

# BBC Learning – Industry Briefing

May 2012

# Welcome and Introduction

Saul Nassé – Controller, BBC Learning

# BBC North

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- 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

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- **Our fourth session to share plans and future thinking**
- **Two sessions will be 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

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**At the last meeting in October 2011 we covered:**

- Update on Learning activity and content
- Emerging thoughts on the Knowledge and Learning Product
- Update on finance and public affairs activity
- Information on future plans for online and broadcast content

# Agenda

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Timing	Agenda Item	Speaker
11.00am	Introduction and Welcome Learning Update Strategy Update	Saul Nassé – Controller, BBC Learning
	The Knowledge and Learning Product	Saul Nassé – Controller, BBC Learning
	BBC Formal Learning Online	Sinéad Rocks – Creative Director, BBC Learning
	BBC Learning Television	Abigail Appleton – Head of Commissioning, BBC Learning
	Finance and Industry Engagement	Alex Lloyd – Head of Operations and Public Affairs, BBC Learning
	Q&A	All
12.30pm	Close and Lunch	All

# Learning Update

Saul Nassé – Controller, BBC Learning

# Learning Update

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- **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

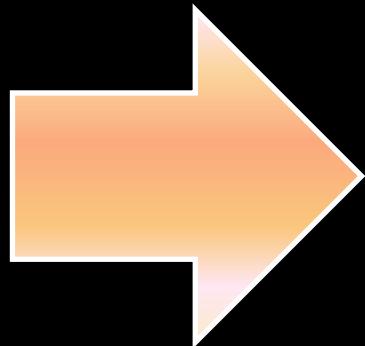
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Under 19s Learning: Strategic Assessment Exercise

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

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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

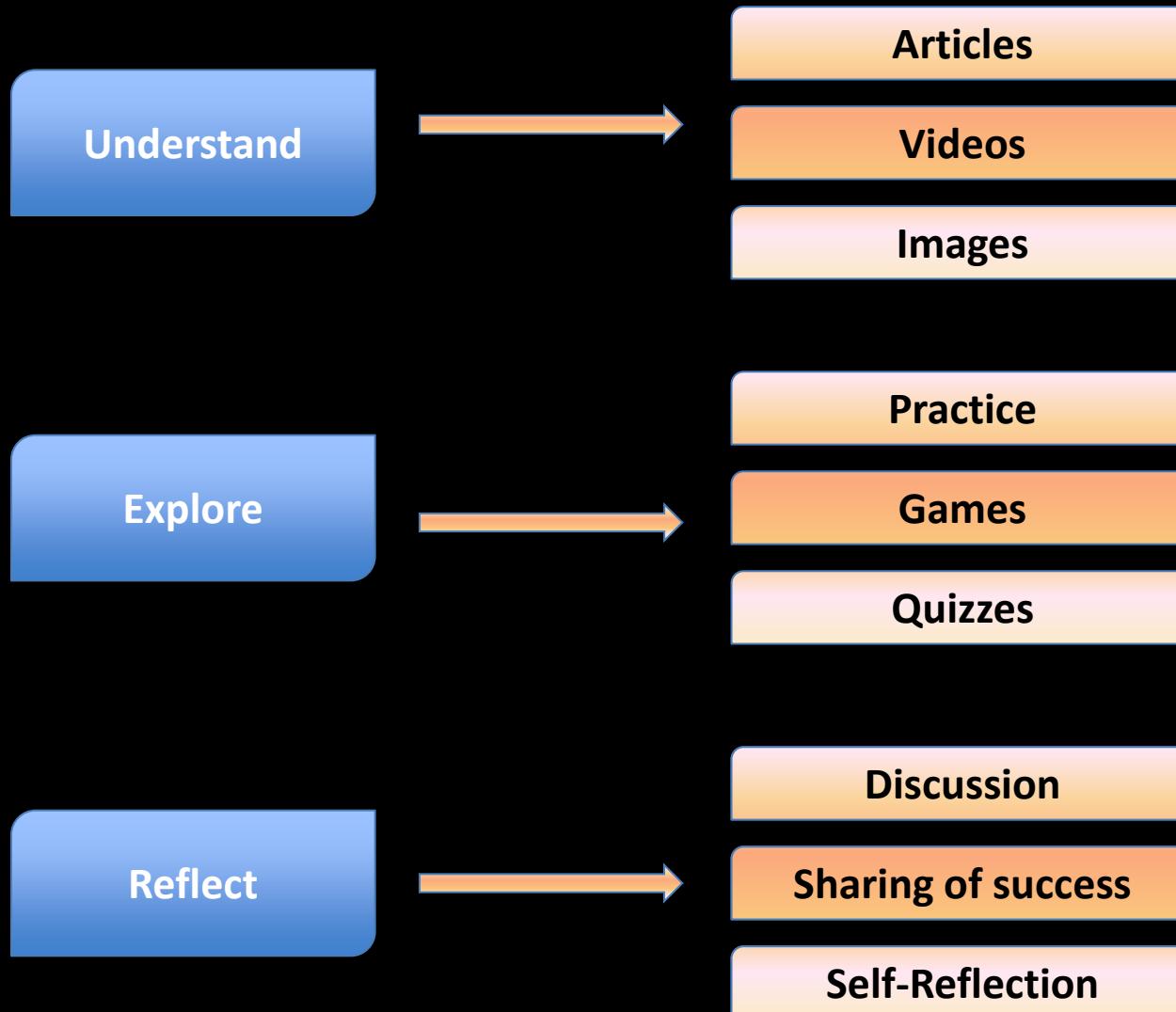
Parents

THINGS TO DO

Webwise

# Content Structure

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# Functionality

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## 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

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# BBC Formal Learning Online

**Sinéad Rocks - Creative Director,  
BBC Learning**

# Bitesize

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- **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

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- **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

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- **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

# BBC Learning Television

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

# Commissioning

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

# The Learning Fund

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- 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 for ideas on any platform

# Learning Fund Commissions

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- 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

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- **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

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- **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

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- ***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

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- 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

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- 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



# The Learning Zone Commissions 2012/13

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- **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'

# **Finance and Industry Engagement**

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

# Spend

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	10/11 Actual	11/12 Actual	12/13 Forecast
<b>Adults</b>			
Adult Skills	1.2	1.2	
Languages	0.6	0.6	
Media Literacy	0.2	0.1	
Ouch	0.3	0.0	
<b>Total Adults</b>	<b>2.3</b>	<b>1.9</b>	<b>1.6</b>
<b>5-19s</b>			
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	
<b>Total 5-19s</b>	<b>5.6</b>	<b>5.1</b>	<b>4.4</b>

# Linking-Out

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- **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 25<sup>th</sup> June in Salford. To attend contact [rachel.fraser@bbc.co.uk](mailto:rachel.fraser@bbc.co.uk)**

# Q & A