

BBC Learning – Commissioning Meeting

May 2012

Welcome and Introduction

Saul Nassé – Controller, BBC Learning

BBC North

- BBC Learning is now located at MediaCityUK, Salford
- The move to Salford aims to ensure we better serve and reflect Northern audiences
- Other departments based here include:
 - Sport
 - Children's
 - 5 live
 - Future Media
 - BBC Breakfast



Welcome and Introduction

- Our fourth session to share plans and future thinking
- This is the second of two sessions held today:
 - AM – aimed at education publishers and distributors
 - PM – commissioning meeting for BBC suppliers
- Minutes and recordings of both events will be put online

Welcome and Introduction

At the last meeting in October 2011 we covered:

- Update on Learning activity and content
- Information on BBC Learning online activity and plans
- Emerging thoughts on the Knowledge and Learning Product
- Information on BBC Learning television and Learning Zone plans
- Update on finance and public affairs activity

Agenda

Timing	Agenda Item	Speaker
2.30pm	Introduction and Welcome Learning and Strategy Update	Saul Nassé – Controller, BBC Learning
	The Knowledge and Learning Product	Saul Nassé – Controller, BBC Learning Chris Sizemore – Executive Editor, BBC Learning
	BBC Learning Online Commissioning	Chris Sizemore – Executive Editor, BBC Learning
	BBC Learning Television	Abigail Appleton – Head of Commissioning, BBC Learning
	BBC Two: The Learning Zone	Katy Jones – Executive Producer, BBC Learning
	Finance and Industry Engagement	Alex Lloyd – Head of Operations and Public Affairs, BBC Learning
	Q&A	All
4.00pm	Close and Drinks	All

Learning Update

Saul Nassé – Controller, BBC Learning

Learning Update

- **Some great content has been produced**
 - *Stargazing LIVE*
 - *Doctor Who: Script to Screen*
- **Coming up we have:**
 - *Britain in a Day*
 - *The Great British Story – A People's History*
 - *Hackney Academy*



Strategy Update

Saul Nassé – Controller, BBC Learning

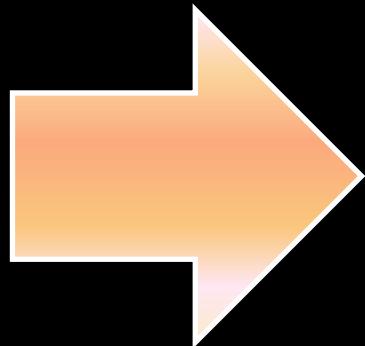
Strategy Update

Under 19s Learning: Strategic Assessment Exercise

Inspiring a Life Full of Learning for All Our Audiences

Putting Quality First

BBC Online – “One Service, Ten Products, Four Screens” connected strategy



Knowledge and Learning

Current Portfolio

Knowledge sites

NATURE

History

Learning sites

Bitesize

LEARNING ZONE BROADBAND CLASS CLIPS

Religion

Health

School Radio

LANGUAGES

Gardening

FOOD

Teachers

Schools

Arts & Culture

Science

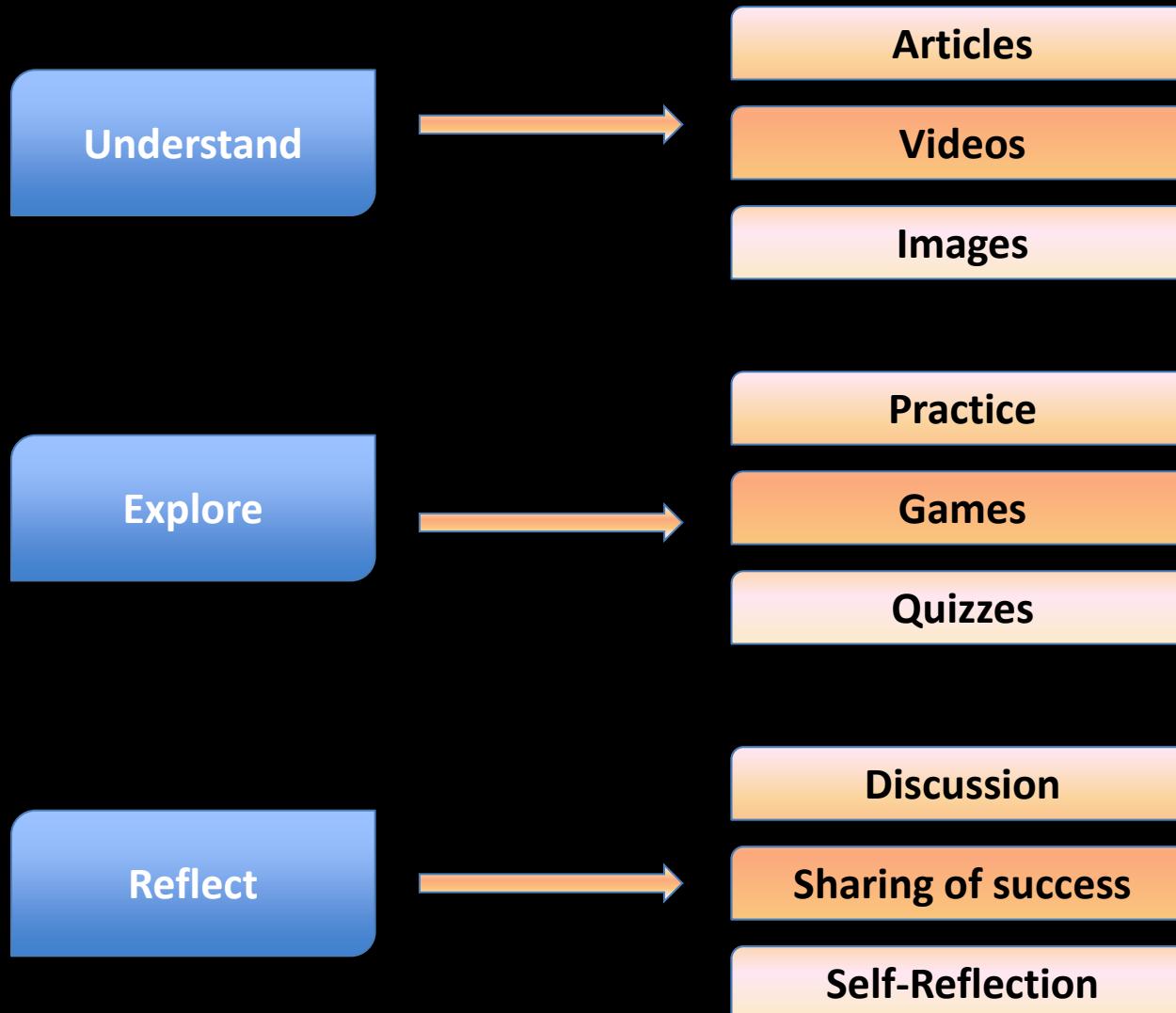
Skillswise

Parents

THINGS TO DO

WebWise

Content Structure



Functionality

Topicality

Topical feature boxes will be introduced alongside News stories and other BBC content to promote other K&L related content

Binder

Pan-BBC tool that allows users to save content online from across the BBC e.g. recipes, clips, news stories (and the wider web)

Timelines

A BBC created sequence of events based around a theme e.g. WWII which may include audio, videos and images

Dashboard

Provides a personal view of the binder and progress through learning journeys and how-to's

Browse By

Users can search based on extensive categories including subject, level, people and events through K&L search functionality and links as well as keyword search via Google and the BBC

Timeline for Implementation



The Knowledge and Learning Product – User Experiences

**Chris Sizemore – Executive Editor,
BBC Learning**

BBC Learning Online Commissioning

**Chris Sizemore, Executive Editor,
BBC Learning**

Knowledge and Learning Product Commissions

- **Focus for Bitesize and Schools this year will be content migration**
- **Reviews will also be undertaken to assess which material may need re-commissioning**
- **The bulk of re-commissions will be made by external providers**
- **Opportunities will be released throughout the year on bbc.co.uk/commissioning**

BBC Learning Television

**Abigail Appleton – Head of Commissioning,
BBC Learning**

Commissioning

- The Learning Fund
- Co-commissioning with BBC Three and Daytime
- Knowledge Commissioning

The Learning Fund

- Up to £5million
- To enhance the learning outcomes of commissioned content and fund new commissions that meet Learning priorities
- Learning outcomes categorised as:

To Know

To Do

To Develop

- Open to In-house and Indies about ideas on any platform

Learning Fund Commissions

- BBC Two – *Britain in a Day*
- CBBC – *Trade Your Way to the USA*
– TV series and the Trade Your Way Schools Challenge
- BBC Radio 4 – *So You Want To Be A Scientist?*
- CBeebies – *The Rhyme Rocket* – new TV series and roadshow



Learning Fund Priorities

- **Ambitious ideas with the potential to become landmark initiatives for channels and network**
- **Innovation**
- **Ideas that actively use broadcast talent in the learning experience e.g. through personal calls to action or by their involvement in face-to-face learning public events**

Learning Fund Priorities

- **Ideas welcome from all fields of learning however current priorities include:**
 - Science – all STEM subjects, computer science and coding
 - Literacy
 - History
 - Media Literacy
- **All audiences but a particular commitment to under 19s and adult basic skills**
- **Proposals that support wider BBC and divisional objectives as well as delivering significant learning outcomes**

Co-Commissioning - Daytime

- ***Secrets and Words*** daytime drama series raising awareness, challenging stereotypes and inspiring people to seek help with reading and writing
- Other co-commissions with Daytime include ***My Life in Books*** and ***Britain's First Photo Album***
- Looking for ideas to address adult basic skills as well as wider learning outcomes
- Also looking for more drama and a Daytime quiz to inspire active learning



Co-Commissioning - BBC Three

- Recent commissions include *My Murder*, *Up for Hire Live*, and *Free Speech*
- Factual, drama and entertainment that will inspire learning for the whole BBC Three audience
- Content of particular relevance to under 19s



Co-Commissioning - Knowledge

- Recent commissions include *The Great British Story* and *Bang Goes the Theory*
- Learning has funding embedded in TV's Knowledge slate and we work with the Knowledge commissioners to identify programmes with stand out potential to deliver significant learning outcomes



BBC Two: The Learning Zone

**Katy Jones – Executive Producer,
BBC Learning**

The Learning Zone

- **Broadcasts on BBC Two between 4am - 6am during term time**
- **Programmes available via iPlayer for one week after broadcast**
- **Clips of the programmes are also available online**

The Learning Zone

- **TV programmes commissioned to provide inspiration in the classroom – and beyond**
- **Curriculum related – or relevant to a schools audience**
- **Igniting a passion for learning with a focus on doing, investigating and creating**

The Learning Zone

Two strands to commissioning

1. Extending the impact of core BBC content:

- Spin-offs and reversions e.g. *Street Dance Master Class*, *Orbit*, *The Code*, *Strictly Soulmates*
- Films which complement key seasons e.g. crime, disability, *Stargazing LIVE*

2. Original new programmes commissioned specially for under 19s:

- Dramas
- Documentaries
- Animations

The Learning Zone – 2011/12

Early Years and Key Stage 1

- Counting with Rodd (Early Years Numeracy)
- 321 Go (Olympics maths challenges)
- Curious Cat (Science)
- Little Stargazing (Science)
- The Adventures of William Whiskerson (Geography)
- True Stories (History)



The Learning Zone – 2011/12

Key Stage 2

- History Hunters (History)
- Life Stories (PSHE)
- Bloodhound Adventure (Science)
- In My Shoes (Geography)
- Eco Maths (Numeracy)
- Your Paintings (Art)



The Learning Zone – 2011/12

Key Stage 3/4

- Children at Work (Citizenship)
- Writing for Walford (English)
- Mega Bits (Computer Science)
- L8R Youngers 2 (PSHE)
- Make a Musical (SEN)
- Music, Mud and Making Money (Business Studies)



The Learning Zone Commissions 2012/13

- **New Briefs – May 2012**
 - KS 2 Philosophy – 30'
 - KS 2/3/4 Computer Science – 60'
 - KS 3/4 Science – 60'
 - KS 3/4 History (Crime and Punishment) – 60'
 - KS 3/4 Science/PSHE (Alcohol) – 60'
 - KS 3/4 Numeracy/PSHE (Personal Finance) – 30'
- **Delivery – end of November 2012**
- **Tariff: £80 - £120k per hour**

Commissioning Process

Abigail Appleton, Head of Commissioning,
BBC Learning

Commissioning Process

- **Information and briefs available on bbc.co.uk/commissioning**
- **Any new briefs will be published online on the first week of the month**
- **Proposals should be submitted through e-commissioning**
- **The Learning Fund application form is available on the commissioning website**
- **Unsolicited ideas are welcomed throughout the year**

Finance and Industry Engagement

Alex Lloyd – Head of Operations and Public Affairs, BBC Learning

Spend

	10/11 Actual	11/12 Actual	12/13 Forecast
Adults			
Adult Skills	1.2	1.2	
Languages	0.6	0.6	
Media Literacy	0.2	0.1	
Ouch	0.3	0.0	
Total Adults	2.3	1.9	1.6
5-19s			
Bitesize	2.1	2.5	
Blast	0.6	0.0	
Teachers/Parents/ Class Clips	2.8	2.5	
TV Support Projects	0.2	0.1	
Nations Language Assets	0.0	0.0	
Total 5-19s	5.6	5.1	4.4

Linking-Out

- **Second working session held on linking-out with industry representatives in February**
- **Discussion held around the five proposals for linking-out from BBC Learning to external suppliers**
- **Initial focus will be on:**
 - Schools Webguide
 - Linking-out from Bitesize
- **Further session to be held with industry on 25th June in Salford. To attend contact rachel.fraser@bbc.co.uk**

BBC Formal Learning Online

Saul Nassé – Controller, BBC Learning

Bitesize

- **K&L** - migration to new K&L environment
- **Infographics** – publish new infographics for secondary Bitesize
- **KS3**
 - French, German, Spanish – revision bites and tests
 - French video additions
 - Shakespeare revision bites, tests and videos
- **GCSE**
 - Religion – updates in line with curriculum changes
 - Triple Science – new revision bites and tests to support most able students
- **Topicality** – more topical content which can be surfaced within K&L e.g. volcanoes, Olympics 2012

Schools

- **Focus on migrating schools and teacher content into K&L**
 - Audit all existing content – online resources and Class Clips
 - Transfer clips into new system
- **Primary Curriculum – priority areas are:**
 - ICT
 - Numeracy
 - Literacy
- **Primary languages** – new sections for Welsh, Gaelic and Irish
- **Schools Radio** – on-going commissioning of programmes for primary schools including topics such as collective worship

Adult Skills and Media Literacy

- **Skillswise** – new worksheets for levels 1, 2 and 3 literacy and numeracy
- **Give An Hour Summer of Sport** – encouraging digital champions to help a friend or relative improve their online skills to make the most of Olympic content

Q&A