

**BBC Learning**

# **Commissioning Meeting**

**17<sup>th</sup> April 2013**

# Welcome and Introduction

- Sixth session to share plans and future thinking
- Two sessions will be held today:
  - Session 1 – aimed at educational publishers and distributors
  - Session 2 – commissioning meeting for BBC suppliers

# At the last meeting we covered...

- Update on learning activity and content
- The Knowledge and Learning Product
- Content plans for BBC Online
- Commissioning plans for television
- Update on finance and linking-out

# Agenda

Timing	Agenda Item	Speaker
2.00pm	Introduction and Welcome Learning Update	Saul Nassé – Controller, BBC Learning
	The Knowledge and Learning Product	Chris Sizemore – Executive Editor, BBC Learning Ian Myatt – Head of Product, Knowledge and Learning Sinéad Rocks – Creative Director, BBC Learning
	Formal Learning Online	Sinéad Rocks – Creative Director, BBC Learning
	Television and Learning Fund Commissioning	Abigail Appleton – Head of Commissioning, BBC Learning
	Linking-Out	Rachel Fraser – Policy and Public Affairs Manager, BBC Learning
	Finance	Saul Nassé – Controller, BBC Learning
3.30pm	Q&A	All

# Learning Update

Saul Nassé – Controller, BBC Learning

# Learning Update

## Bang Goes the Theory



## Stargazing Live



## The Lingo Show



## The Crash



## Bitesize French



B | B | C

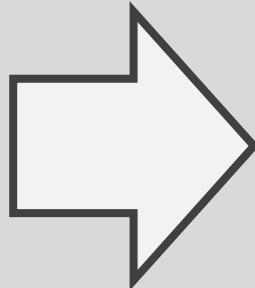
# The Knowledge and Learning Product

Chris Sizemore – Executive Editor, BBC Learning

Ian Myatt – Head of Product, Knowledge and Learning

Sinéad Rocks - Creative Director, BBC Learning

# Moving from portfolio to product...



A screenshot of the BBC Knowledge &amp; Learning website. The page title is "KNOWLEDGE &amp; LEARNING BETA". The main content is a video titled "The History of Algebra" with a duration of 02:13. The video thumbnail shows a cartoon illustration of three figures in a desert-like setting with mathematical symbols. To the right of the video are sections for "Heading", "Video", "Audio", and "Description". The "Description" section includes a link to "View all GCSE Algebra videos". At the bottom, there is a "GCSE Algebra Topic" section with a "Short description about" link.

# Key themes from K&L

Topical

Curriculum

Concepts

Interactives



Responsive

Personal

# Progress so far...

**HISTORY**

**SCIENCE**

**RELIGION & ETHICS**

**FOOD**

**HEALTH**

**ARTS & CULTURE**

BBC

# Release 1 – 18<sup>th</sup> April

- 650 video clips categorised by UK curricula
- Mostly secondary and limited number of primary
- [Release 1 demo](#)

# Curriculum Ontology



# Curriculum Ontology



# Curriculum Ontology

Google  Search Dong Liu Share

Search About 4,780,000 results (0.30 seconds)

Web Images Maps Videos News Shopping More Show search tools

No matching notes found in your Evernote account

**November 30, 1874**

Winston Churchill, Date of birth [Show details](#)

**Winston Churchill - Wikipedia, the free encyclopedia**  
[en.wikipedia.org/wiki/Winston\\_Churchill](http://en.wikipedia.org/wiki/Winston_Churchill)  
For other uses, see **Winston Churchill** (disambiguation). ... Sir **Winston Churchill** .... He came under fire on his twenty-first **birthday**, the first of about 50 times ...  
↳ Winston Churchill (grandson) - Lady Randolph Churchill - Clementine Churchill ...

**Winston Churchill Biography - Facts, Birthday, Life Story - Biography ...**  
[www.biography.com/.../winston-churchill-9248164](http://www.biography.com/.../winston-churchill-9248164)  
5 days ago  
Find out how **Winston Churchill** was a primary character in many of the major events of British history through ...  
More videos for **winston churchill birthday** »

**BBC ON THIS DAY | 30 | 1954: Winston Churchill turns 80**  
[news.bbc.co.uk/onthisday/hi/dates/stories/november/.../3280401.stm](http://news.bbc.co.uk/onthisday/hi/dates/stories/november/.../3280401.stm)  
The Prime Minister, **Winston Churchill**, celebrates his 80th **birthday** in a day of ceremonies and tributes to his remarkable career.

**Today is Winston Churchill's Birthday - Ricochet.com**  
[ricochet.com/main-feed/Todays-Winston-Churchills-Birthday/](http://ricochet.com/main-feed/Todays-Winston-Churchills-Birthday/)  
30 Nov 2011 - What's your favorite **Churchill** quote/moment? There are so many we're spoilt for choice. But I guess, being like **Churchill** prone to depression ...

**What is Winston Churchill birthday**

**Winston Churchill**

 Sir Winston Leonard Spencer-Churchill, KG, OM, CH, TD, PC, DL, FRS, Hon. RA was a British Conservative politician and statesman known for his leadership of the United Kingdom during the Second World War. [Wikipedia](#)

**Born:** November 30, 1874, Blenheim Palace  
**Died:** January 24, 1965, Hyde Park Gate  
**Spouse:** Clementine Churchill  
**Children:** Randolph Churchill, Sarah Churchill, Diana Churchill, Mary Soames, Baroness Soames, Marigold Churchill  
**Appears in:** *The Finest Hours*, *Anne Frank: The Whole Story*

**Books**

**The River War** 1899  
**A History of the English...**  
**While England Slept**  
**Malakand Field Force** 2010  
**London to Ladysmith via Pretoria**

**People also search for**

# Curriculum Ontology

**BBC** BBC ID News Sport Weather iPlayer TV Radio More Search

## KNOWLEDGE & LEARNING BETA

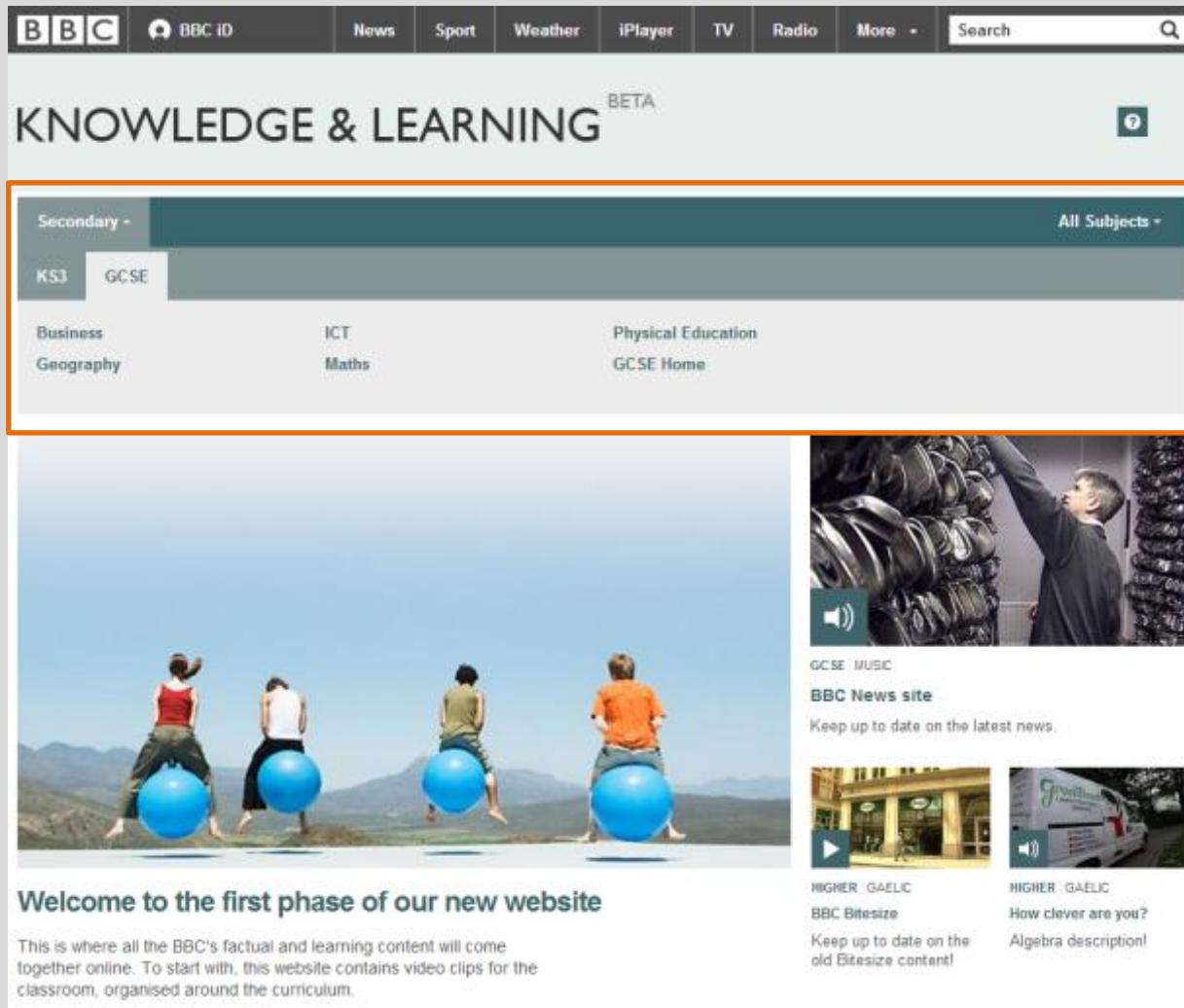
Secondary - All Subjects -

KS3 GCSE

Business  
Geography

ICT  
Maths

Physical Education  
GCSE Home



Welcome to the first phase of our new website

This is where all the BBC's factual and learning content will come together online. To start with, this website contains video clips for the classroom, organised around the curriculum.

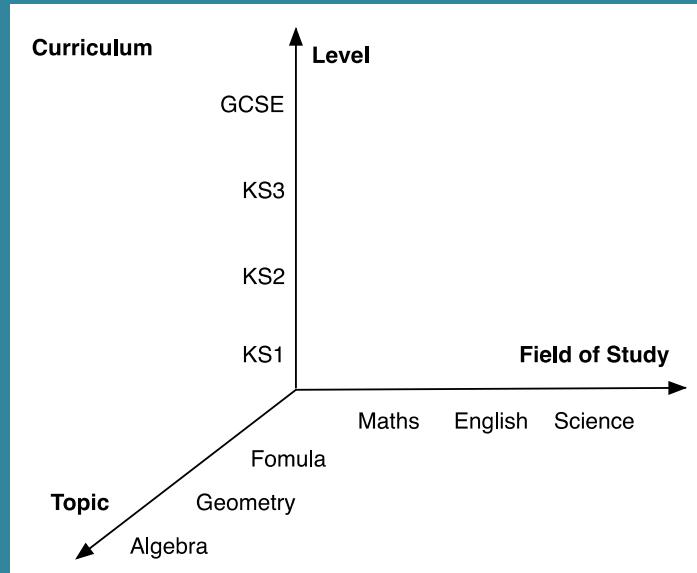
**GCSE MUSIC**  
BBC News site  
Keep up to date on the latest news.

**HIGHER GAEILGE**  
BBC Bitesize  
Keep up to date on the old Bitesize content!

**HIGHER GAEILGE**  
How clever are you?  
Algebra description!

# Curriculum Ontology

- Two key elements of the Curriculum Ontology:
  - **Programme of Study** = Level + Subject
  - **Topic of Study** = Programme of Study + Topics



# Curriculum Ontology

- Aims to:
  - Provide a model of the national curricula across the UK
  - Organise learning resources, e.g. video clips and revision content
  - Allow users to discover content via the national curricula
- Will be available:
  - Under a creative commons licence
  - For anyone who wishes to use it

# Subsequent releases

## Q2 2013

- Refresh of genre indexes and topical articles
- Browse-by-curriculum website ready for content

Content featured:

- Topical articles
- Approx 2,000 short form AV (Class Clips)

## Q3 2013

- Revision bites added to browse by curriculum website
- Continued development work on interactives

Content featured:

- New content for national 4 & 5
- Initial batch of content migrated from Bitesize

## Q4 2013

- Initial batch of interactives released
- K&L homepage launched
- New branding introduced

Content featured:

- Initial batch of interactives primarily around WW1
- Continued migration of Bitesize

## Beyond

- Organisation of content around real world concepts of people, places and events
- Product wider binder and user dashboard functionality

Content featured:

- Continued migration of content from across portfolio

1

Starting Your Story

2

Prejudice &amp; practicalities

3

Your briefing

4

Do you have what it takes?

5

In Summary

# Front Line Nurse

How would you have coped as a front line nurse? Watch your briefing, then take our quiz and find out.

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sagittis metus sed velit iaculis iaculis. Aenean lectus eros, auctor eu aliquet sit amet, rutrum sit amet urna. Nullam posuere nulla ipsum. Maecenas*

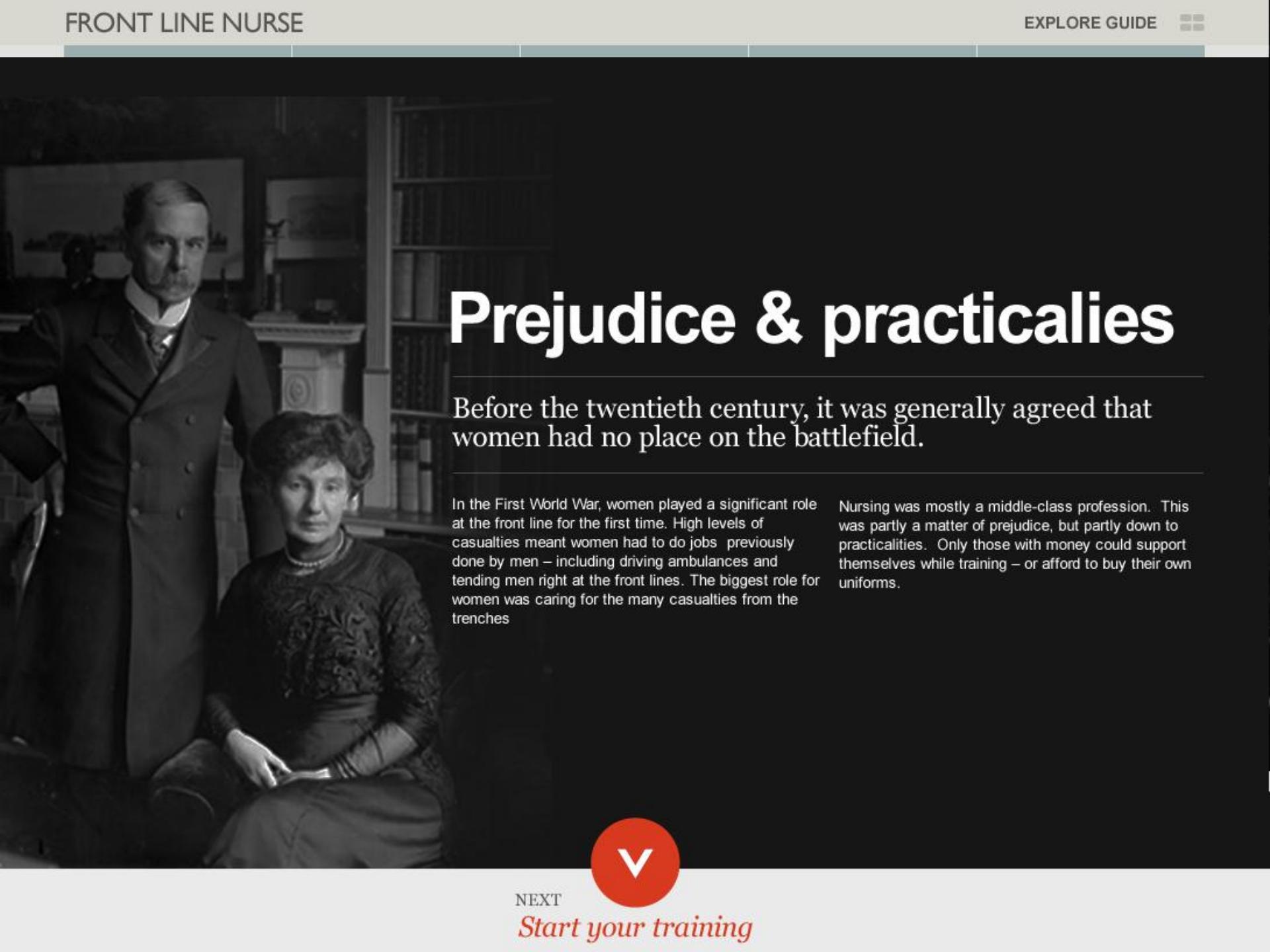


NEXT

*Prejudice & practicalities*

# Prejudice & practicalities

Before the twentieth century, it was generally agreed that women had no place on the battlefield.



In the First World War, women played a significant role at the front line for the first time. High levels of casualties meant women had to do jobs previously done by men – including driving ambulances and tending men right at the front lines. The biggest role for women was caring for the many casualties from the trenches

Nursing was mostly a middle-class profession. This was partly a matter of prejudice, but partly down to practicalities. Only those with money could support themselves while training – or afford to buy their own uniforms.



NEXT

*Start your training*

# Your Briefing



00.00

02.15



NEXT

*Do you have what it takes?*

# Your Briefing



00.00

02.15



NEXT

*Do you have what it takes?*

# Have you got what it takes?

*Are you ready for your first day tending victims from the trenches?*

Test your skills to see if you have what it takes to be a front line nurse.

Please note that: Nursing on the front lines involved difficult decisions. This quiz contains questions that some people may find upsetting.

*I'm ready to go*



*I'd like to study my manual*



*Where to next?*

# Have you got what it takes?



*It's your first morning in the field hospital. A train full of wounded soldiers has just arrived. The sister asks you to help assess each patient.*

## **1 A soldier has a weeping amputation wound and chilblains. Do you:**

Patch up the wound with a new bandage. Administer penicillin.

Clean and dress the wound. Ignore the chilblains – there are more important problems

Clean and dress the wounds and the chilblains



Where to next?

# Have you got what it takes?



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Clean and dress the wounds and the chilblains



Where to next?

# Have you got what it takes?



*“Good work on the dressing. But keep an eye on those chilblains. Are they healing or swelling? Remember, infection can enter through the tiniest scratch.”*

 **A soldier has a weeping amputation wound and chilblains. Do you:**

Clean and dress the wound. Ignore the chilblains  
– there are more important problems

*Next question*



*Where to next?*

## You've got what it takes



I've got what it takes to be a Front Line Nurse in WW1.

*Share your results*



## Elsie's Story



I nursed the wounded at the Battle of the Somme. I've seen things no-one should ever have to see.

*Start Elsie's Story*



## Don't fancy being a nurse?



See how your war would have been different if you were a different gender or class.

*Try a different role*



*Related links*



12am

2am

4am

6am

8am

10am

12pm

2pm

4pm

6pm

8pm

10pm

12am

11:59 pm  
6 June  
1944

## The Longest Day

The D-Day landings are a success - Hitler is now living on borrowed time.

By now, over 170,000 men are fighting in Normandy, with more arriving throughout the night. Some 4,000 British and Canadian soldiers, plus 6,600 Americans, have already been killed, but losses are lower than expected. In a heartfelt broadcast to the British Empire, King George VI encourages the troops: "After nearly five years of toil and suffering, we must renew that crusading impulse on which we entered the war and met its darkest hour." Which is exactly what the Allies have done, making the D-Day landings a big success. It's the end for the Nazi regime.

### Find out more

[Leaders and veterans mark D-Day - BBC News](#)



Play video



**“ We and our Allies are sure that our fight is against evil and for a world in which godliness and honour may be the foundation of the life of men in every land.**

King George VI, 6th June 1944

### Mentioned in this timeline

#### People



#### Places



Stationed

#### Events



D-Day landing

#### What happened next?



# Connected Studio



# Connected Studio

- Overview of format:
  - Brief published on BBC Online
  - Creative Studio
  - Build Studio
  - Prototype
  - Evaluation

# Connected Studio



# Knowledge and Learning Product Commissions

- A content format innovation piece around history and games was commissioned after last industry event
- Expecting to commission two content innovation pieces this year via [bbc.co.uk/commissioning](http://bbc.co.uk/commissioning)

# Formal Learning Online

Sinéad Rocks - Creative Director, BBC Learning



## 2012/13:

- KS3 MFL (French) videos – Angel Eye
- KS3 Shakespeare videos & animations – Once Were Farmers, Something Else, Savvy
- Infographics for Shakespeare, MFL and RS – We Are 20-20, D8, Mr B & Friends
- Infographics for new product ; 3,800 delivered so far



## 2013/14:

- Ongoing Infographics commissions
- Additional infographics for National 4&5
- Content for Scotland Nationals – video content around literature set texts

# Schools



## 2012/13:

- Literacy – made by Splinter in Liverpool. Aimed at KS1.
- Numeracy – made by Fish in a Bottle in Leamington Spa. KS1/2.
- ICT – made by Fish in a Bottle. Mainly KS1, but also includes an updated version of the ever popular Dance Mat Typing – which could be used by both KS1 & KS2.

## 2013/14:

- Identifying gaps in content likely to be small interactives and resources for teachers to use on the whiteboard (eg infographics/explainer video or animation).
- Science is the next big priority for KS1/2

## 2012/13:

- Job Skills – printable learning content taking a functional skills approach to literacy and numeracy (Splinter)
- Prototype Apprenticeships content - R&D commission exploring how literacy/numeracy content may be structured for independent learners, using apprenticeships subject matter (Illumina)
- Additional content to support Rip Off Britain

## 2013 /14

- Publish new Job Skills content in Skillswise
- In development – Functional Skills for Apprenticeships
- In development – prototypes for Adult Skills
- Preparing Skillswise content for K&L migration

# Television and Learning Fund Commissioning

Abigail Appleton – Head of Commissioning, BBC Learning

# Television and Learning Fund Commissioning

- Key commissioning themes
- Commissioning opportunities:
  - The Learning Fund
  - Co-commissioning Daytime
  - Co-commissioning BBC Three
  - Co-commissioning Knowledge
  - The Learning Zone

# Key Commissioning Themes

Aim to create, connect and magnify powerful opportunities for Learning

- Enhance existing commissions
- Develop and co-commission original ideas
- Open to ideas across general learning
- Ideas that inspire and connect to knowledge and skills development beyond a programme

# Priority Subjects – Literacy and Numeracy

## **Literacy:**

- Raise awareness for general audiences e.g. Daytime audiences
- Tell real life stories that inspire those with skills needs e.g. BBC Three documentaries
- Model family learning around basic skills through events e.g. Mr Bloom and Friends roadshow

## **Numeracy:**

- Utilising consumer programmes to improve audience understanding of figures

# Priority Subjects – Science and Health

## **Science:**

- Programmes with strong curriculum relevance
- Programmes relevant to young audiences
- Content that can extend to a family audience

## **Health:**

- Focus on the science of health and understanding the body

# Priority Subjects – Work Skills

## **Work Skills:**

- Inspiring audiences to improve work skills such as inventiveness and creativity
- Priority audiences are school age and younger adult audiences
- E.g.:
  - Ye Olde Dragons' Den
  - Radio 1 Academy
  - The Learning Zone
  - The Real Apprentices



# Priority Subjects – Media Literacy

## **Media Literacy:**

- BBC Learning's approach to media literacy is:
  - Access
  - Understanding
  - Creativity
- Seek to develop the media literacy of all audiences including:
  - Inspiring people to get online
  - “Up-skilling” audiences who want to learn more
- Inspiring young people and their parents around digital creativity and coding

# TV and Formal Learning

- BBC Learning utilises mainstream commissions
  - Clips from broadcasts
  - Creating re-versioned shorts
- The Learning Zone also commissions original content tied to the curriculum
- The Learning Fund invests in mainstream programming that delivers curriculum content e.g. BBC Three My Murder



# The Learning Fund

## Recent investment:

- BBC One – Britain's Big Wildlife Revival
- CBeebies – Magic Hands
- Radio 2 – 500 Words



## The Learning Fund:

- Ambitious ideas with the potential to become larger seasons
- Ideas that use broadcast talent in the learning content
- Ideas that support wider BBC objectives as well as delivering learning outcomes

# Co-Commissioning Daytime

## Recent commissions:

- Rip-Off Britain “pop-up” shop



## Co-Commissioning Daytime:

- Drama and factual programmes to raise awareness of the UK's adult literacy and numeracy needs
- Content that inspires a general daytime audience to develop new skills
- Ideas for how Daytime can support our science and health objectives

# Co-Commissioning BBC Three

## Recent commissions:

- Free Speech
- Baby Britain Season
- The Crash
- BBC Three Mental Health season



## Co-Commissioning BBC Three:

- A literacy story (documentary) for the BBC Three audience
- Entertainment formats that deliver learning

# Co-Commissioning Knowledge

## Recent commissions:

- Stargazing Live
- The Great British Sewing Bee

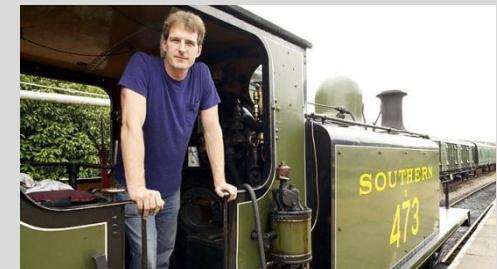
## Co-Commissioning Knowledge:

- BBC Learning has funding embedded in the Knowledge slate
- We work with the Knowledge commissioners to identify potential programmes that deliver against the learning objectives



# BBC Two – Learning Zone

- Programmes available for one week on iPlayer and then clips available online
- Recent reversions include:
  - Primary:
    - Neil Oliver's Vikings
    - Lion TV's Egypt, Valley of the Kings
  - Secondary:
    - Brian Cox's Wonders of Life
    - Dan Snow's Railways
    - Space Dive



# BBC Two – Learning Zone

- Recent Commissions:
  - Primary:
    - What Makes Me Me (philosophy)
  - Secondary:
    - Just A Few Drinks
- New Briefs:
  - Animated history of Britain up to 1700 for primary schools
  - Poetry

# Linking-Out

Rachel Fraser – Policy and Public Affairs Manager,  
BBC Learning

# Linking-Out - Process

Complete  
proforma

Assessed  
against  
criteria

Added to  
database

Selected by  
Editorial  
Teams

# Finance

Saul Nassé – Controller, BBC Learning

# Finance

	10/11 Actual	11/12 Actual	12/13 Actual	13/14 Forecast
<b>Adults</b>				
Adult Skills	1.2	1.2	0.5	
Languages	0.6	0.6	0.2	
Media Literacy	0.2	0.1	0.3	
Ouch	0.3	0.0	0.0	
<b>Total Adults</b>	<b>2.3</b>	<b>1.9</b>	<b>1.0</b>	
<b>5-19s</b>				
Bitesize <sup>1</sup>	2.1	2.5	2.7	
Blast	0.6	0.0	0.0	
Teachers/Parents/ Class Clips	2.8	2.5	1.6	
TV Support Projects	0.2	0.1	0.6	
<b>Total 5-19s</b>	<b>5.6</b>	<b>5.1</b>	<b>5.0</b>	
<b>Total Formal</b>	<b>7.9</b>	<b>7.0</b>	<b>5.9</b>	<b>5.0</b>
<b>Total Informal</b>			<b>4.6</b>	<b>3.7</b>
<b>Total Product Development</b>			<b>2.0</b>	<b>1.0</b>
<b>FM Spend<sup>2</sup></b>			<b>4.0 net</b>	<b>3.6 net</b>
<b>Total K&amp;L Product</b>			<b>16.5</b>	<b>13.3</b>

NB: Figures for 12/13 have been taken from the draft 12/13 accounts. They will be updated, if required for any changes arising from audit of the BBC's Annual Report and Accounts

<sup>1</sup>Includes Infographics spend

<sup>2</sup>Excludes central management costs

# Q&A