and regulation of the BBC.

The Trust will be led by Michael Grade, and will have 12 members including the Chairman and Vice-Chairman. All members will be responsible for representing the public interest as a whole. In addition, the Trust will include four members formally designated as members for each of the constituent countries of the United Kingdom. In moving towards a new Trust, the objective is to achieve the right balance of change and continuity, both in terms of

numbers of new and transferring members and in order to ensure effective participation and appropriate status for the new members. Accordingly three existing Governors will be transferred to the new Trust (Dermot Gleeson, Jeremy Peat and Richard Tait) in addition to the Chairman (Michael Grade), and up to eight new members will be appointed including a new Vice-Chairman, and designated members for Wales and Northern Ireland. (One of the transferring Governors will retain the role of designated member for Scotland.)

## **The Role**

The Trust members will support the Chairman, Michael Grade, as the BBC implements the new governance arrangements and responds to the challenges of meeting the changing needs of licence fee payers in a digital Britain.

### **Key responsibilities of Trust members**

Responsibilities of the new Trust will include:

- Publishing a contract of accountability with licence fee payers, setting out the ways in which the Trust will ensure that the many diverse voices of licence fee payers are represented
- Carrying out a programme of accountability activities, reaching an extensive range of people and ensuring the meaningful involvement of the public in decisions, including through the new Audience Councils as well research and consultations
- Ensuring the implementation of the governance framework set out in the Charter and Agreement, including the new mechanisms of purpose remits, service licences, the Public Value Test, consultations and reviews in order to deliver high quality services to licence fee payers
- Defining appropriate performance criteria and measures against which the Executive Board's delivery of the BBC's services and activities will be judged, and holding the Executive Board to account for the delivery of these
- Overseeing compliance with principles of accuracy and impartiality
- Securing that the independence of the BBC is maintained
- Regulating those programme standards and quotas which fall within its remit (without prejudice to the existing balance of responsibility with Ofcom)
- Approving multi-year strategies and annual plans, including high-level budgetary allocations for all the BBC's public services, including the BBC World Service and the BBC's commercial strategy
- Assessing proposals from the Executive Board for new services with regard to the interests of licence fee payers, both in terms of the BBC and the wider market
- Setting the framework for the proper handling of the complaints about the BBC, and acting as the final arbiter (except where another body, eg Ofcom, has responsibility)
- Accountability for the proper use of public money, ensuring that the Executive Board delivers financial efficiency and value for money. This includes scrutinising monthly financial reports and the Executive Board's annual report and accounts, and

commissioning regular value for money investigations into certain areas of BBC activity, including from the NAO.

- Overseeing fulfilment of the BBC's legal and contractual obligations, including fair trading
- Appointing the Chairman of the Executive Board and approving non-Executive appointments to the Executive Board and setting the remuneration policies for the Executive Board
- In all these responsibilities, Trust members will be expected to conduct business transparently, openly and in the interests of licence fee payers, including the publication of a contract of accountability with licence fee payers and a set of protocols to describe how the Trust will carry out its responsibilities

In Addition, the Vice Chairman's responsibilities may include:

- Deputising for the Chairman across the full range of the Board's responsibilities;
- Chairing occasional Board meetings and some Board committees.

## **The People**

**We are looking for individuals who are committed to representing the public interest, and we hope to attract individuals with a range of backgrounds and experience.**

### **Criteria**

**All candidates must be able to demonstrate:**

- commitment to the objectives of the BBC, and an understanding of the key challenges facing public service broadcasting in the future (or the ability to acquire it)
- the ability to act as a credible link between the public and the BBC, Government, and Parliament
- the ability to understand and represent the views of licence fee payers
- an understanding of the public interest in relation to broadcasting issues and an independent BBC
- willingness to engage with viewers and listeners at public events and activities, and an appreciation of the BBC's accountability to licence fee payers
- excellent communication skills, and the ability to represent the Trust to a relevant stakeholder group or groups
- the ability to work constructively with a range of people and organisations in the public and private sectors.

- the ability to operate effectively at Board level, or equivalent, in the public, private or voluntary sector
- an understanding of the role of the BBC Trust and its relationship with the Executive Board, or the ability to acquire it

In addition to these core criteria, candidates are likely to bring knowledge or experience in one or more of the following areas:

- broadcasting and communications industries (including new media)
- competition
- the financial, legal, corporate or regulatory aspects of running large organisations
- expertise in the areas covered by the BBC's public purposes, including international affairs
- delivering accountability to stakeholders

**In addition, the Vice Chairman will be expected to have:**

- Excellent leadership skills to enable him or her to deputise for the Chairman across the full range of the Board's responsibilities if required
- Experience of chairing at Board and/or Committee level.
- Experience of taking a leading role at public events and in communications activities

**In addition to the criteria outlined above, applicants for the England, Wales and Northern Ireland member roles will also need to demonstrate:**

- knowledge and understanding of public broadcasting issues in the relevant country, or the ability to acquire it
- knowledge and understanding of key stakeholders in the relevant country and evidence of the ability to develop relationships, command confidence and respect, including among diverse local communities
- a business or residential base in the country
- as far as Wales is concerned, a strong understanding of the important role that the BBC plays in promoting and developing Wales as a bilingual nation.

**Supporting Information**

### Appointment Process

Appointments to the BBC are made by the Queen on recommendation of DCMS Ministers through the Prime Minister. The appointment process will follow Nolan principles and is regulated by the Office of the Commissioner for Public Appointments. This involves a number of formal steps including:

- public advertising of the post in the national press and on the DCMS and Cabinet Office websites
- consideration of all candidates against the criteria set out in this role specification
- interviews of short-listed candidates
- the involvement of an Independent Assessor throughout.

### Time Commitment

The time commitment for Trust members (including members with additional responsibility for the interests of England, Wales and Northern Ireland) is expected to be around 2 days per week (or 8 days per month) on average.

The time commitment for the Vice Chairman is expected to be around 2.5 days per week (or 10 days per month) on average.

### Timing and Location of Meetings

Meetings of the Trust are expected to be held monthly, normally in London, but with much of the Trust's activity, including some formal meetings, also taking place across the UK.

In addition to the monthly meetings, Trust members will be expected to attend (and sometimes Chair) committee meetings, accountability events (meeting the public) and other meetings in line with fulfilling their key responsibilities.

### Remuneration

Remuneration will be at an annual rate of £75,000 for the Vice Chairman, £40,000 for members designated for England, Wales and Northern Ireland, and £35,000 for other members.

As set out in the Charter Review White Paper these figures are comparable with Ofcom levels of remuneration, and reflect increased responsibility and time commitment for Trust members.

Expenses are currently reimbursed for all members of the Board of Governors. (Expenses and other employment related policies will be provided by the BBC to members of the Trust on appointment. Members of the Trust may be entitled to a number of benefits which enable them to fulfil their role, such as home audio and visual equipment to listen to and watch the BBC's output.)

### Duration of Appointment

Appointments will be for terms of up to five years.