

# RADIO COMMISSIONING



## Commissioning Brief



Commissioning Brief No.: 111016

BBC Bitesize History Podcast

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**SECTION A: EDITORIAL OPPORTUNITY****Commissioning Brief ID / Title:** 111016 - BBC Bitesize History Podcast

<b>Commissioning Owner</b>	BBC Sounds – Giacomo Shimmings
<b>Commissioning Contact</b>	<a href="mailto:giacomo.shimmings@bbc.co.uk">giacomo.shimmings@bbc.co.uk</a>
<b>Commissioning Brief Title</b>	111016 - BBC Bitesize History Podcast
<b>Network</b>	<b>Pop Podcasts</b>
<b>Guide Price</b>	60k total (10k per series / £1250 per episode)
<b>Genre</b>	Learning
<b>Ep Duration</b>	8-10 minutes
<b>No. of Series/Episodes</b>	6 Series, 8 episodes per series

All proposals must be submitted via Proteus. Please make your short proposal no more than 2000 words.

**Important Points to Note:**

- Short Proposals and your responses to the Production Questionnaire must be submitted via Proteus before the deadline at midday on **Thursday 4th July 2024.**
- During Stage 1 of the process we assess your Short Proposal. This should not exceed **2000 words.**
- Shortlisted suppliers will be asked to submit a Full Proposal. This should not exceed **five sides of A4** when printed using Arial font, size 11.
- These suppliers might be invited to a Teams pitch or face to face meeting with the Commissioning teams.
- The BBC reserves the right at any time prior to the award of a commission, and without incurring any liability to the affected suppliers, to accept or to reject any proposal, or to annul the commissioning process rejecting all Full Proposals. More information relating to all commissioning briefs and



rounds, regardless of Networks can be found on the Pitching Ideas page of the Radio Commissioning Website:

<https://www.bbc.co.uk/commissioning/radio/pitching-ideas/>

No late submissions will be accepted.

### **About BBC Sounds**

BBC Sounds is the streaming media and audio download service from the BBC that includes live radio broadcasts, audio on demand, and podcasts. The service is available on a wide range of devices, including mobile phones and tablets, personal computers, cars, and smart televisions.

With over 80,000 hours of audio already available on BBC Sounds, we are constantly striving to bring the biggest talent to the platform and work with production companies around the world to create award winning content.

BBC Sounds' target audience is under 45 years of age.

### **About BBC Bitesize**

BBC Bitesize is the UK's leading free education resource. Our excellent curriculum-linked content serves an audience of learners aged 4-16, with a brand promise of "We've got you."

All our content is made and reviewed by teachers who are expert in their field. Teachers are an important audience and Bitesize is the resource most recommended by secondary teachers. BBC Bitesize is a "direct to learner" resource: it should be fully accessible to young people accessing it independently but be of a quality that teachers would recommend.

### **The Opportunity**

We would like to commission short form, curriculum-linked audio content for 14–16-year-old learners (KS4 in England), which will be discoverable on both BBC Bitesize and BBC Sounds.



In BBC Sounds we are creating a new History podcast feed to cover selected topics on the GCSE history syllabus.

On [bbc.co.uk/bitesize](https://bbc.co.uk/bitesize) we envisage that each individual episode will be embedded in the relevant page of curriculum content, so that learners will find this rich audio content at their point of need and then go on to explore and subscribe to the whole series on BBC Sounds.

We are looking for content which plays to the strengths of the audio medium and complements rather than being an alternative to our existing content formats, which include text, video, infographics, interactives, quizzes, and simulation games.

**Target audience:**

We have put together a pack of audience insights and subject-specific insights. The pack can be found here:

[https://www.dropbox.com/scl/fi/ciuhkq584kv8w40xydkkp/BBC-Bitesize-Audiences-Pack-2024\\_history.pptx?rlkey=29bj4w5hev73kmcp57chzla7&st=oah9zkt9&dl=0](https://www.dropbox.com/scl/fi/ciuhkq584kv8w40xydkkp/BBC-Bitesize-Audiences-Pack-2024_history.pptx?rlkey=29bj4w5hev73kmcp57chzla7&st=oah9zkt9&dl=0)

**Subject brief: GCSE history**

We are looking for a Bitesize history format that will help students understand and revise topics in GCSE history and prepare them for their exams.

It will break down as:

6 series on a range of history topics and exam skills.

Each series will cover key facts, explanations of concepts and a quiz element on the topic and will be broken down into 8 episodes. It will also cover historical skills including using and analysing sources as well as tackling different types of exam questions.

Target audience: GCSE students aged 15-16 preparing for their history exams. Students may also be using the topic series at any time during years 10-11 whilst learning those topics and revising for class tests.

GCSE history is a knowledge-heavy subject assessed entirely by final exam. The challenges for students include: the sheer volume of content, remembering



dates, events and other key facts, chronology, understanding sources and 'historical thinking' including causation, change, similarity, interpretations and significance.

BBC Bitesize is a popular destination for GCSE history revision. The purpose of this short form audio commission is not to duplicate the rich, detailed material already in our GCSE study guides but to augment it – explore the topics that are widely studied at GCSE, evaluate and explain ideologies and events, develop students' exam skills and make key facts memorable.

### **GCSE history podcast series titles**

- GCSE history exam skills
- 20<sup>th</sup> Century Germany
- Elizabeth I
- The Cold War & Vietnam
- The USA 1920 – 1975
- The British Empire & migration c.1600-1900s

In your proposal, please provide an outline treatment based on

- **Germany in the 20<sup>th</sup> century - The experiences of German people during the Nazi Dictatorship 1933-1945.**

### **Learning outcomes to cover include:**

- Terror and totalitarianism
- Life in Nazi Germany
- The experiences of women and young people

A full list of topics will be agreed by the BBC in discussion with the successful supplier. *Please note that we will not commission a different series for each exam board, instead agreeing learning outcomes that will support students sitting all boards.*

The following link may be useful:

**Germany in the 20<sup>th</sup> century –**

<https://www.bbc.co.uk/bitesize/guides/zp3p82p/revision/1>

In your proposal we'd like you to focus on the FORMAT. How will you bring these topics alive for learners? How will you make the learning experience fun,



interesting and engaging? How will your format help learners understand and retain information?

For inspiration, you might want to look at some of the commissions for BBC Bitesize in the audience insights pack which you can find here:

[https://www.dropbox.com/scl/fi/ciuhkq584kv8w40xydkkp/BBC-Bitesize-Audiences-Pack-2024\\_history.pptx?rlkey=29bj4w5hev73kmcp57chzla7&st=oah9zkt9&dl=0](https://www.dropbox.com/scl/fi/ciuhkq584kv8w40xydkkp/BBC-Bitesize-Audiences-Pack-2024_history.pptx?rlkey=29bj4w5hev73kmcp57chzla7&st=oah9zkt9&dl=0)

We are also interested in hearing your ideas for TALENT. For this commission we are looking for TWO hosts who can deliver content in a conversational style.

Who will really connect with our target audience? Are they exciting new and emerging voices? Are they established artists, celebs, or inspirational figures? Are they great communicators with a genuine expertise in the subject and perhaps a following for that on social platforms? Are they relatable talent who can seem to “learn with” the audience?

Style and tone are important. Presentation should not be dry or formal – how can you entertain the audience as they learn and keep them listening for the full 8-10 minutes? Think about how you might engage and make the topic accessible, how you might use the structure of the format to facilitate remembering the information.

There are a number of themes that need sensitive treatment, for example war, persecution and religion. How will you treat serious topics such as these in a conversational style?

On previous commissions, the BBC and its teacher consultants have reviewed draft scripts ahead of recording sessions to ensure educational accuracy and we will follow a similar approach in this commission.

### **An important note on educational excellence and working with teacher consultants:**

Educational accuracy is at the heart of the Bitesize brand: it’s imperative that students and teachers trust that our content is curriculum linked and that it’s right in every detail. Our tone of voice is authoritative but never patronising – we aim to make the subject accessible and we are friendly without being the student’s best mate.



We ensure the accuracy and curriculum focus of Bitesize content by working with educational (teacher) consultants who are expert in each subject.

In this commission we would expect you to engage a teacher consultant to work with you on the content of the series. This should be included in your proposed budget.

Before you submit your proposal, it would be advisable to seek the advice of a teacher consultant. We would like you to think about and indicate how the educational fidelity of your treatment could be maintained in the production phase e.g. script review for a fully scripted treatment.

Should you be successful in winning this commission, we will work with you to develop the format and – working with our own teacher consultants – we will provide outlines of learning outcomes for each series before you go into production.

**What to include in your proposal:**

- An outline of the idea, including formatting, execution, and tone.
- Who would you suggest for hosts?
- Who is your proposed producer/exec and what is their relevant experience/skill set?
- Who is your proposed teacher consultant and what is their relevant expertise?
- How would you work with your proposed teacher consultant to ensure the educational fidelity of your treatment is maintained?
- BBC standards and values – you'll need to demonstrate an understanding of our expectations at the BBC - including a thorough understanding of the BBC's editorial guidelines, health and safety procedures and the BBC's diversity and inclusion strategy.
- In addition to the audio commission, we would welcome further ideas to promote the audio content across social media platforms. What might this content be? What platforms would it be published to? And how would this idea increase reach and drive the target demographic back to Bitesize and BBC Sounds? We'd also be interested to hear what social





media expertise you may have in your team. However, we won't be commissioning the audio on the strength of the social idea.

**NB we welcome any questions you may have about this brief – please contact [giacomo.shimmings@bbc.co.uk](mailto:giacomo.shimmings@bbc.co.uk)**

## **1. Sustainability**

The BBC is committed to informing and inspiring listeners about how they, as individuals, can take steps towards more sustainable living.

Your proposal should consider how the editorial and production methods contribute towards the BBC's Net Zero strategy – you can read about this [here](#).

Where appropriate sustainability themes should be woven into the editorial – either implicitly or explicitly. Unsustainable portrayals should be avoided in favour of showing more sustainable practices, e.g., if the narrative allows maybe a character takes a train journey instead of a flight, or presenters use re-usable cups instead of disposable ones. The BAFTA albert site contains inspiration across genres <https://wearealbert.org/planet-placement/>

Production methods should demonstrate good practice – minimising negative environmental impacts (e.g., from energy, waste, travel) and where possible making a positive contribution.

For further information please discuss sustainability with the Commissioning Editor and see our Radio Commissioning site [here](#).

## **2. Diversity & Inclusion**

We work to these Diversity and Inclusion commissioning guidelines in all our commissions. Please indicate how you would ensure diversity and inclusion in this commission.

<http://downloads.bbc.co.uk/commissioning/site/bbc-education-diversity-inclusion-commissioning-guidelines.pdf>



### 3. Key Deliverables

- **Audio**

Delivered by Dropbox as a .wav - 16 bit 48k dual mono/stereo files.

1. Agreed number of episodes – complete with BBC Sounds sting.
2. Liners for audio trail, as requested.

- **Promotional material**

1. Series photos: at least five photos that represent the series as a whole, including a picture of the presenter. Please ensure that the pictures can be cropped as a square (1080x1080 dimensions).
3. Press & Marketing: Coordination with hosts/production teams to provide interviews and/or take part in press articles and other podcast promotion.

- **Paperwork and other supporting material**

1. Compliance form for all audio supplied – confirming delivered material is compliant with BBC Editorial Guidelines.
2. Episode titles and episode descriptions (ie show notes) which follow the BBC Sounds podcast guidelines.
3. Music Reporting, which follows Commissioning guidelines.

### 4. Success Measures

BBC Sounds podcast targets will be shared with suppliers at the point of commission. We will be measuring reach, activations & retention.



## **SECTION B: PROCESS, EVALUATION & ASSESSMENT**

### **The Five Stages**

#### **STAGE 1: SHORT PROPOSAL AND INITIAL SHORTLISTING**

##### **Step 1: SHORT PROPOSAL**

Your Short Proposal should be no more than 2000 words and summarise your specific idea. It should demonstrate your ability to produce the series set out your editorial ambitions and address the requirements set out in Section A of this brief.

Please do contact [giacomo.shimmings@bbc.co.uk](mailto:giacomo.shimmings@bbc.co.uk) before Monday 1st July at the latest if you have any questions about the brief before submitting your short proposal.

##### **Step 2: SHORT PROPOSAL SHORTLISTING**

You will be notified of the outcome of Stage 1. Shortlisted suppliers will be asked to make a Full Proposal. No feedback will be provided for unsuccessful proposals at this stage.

#### **STAGE 2: FULL PROPOSAL**

##### **Step 1**

BBC Sounds and BBC Bitesize will engage a teacher consultant to set learning objectives for your series - we will provide outlines of learning outcomes for each series BEFORE you submit your full proposal.

##### **Step 2**

Producers will be invited to provide a Full Proposal, via Proteus, responding to this commissioning brief, which includes all the elements outlined in Section C paragraph 1 ("Full Proposal"). For guidance, your Full Proposal should not exceed five sides of A4 when printed using Arial font, size 11.



**Step 3**

Producers will be offered the opportunity ask questions or discuss the brief and learning objectives with the commissioning teams prior to submitting their full proposal.

**STAGE 3: INTERVIEW / PITCH****Step 1**

You will be invited to an interview/pitch meeting on Teams or in person with the evaluation team. We will notify you which members of the evaluation team will be attending this meeting and you should expect to be asked to discuss and elaborate on your proposal and answer questions about it. It is also possible we may ask you to share additional relevant material to this meeting.

**Step 2**

Following the interview/pitch, the evaluation team will re-evaluate your Full Proposal against the assessment criteria, considering the responses given during the pitch, and any additional material requested. The evaluation team may then decide to award the contract to the producer(s) which best meets the assessment criteria.

Note: At any stage of the process, we may need to come back to you to seek clarification. Your answers will be factored into the evaluation process as appropriate.

**Step 3**

Or we may decide to hold second interviews, for example, in the event where we need more information to be able to differentiate between proposals.

**STAGE 4: CONTRACT SIGNED**

## STAGE 5: FEEDBACK

If you're unsuccessful after attending an interview / pitch meeting, you may request feedback. Once notified you have two weeks to request feedback. Requests for feedback should be made to [giacomo.shimmings@bbc.co.uk](mailto:giacomo.shimmings@bbc.co.uk) and feedback will be provided within two weeks of receiving the request.

### 1. Evaluation Panel

The following people may be involved in the evaluation of your proposal:

- BBC Sounds Commissioning Exec: Giacomo Shimmings
- BBC Bitesize Executive Producer: Oonagh Jaquest
- BBC Bitesize Producer: Emma Till
- BBC Bitesize Assistant Producer: Caroline Ashcroft
- Subject matter experts (e.g. production experts, network management, finance, etc.) may also be consulted.

### 2. Assessment Criteria

We will assess your Full Proposal and pitch according to the main criteria below (editorial proposal and capability, strategic priorities, value for money and risk). More details on how we will make our assessment will be given to all those shortlisted at the same time they are asked to submit a Full Proposal.

Assessment Criteria	Weighting
<b>Planning, Management &amp; Production Capacity</b> <ul style="list-style-type: none"> <li>➤ Ability to deliver the podcast</li> <li>➤ Recruitment and management of key production talent</li> <li>➤ Technical ability and knowledge to meet the key deliverables</li> </ul>	5%



Assessment Criteria	Weighting
<b>Editorial proposal</b> To include indicative elements such as: <ul style="list-style-type: none"> <li>➤ Format and structure</li> <li>➤ Innovation and freshness</li> <li>➤ Audience appeal/Ability to appeal to target audience</li> <li>➤ Track record and experience of key production talent</li> <li>➤ Ability to work with and attract talent.</li> <li>➤ Creativity</li> <li>➤ Strategies to evolve listener engagement including diversity in its broadest sense</li> </ul>	<b>70%</b>
<b>Educational accuracy</b> <ul style="list-style-type: none"> <li>➤ Expertise of producer/team</li> <li>➤ Plan to work with your proposed teacher consultant to ensure the educational fidelity of your treatment is maintained</li> <li>➤ Editorial idea delivers required learning outcomes</li> <li>➤ Understanding of target audience as learners</li> </ul>	<b>15%</b>
<b>Value for Money</b> <ul style="list-style-type: none"> <li>➤ Financial plan and budget breakdown</li> <li>➤ Efficiency of production process</li> <li>➤ Acceptance of key contract terms (which includes compliance with all applicable UK law)</li> </ul>	<b>5%</b>
<b>Risk</b> <ul style="list-style-type: none"> <li>➤ Production Risk</li> <li>➤ BBC Reputation</li> <li>➤ Conflict of interest</li> <li>➤ Ability to comply with all relevant UK legislation and BBC Policies (not limited to Editorial)</li> </ul>	<b>5%</b>



## SECTION C: THE COMMISSIONING TIMETABLE

The commissioning process for this brief consists of a number of stages, as set out in the timetable below:

Stage	Timings (all midday)	Activities
<b>Launch</b>	<b>Tues 11th June 2024</b>	Publication of commissioning brief documentation and round opens in Proteus.
<b>Short Proposal and shortlisting</b>	<b>Thurs 4th July</b>	Deadline for Short Proposal to be submitted via Proteus.
	<b>w/c 8th July</b>	Suppliers shortlisted, notified of outcomes. If required, suppliers invited for interview/pitch
<b>Full Proposal</b>	<b>Thurs 25th July</b>	Deadline for Full Proposal to be submitted via Proteus
<b>Interview / Pitch</b>	<b>w/c 29th July</b>	Video interview / face-to-face pitches with shortlisted suppliers.
<b>Conditional Commission and Contract</b>	<b>by w/c 29th July</b>	Commission award decision made, commissioning specification completed, and contract issued.
	<b>by w/c 5th August</b>	Agreement of all programme related deliverables and technical specifications (for further information on requirements, please see the BBC's <a href="#">commissioning website</a> ). Full contract signed.
<b>Feedback</b>	<b>w/c 5th August</b>	Feedback on rejected Full Proposals, provided in Proteus. Suppliers have two weeks to request further feedback.

We will assess your proposal according to this timetable. **Late submissions cannot be accepted.**



## SECTION D: REFERENCE INFORMATION

Proposals must be submitted in accordance with any instructions and information contained within this commissioning brief and on the Commissioning website (via links below). Proposals not complying may be rejected by the Commissioner whose decision in this matter will be final.

The BBC reserves the right at any time prior to the award of a commission, and without incurring any liability to the affected suppliers, to accept or to reject any proposal, or to annul the commissioning process rejecting all Full Proposals.

By submitting your proposal, you confirm acceptance of the key contract terms.

**Please refer to the information below to support your proposal submission:**

### **1. What We Need From You:**

Your **Short Proposal** must be entered into the 'Short Synopsis' section in Proteus by noon on **Thursday 4th July** - late submissions cannot be accepted. It should not exceed 2000 words and should include the information detailed in **Part 2** below.

Your **Full Proposal** must be entered into the main 'Full Synopsis' section in Proteus by noon on **Thursday 11 July** - late submissions cannot be accepted. It should adopt the structure below and, should not in total exceed five sides of A4 when printed using Arial font, size 11.

**Part 1** – Your detailed Full Proposal, showing your response to the BBC's requirements outlined in Section A of this commissioning brief.

**Part 2** – A section containing the following information:

- (i) The name and contact details of your nominated representative (a single point of contact within your organisation who will be responsible for all communication related to the commissioning brief).**





- (ii) The planned location for the production team who will produce the content should you be successful.
- (iii) Evidence that you have the skills to deliver, or the ability to acquire the skills to deliver, the production of the programme in line with this commissioning brief.
- (iv) Details of third party suppliers. You may want to work in partnership with third parties to deliver the brief. If so, you should include:
  - responses on behalf of each partner.
  - details of the responsibilities of each partner.
  - an outline of the main personnel who will be responsible for the production and delivery of the programme.
  - an explanation of how working in partnership would be successfully achieved, including a proposed legal structure (e.g. one lead contractor and sub-contractors).
- (v) Details of your proposed total and per episode cost, broken down by price to BBC Public Service and any other funding sources. As part of our strategic priorities the BBC is making a commitment to the real living wage (as described by the Living Wage Foundation – see [livingwage.org.uk](https://livingwage.org.uk)). The per episode cost of the programme should be budgeted to account for the real living wage and the Full Proposal should include details of how compliance with the real living wage will be achieved.

Please note, the contract will be offered as a “fixed price” deal, with you being responsible for any overspend and entitled to keep any underspend. Whilst you are welcome to include proposals to deliver levels of content over and above that set out as required in Section A, this will need to be funded from within the published guide price.

If you have any questions regarding the submission of your Full Proposal, please ensure you email them to [giacomo.shimmings@bbc.co.uk](mailto:giacomo.shimmings@bbc.co.uk) by **Thursday 4 July** at the latest.



**What To Expect From Us:****NOMINATED REPRESENTATIVE**

The BBC's nominated representatives for this commissioning brief is Giacomo Shimmings. No individual other than the BBC's nominated representative (or his delegates as advised by the BBC) is authorised to discuss the contents or the substance of this commissioning brief with you. We'll let you know of any change or addition to the BBC's nominated representatives.

**RESPONSES TO YOUR QUESTIONS**

In the interest of fair competition, where we feel it's appropriate, anonymised questions and responses will be circulated to all producers.

**COPYRIGHT**

The BBC is a signatory to, and will abide by the principles of the [APC Code](#).

**CONFIDENTIALITY**

Subject to Section 2, paragraph 5 (Freedom of Information Act), the BBC will keep confidential all commercially sensitive information included in responses to this commissioning brief and will only use this information for the purposes of evaluating the Full Proposal, provided that you have identified the confidential nature of any such information in your response documents.

**FREEDOM OF INFORMATION ACT**

As a public authority, the BBC is required to comply with the Freedom of Information Act 2000 ("FOIA"), which came into force on 1 January 2005. The FOIA is intended to deliver greater accountability for decisions and spending across the whole of the public sector. It requires public authorities to strike a balance between achieving transparency and protecting genuinely confidential or commercially sensitive information.

You should be aware that, under an FOIA request, the BBC may be required to disclose information contained within the Full Proposal or future contractual information. Following a request, the BBC may take the views of organisations



submitting proposals into account when deciding what information will be disclosed.

For more information on the Freedom of Information Act see [bbc.co.uk/foi](https://bbc.co.uk/foi).

## **COSTS**

You submit responses to this commissioning brief and take part in this process at your own cost.

## **A FIXED PRICE DEAL**

The contract will be offered as a “fixed price” deal; with you being responsible for any overspend and entitled to keep any underspend.

More information relating to all commissioning briefs and rounds, regardless of Networks can be found on the ‘Pitching Ideas’ page of the Radio Commissioning Website:

<https://www.bbc.co.uk/programmes/articles/4fC4NcVXqkZntJv8ZHpCID8/pitching-ideas>



## APPENDIX 1: Production Eligibility & Experience

### Guidance

The Production Eligibility Questionnaire is the first part of your submission that the BBC will consider as part of the process.

Once completed, please copy and paste your responses into the **'Add/Edit Notes Here'** section of the Create Proposal page in Proteus – as per the screenshot below.

**Proteus Screen Grab**

**Proposal Notes and Feedback**  
This box shows all the notes currently visible to all parties

**Add / Edit Notes Here**  
These notes will be visible by the network when the proposal is submitted  
Please pay particular attention to any editorial or compliance issues you have identified: [BBC Editorial Guidelines](#)

**Private Notes**  
Private Supplier Notes will not be visible to the Network

Copy and paste Eligibility Section below into this field in Proteus.

**Note:** The answers given in response to the above questions will only be considered during Stage 1 of the commissioning process. If you are shortlisted and invited to submit a Full Proposal, you may wish to consider repeating some, or all the information given, in your Full Proposal.

### Questionnaire

Complete Part 1 ONLY if you plan to submit a full proposal as part of a partnership.

#### Part 1: Partnerships

Please list each partnership and describe the responsibilities each partner will take.

[Insert details]

Please indicate the lead company with whom the BBC will contract.



[Insert details]

**Please include the key personnel responsible for the production and delivery of the programme and details of the partnering company they are currently contracted to.**

[Insert details]

**You MUST complete this section:**

## **Part 2: Production Eligibility & Experience**

*In no more than 100 words per question, please outline your relevant production experience, using recent examples, in the following areas:*

**2.1 We require a production base with relevant experience and staffing depth in podcast production.**

[Insert details]

**2.2 We require a production base with relevant ‘production team’ experience of producing science programmes.**

[Insert details]

**2.3 We require a production base with an understanding of the importance of multi-platform content, and recent production team experience of producing engaging content for online and social platforms.**

[Insert details]

**2.4 We require a production base with relevant production team experience of talent management to the level required and the ability to build those relationships quickly and effectively.**

[Insert details]

## **Part 3: Diversity & Inclusion – please see Appendix 2**

### **APPENDIX 2: Diversity & Inclusion**

Diversity & Inclusion is a priority for ALL of us. We want BBC Radio & Music to be demonstrably the best organisation in the audio sector to work for and with.



We are fully committed to making this a place where people feel welcomed, appreciated, respected, and that they can be themselves and produce their best work.

We are interested in working with companies that share our Diversity & Inclusion values. BBC Radio has committed itself to spending £12m in the three years from FY21/22 on newly competed commissions that support at least two of the three priorities set out below. This is in addition to the many proposals that we will commission which meet only one of these priorities, as well as those that meet none of the three.

Please tell us whether, and how, your proposal and/or your company and/or (if yet known) the production team meet any of these three diversity priorities:

- i. diverse stories and portrayals, covering the nine protected characteristics plus social mobility
- ii. diverse production leadership - where 'diverse' includes ethnicity, socio-economic background and disability.
- iii. diverse company leadership - where 'diverse' includes ethnicity, socio-economic background and disability.

The full definitions supporting each priority can be found [here](#) and some FAQs [here](#). For clarity, proposals will not be accepted or declined simply because they do or do not meet these diversity criteria. What you write in relation to them will be considered alongside all the other factors we evaluate when awarding commissions. Proposals that don't meet the diversity criteria may still be commissioned on the strength of meeting the other assessment criteria in this brief.

If you are shortlisted and invited to submit a Full Proposal, you may wish to give us more detailed information with regard to the diversity priorities at that stage.

Our D&I commitments will help create an inclusive culture for all, increasing gender, ethnicity, socio-economic and disability diversity, and helping to deliver on the BBC's new 50:20:12 diversity targets for Gender, BAME and disability representation.

