

BBC Learning

Industry Briefing

17th 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

Agenda

Timing	Agenda Item	Speaker
11.30am	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
1.00pm	Q&A Lunch	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

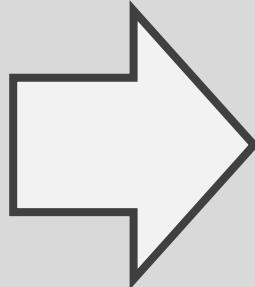
The Knowledge and Learning Product

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 & Learning website. The page title is "KNOWLEDGE & 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", "Description", "Classroom Ideas", and "Student Description". Below the video, there is a brief description of the content: "The development of algebra is presented through a series of chronological animated sketches. The concept of calculating an unknown quantity is introduced and how this would be carried out in ancient Egypt is shown. The development of quadratic equations to calculate areas and volumes." There are also links to "View all GCSE Algebra videos" and a "GCSE Algebra Topic" section.

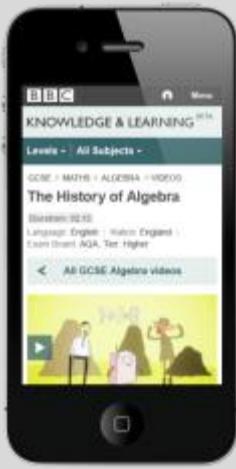
Key themes from K&L

Topical

Curriculum

Concepts

Interactives



Responsive

Personal

Progress so far...

HISTORY

SCIENCE

RELIGION & ETHICS

FOOD

HEALTH

ARTS & CULTURE

BBC

Release 1 – 18th April

- 1500 video clips categorised by UK curricula
- Mostly secondary and limited number of primary
- [Release 1 demo](#)

Curriculum Ontology



Curriculum Ontology



Curriculum Ontology

Google

winston churchill birthday

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
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
NEW 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
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/Today-is-Winston-Churchill-s-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 ...

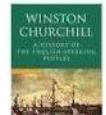
What is Winston Churchill birthday

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

Dong Liu 0 + Share

Curriculum Ontology

BBC | BBC iD | News | Sport | Weather | iPlayer | TV | Radio | More | Search | 

KNOWLEDGE & LEARNING BETA

Secondary ▾ All Subjects ▾

KS3 **GCSE**

[Business](#) [ICT](#) [Physical Education](#)
[Geography](#) [Maths](#) [GCSE Home](#)





GCSE | MUSIC
[BBC News site](#)
Keep up to date on the latest news.

HIGHER | GAELIC
[BBC Bitesize](#)
Keep up to date on the old Bitesize content!

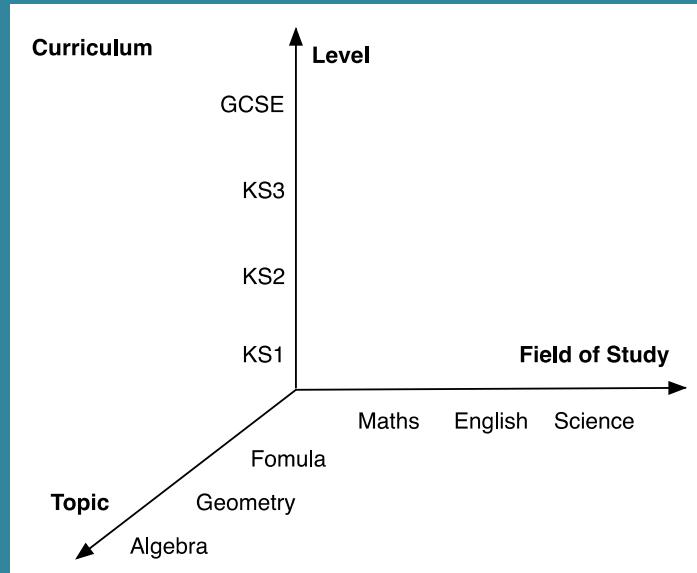
HIGHER | GAELIC
[How clever are you?](#)
Algebra description!

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.

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

1

Starting Your Story

2

Prejudice & 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

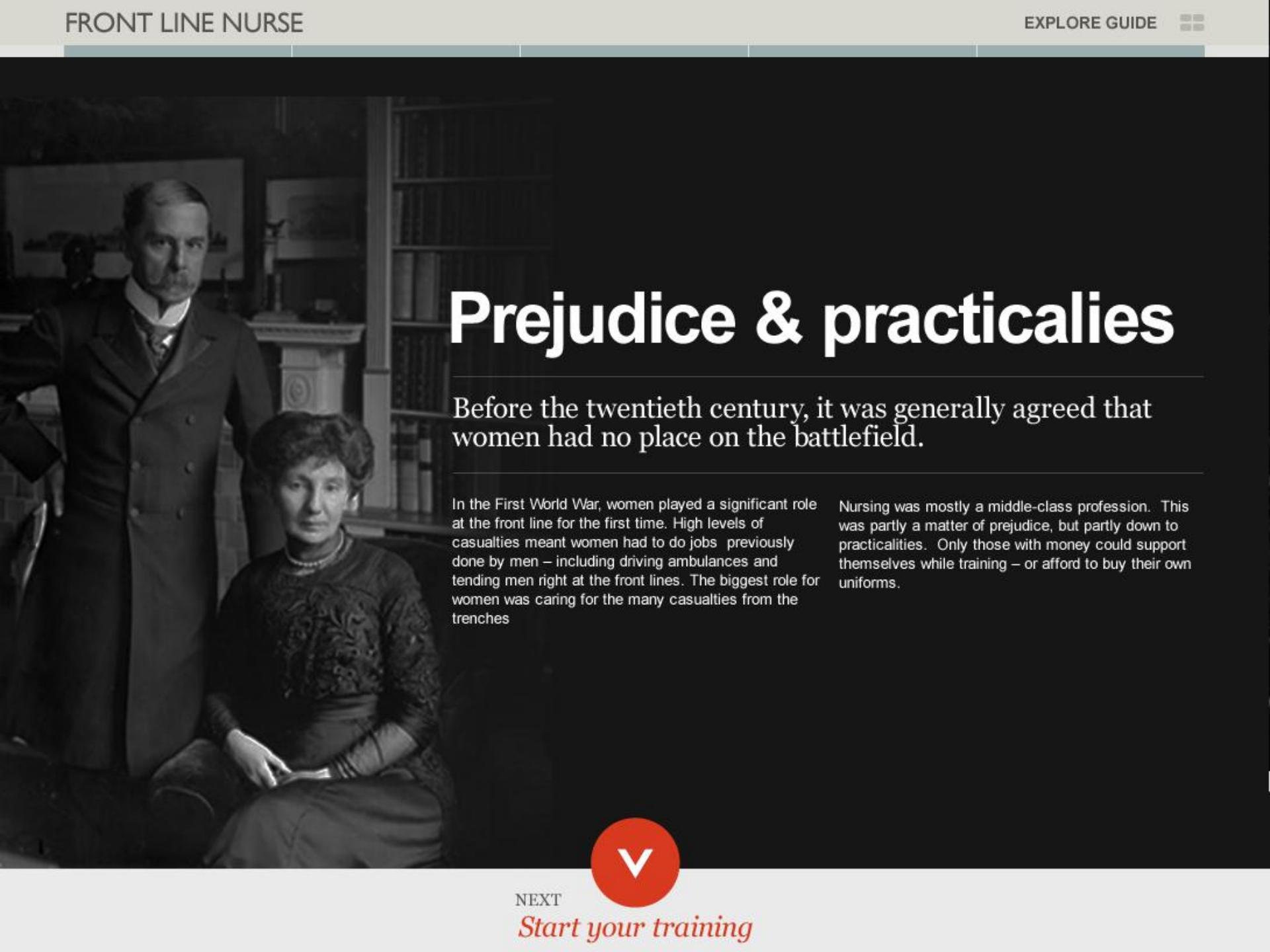


NEXT

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



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?

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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

Where to next?



C
Would you lay down
your life?
*A two hundred year struggle
for equal opportunities.*



C Help make history
*Transcribe letters and
diaries from front line
nurses.*



IWM
A totally modern war
*The first world war blurred the lines
between front line and home.*



C Do women and war mix?
*See the many roles women
did to help the war effort.*



D The Somme: Defeat
to Victory
*A mix of dramatic
re-enactments and
archive footage*

BBC Timelines > 1944 timeline >

D-DAY LANDINGS

TUESDAY 6 JUNE 1944



INTRODUCTION This timeline charts the events of the invasion that became known as The Longest Day

Just after midnight on 6th June, 1944, the first elements of the largest invasion force in history began dropping silently from the sky above Northern France.

Two years after the débâcle at Dieppe, and four years after the British Expeditionary force was driven into the sea at Dunkirk, the Allies had returned in force to liberate Europe from Nazi tyranny. This timeline charts the events of the invasion that became known as The Longest Day, including parachuting scarecrows, how the British nearly bombed the US forces and the German guns that weren't guns at all.





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

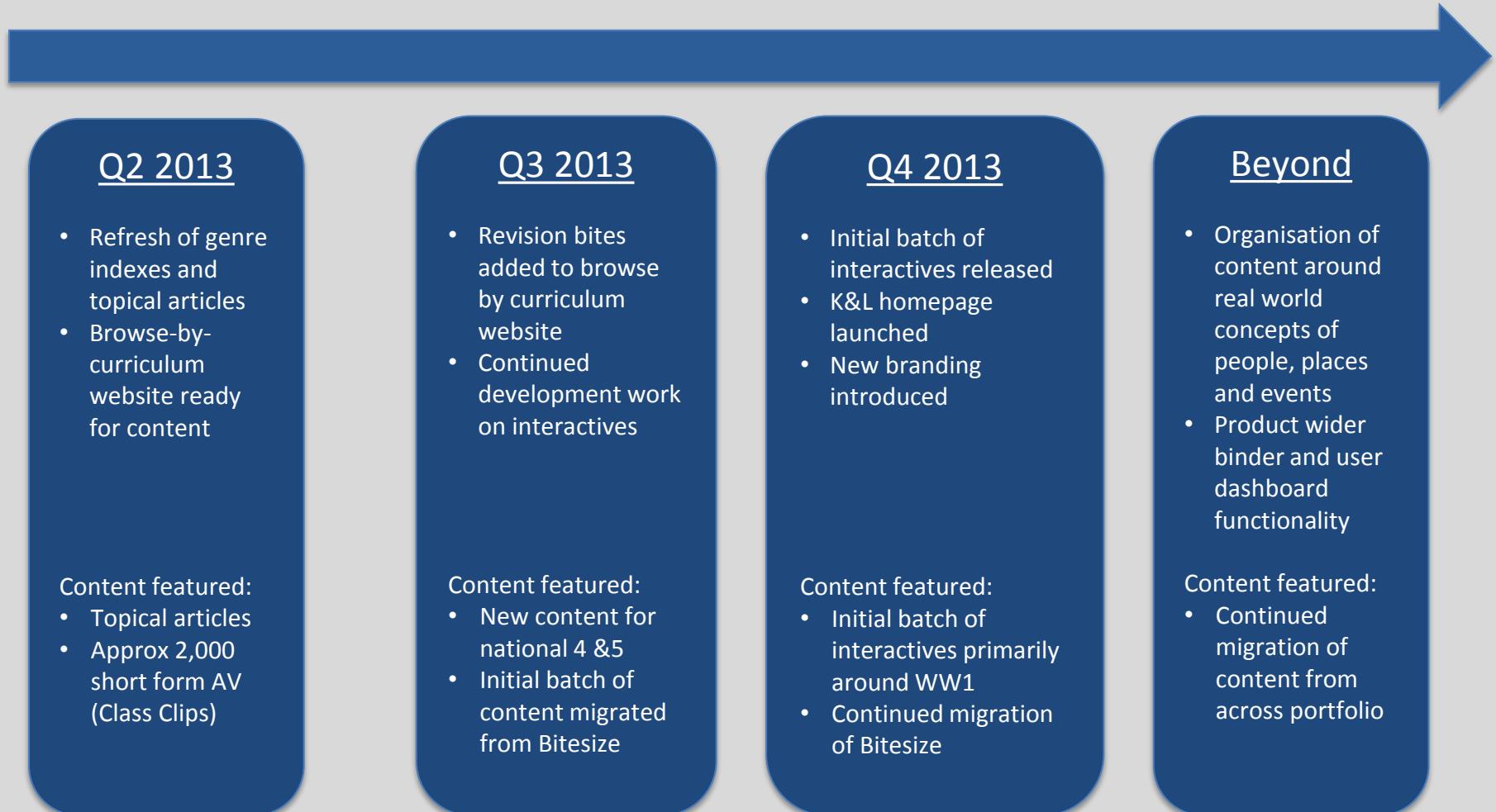


D-Day landing

What happened next?



Subsequent releases



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

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
- Numeracy
- Science and health
- Work Skills
- Media Literacy
- Formal Learning

The Learning Fund

Recent investment:

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



The Learning Fund:

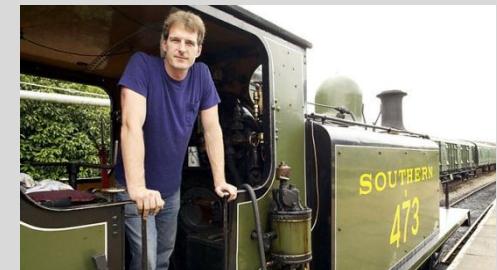
- Ambitious ideas with the potential to become larger seasons
- Ideas that use broadcast talent in the learning content
- Ideas that support wider BBC objectives as well as delivering learning outcomes

Co-Commissioning

- Co-Commissioning Daytime
- Co-Commissioning BBC Three
- Co-Commissioning Knowledge

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
Adults				
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	
Total Adults	2.3	1.9	1.0	
5-19s				
Bitesize ¹	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	
Total 5-19s	5.6	5.1	5.0	
Total Formal	7.9	7.0	5.9	5.0
Total Informal			4.6	3.7
Total Product Development			2.0	1.0
FM Spend²			4.0 net	3.6 net
Total K&L Product			16.5	13.3

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

¹Includes Infographics spend

²Excludes central management costs

Q&A