

BBC Learning

Industry Briefing
27 November 2013

Saul Nassé
Controller, BBC Learning

free
speech

BBC

Agenda

- Discuss how we deliver the BBC's commitment to Learning
- Highlight some of our most recent work
- Update on plans for our new online product
- Outline of BBC Learning spending
- What's next for BBC Learning?

**Education is at the heart of the BBC's
public service mission**

"Inform, Educate and Entertain"

The Learning department leads the BBC's education strategy

To inspire a life full of learning for all audiences

BBC Learning works in three broad areas...

We commission programmes with an educational aim



We use programmes to run campaigns to create educational experiences



We produce online materials for learners, teachers and mainstream audiences

Bitesize



BBC FOOD

Skillswise



YOUR PAINTINGS

Your Paintings – Masterpieces in Schools





BBC Learning Radio 1 Academy in Derry-Londonderry



Mr Bloom & Friends Big Day Out



In August, we launched our National 4 & 5 content

Primary Secondary

CA3 KS3 GCSE National 4 National 5 Nàiseanta 4 Nàiseanta 5 TGAU Higher

National 4 > Chemistry > Chemical changes and structures > Reactions

Rates of reaction

Chemical reactions happen at different rates. If you know how to control the speed of a reaction, you can measure its rate. This data can be shown by a rate graph.

Revise

Test

1 2 3 4

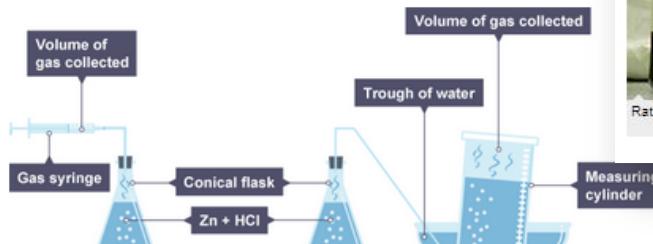
Monitoring the rate of a reaction

The rate of a chemical reaction is a measure of how fast the reactants are being used up and how fast the products are being made.

Reactions in which a gas is produced can be used to monitor the rate.

For example, hydrogen gas is one of the products released when dilute hydrochloric acid reacts with zinc metal.

By collecting the hydrogen gas that is produced over water or in a syringe, rate graphs can be produced. The volume of gas produced and the time taken need to be recorded.



Two different ways to measure the volume of a gas that is produced

Particle size

By decreasing the particle size of a reactant, there are more surfaces that collisions can take place on. The smaller the particle sizes the faster the reaction.

This video clip has demonstrations with charcoal, gunpowder and steel wool that show the effect of particle size and concentration on reaction rate.



Rates of reaction and energy changes

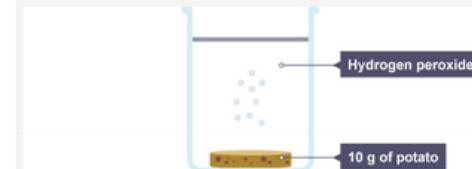
1 Which of these factors will speed up a chemical reaction?

- Decreasing the temperature of the reaction
- Decreasing the particle size of reactants
- Decreasing the concentration of reactants

2 A pupil places 10g of potato into hydrogen peroxide solution.

The potato acts as a biological catalyst to break the hydrogen peroxide down to water and oxygen gas.

What term is used to describe a biological catalyst?



- Fermentation
- Enzyme
- Protein



BBC Learning Zone

Children of World War II



The Knowledge & Learning Product



Our K&L vision is to create a unified product and consistent audience experience



A screenshot of the BBC Knowledge & Learning website, showing a video player for 'The History of Algebra' and a sidebar with video thumbnails for 'Descartes and coordinates', 'Problem solving using basic algebra', and 'Simultaneous equations'.

K&L has some key themes

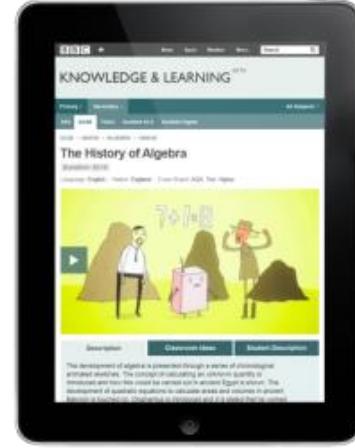
Topical



Curriculum



Concepts



Interactive



Responsive across all screens

Personal

K&L will be made up of three elements: Our traditional genre pages...

BBC [Sign in](#)

HISTORY

KNOWLEDGE & LEARNING BETA

JFK
What were the key moments in his life?

Dallas notebook
How the shock of Kennedy's assassination reflected in the diary of the BBC reporter

Exposed elements
How the elements of the periodic table get named

Winter flu
How do our bodies...

FOR PEACE
Path to peace

Northern Ireland

BBC [Sign in](#)

SCIENCE

KNOWLEDGE & LEARNING BETA

Dark pursuits
Jim Al- Khalili describes the next big prize of modern physics - the hunt for dark matter

Sexy sons
Promiscuous female mice have sexier sons

Exposed elements
How the elements of the periodic table get named

Winter flu
How do our bodies...

FOR PEACE
Path to peace

Northern Ireland

BBC [Sign in](#)

NATURE

KNOWLEDGE & LEARNING BETA

Home [News](#) [Features](#)

Dark pursuits
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BBC [Sign in](#) [News](#) [Sport](#) [Weather](#) [iPlayer](#) [TV](#) [Radio](#) [More...](#) [Search](#)

FOOD

Home [Recipes](#) [Chefs](#) [Programmes](#) [Ingredients](#) [Techniques](#) [FAQs](#)

Meatballs with herb salad
These lightly spiced meatballs contain a surprise within. Make sure there are no holes or the cheese will ooze out.

Tea loaf **Vegetarian chilli tacos** **Chicken and spinach balti**

Find the perfect recipe

[Editor picks](#) [User recommended](#) [Special diets](#)

Paul's mum's jam tarts
By Paul Hollywood

Insect eating creeps on to Paris menus

Nigel and Adam's Farm Kitchen

Binders [Your Favourites](#)

Quick recipe finder

Type ingredients, chef or programme

Quick & Easy Vegetarian

[Advanced search options](#)

Food issues

Feeding wildlife

Stories from the Dark Earth

Archaeologist Julian Richards

Osprey observatory nears completion

A £1.4m observatory for nature lovers to get a better look at breeding ospreys and other wildlife is near completion at a reserve. BBC NEWS

Osprey chicks named and ready to fly

BBC NEWS

Ospreys hatch despite late mating

BBC NEWS

Humanes for nature

...our formal learning content

KNOWLEDGE & LEARNING BETA



BBC resources for students and teachers

Here you'll find Bitesize homework and revision guides - starting with Scotland's National 4 and 5 - plus all the best BBC video clips for use in school.

England	Northern Ireland	Scotland	Wales
KS1	KS1	Early and 1st level	KS1
KS2	KS2	2nd level	KS2

Find out more about the BETA on the About the BBC Blog.

All Subjects



NATIONAL 4 GEOGRAPHY
How meteorite impacts caused Earth's tilt and seasons
An explanation of how Earth's 23 degree tilt has been caused by meteorite impacts.



NATIONAL 4 MATHS
Percentages
Percentage as an everyday fraction. Sanjeev Kohli goes to the gym and gives 100%.



NATIONAL 5 MATHS
Taking credit
Adina Campbell investigates bank credit cards and loans.

Immigration to Scotland, 1830s to 1939

Unemployment, poverty and persecution caused thousands of people from Ireland, Italy and Eastern Europe to travel to Scotland in search of better lives.

Revise Test
1 2 3 4 5 6 7 8 9 10

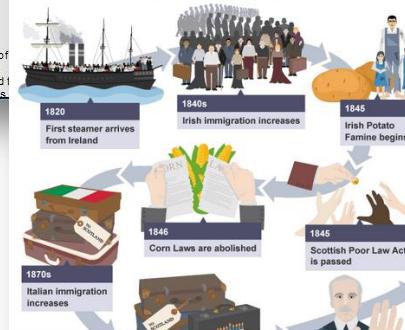
Links



BBC Science
Discover the world of science, be part of experiments and find the latest scientific news.

Immigration to Scotland

The key events in the migration to Scotland between 1820 and 1905.



KNOWLEDGE & LEARNING BETA

Find out more about the BETA on the About the BBC Blog

Primary Secondary
CA3 KS3 GCSE National 4 National 5 Náisiúnta 4 Náisiúnta 5 TOAU Higher

National 5 > Geography > Human environments > Population

Population Classroom Resources

Bitesize

Classroom Resources



Changes in global population since 1800
A description of the relative rates of urbanisation in rich and poor countries.



Germany's falling birth rates
The effects of the decreasing population in Germany.

Urban-urban migration
Population means a stagnated life in the city.

More Bitesize

Immigration to Scotland, 1830s to 1939

Experience of immigrants to Scotland, 1880s to 1939

Scottish emigration, 1830s to 1939

Experience of Scots abroad, 1830s to 1939

Knowledge & Learning

[Primary](#)[Secondary](#)[All Subjects](#)[National 5](#) / [Chemistry](#) / [Chemical changes and structures](#) / [Atoms, elements and compounds](#)

Atomic structure and bonding

Elements are made of atoms, which have three sub-particles: electrons, protons and neutrons. Elements are classified by arranging them using their atomic number in the periodic table.

[Revise](#)[Activity](#)[Video](#)[Audio](#)[Test](#)

1 2 3 4

Atomic numbers

Each element has its own atomic number.



The atomic number of an element tells you how many protons that the element has. This is written at the bottom left hand side of the symbol. Since atoms are neutral, we know then that sodium atoms must also have 11 negative electrons to cancel the charge from 11 positive protons.

Electron arrangement

The electron arrangement of all atoms can be found in the data booklet. All the electrons are arranged into energy levels. These energy levels can only hold a certain number of electrons.

The first energy level (the one nearest the nucleus) can hold a maximum of two electrons with the others being able to hold up to a maximum of 8 electrons (only true for the first 20 elements).

More Bitesize Guides

[Atomic structure and bonding](#)[Bonding and properties of materials](#)[Chemical formulae and balanced equations](#)

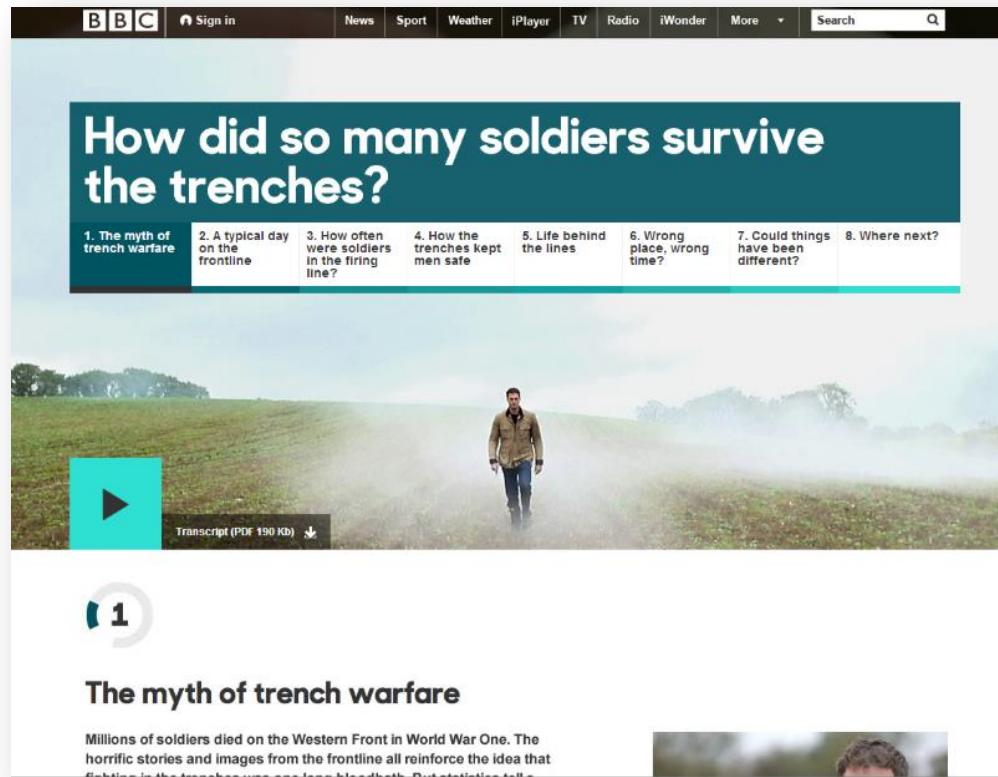
Links

Bitesize Book Notes

Read and make notes on Macbeth

[BBC Shakespeare Animated Tales - Macbeth](#)[GCSE Macbeth](#)

...and our new factual and learning content through interactive guides



The screenshot shows a BBC website interface. At the top, there is a navigation bar with the BBC logo, a 'Sign in' button, and links for News, Sport, Weather, iPlayer, TV, Radio, iWonder, More, and a search bar. Below the navigation bar, a large teal header box contains the title 'How did so many soldiers survive the trenches?'. Below the title is a horizontal list of eight numbered items: 1. The myth of trench warfare, 2. A typical day on the frontline, 3. How often were soldiers in the firing line?, 4. How the trenches kept men safe, 5. Life behind the lines, 6. Wrong place, wrong time?, 7. Could things have been different?, and 8. Where next?. Below this list is a photograph of a man walking through a field, with a play button icon in the bottom left corner. A 'Transcript (PDF 190 Kb)' link is visible below the photo. At the bottom of the page, there is a circular icon with the number '1' and the text 'The myth of trench warfare'. A small image of a person's head is visible in the bottom right corner.

1. The myth of trench warfare

2. A typical day on the frontline

3. How often were soldiers in the firing line?

4. How the trenches kept men safe

5. Life behind the lines

6. Wrong place, wrong time?

7. Could things have been different?

8. Where next?

Transcript (PDF 190 Kb)

1

The myth of trench warfare

Millions of soldiers died on the Western Front in World War One. The horrific stories and images from the frontline all reinforce the idea that

**Immersive and interactive guides are at
the heart of the new K&L product**

How did so many soldiers survive the trenches?

1.2K Share f t

1.

- 1. The myth of trench warfare
- 2. A typical day on the frontline
- 3. How often were soldiers in the firing line?
- 4. How the trenches kept men safe
- 5. Life behind the lines
- 6. Wrong place, wrong time?
- 7. Could things have been different?
- 8. Where next?



1

The myth of trench warfare

Millions of soldiers died on the Western Front in World War One. The horrific stories and images from the frontline all reinforce the idea that fighting in the trenches was one long bloodbath. But statistics tell a different story. There were certainly days of great violence during four years of war – such as the first day of the Battle of the Somme. But nearly 9 out of every 10 soldiers in the British Army, who went into the trenches, survived.

Despite their reputation today, the trenches themselves were relatively safe, designed to protect soldiers from the dangers of open fighting. The real danger came from going over the top in a big attack. And attacks like the Battle of the Somme were surprisingly rare. So what was the experience of frontline life really like?



Presented by
Dan Snow

2

A typical day on the frontline

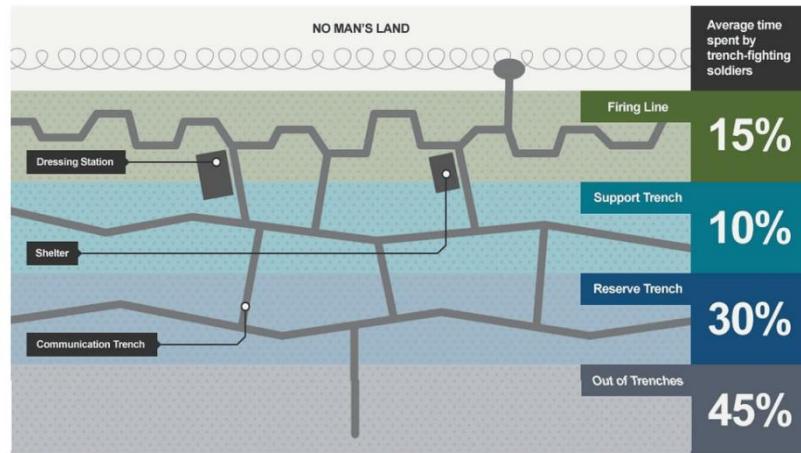


Images courtesy of Mary Evans Picture Library

A typical day for a soldier on the front line (in April). Big attacks were rare, so most days were filled with uneventful routine.

A typical day began with 'stand to' before dawn. Soldiers gathered weapons and took a place on the 'fire step'; as the sun rose they fired aimlessly towards the enemy line. This ritual, known as the 'morning hate', was followed by breakfast. The men were then assigned chores, often restricted to trench maintenance and sentry duty. Spare time might be spent sleeping or writing letters. At dusk, 'stand to' was repeated. Then, under cover of darkness, groups would be sent into No Man's Land. Others would fetch rations, go on sentry duty, or leave the firing line. It was unusual to find any battalion spending more than 5 days a month in the firing line. So where else did they spend their time?

How often were soldiers in the firing line?



This aerial view of a typical trench system shows how little time British soldiers spent in the firing line.

To adapt to the changing demands of war and to help boost morale, the British Army frequently moved soldiers around. One soldier, Charles Carrington, estimated that his section of the front could be held by just 10% of a platoon's manpower. As a result, an individual soldier's time was regularly divided between different areas – the trench system itself making all this movement relatively safe.

How the trenches kept men safe

There were many parts of the trench system that helped a soldier survive.

Dressing Stations

These provided immediate medical treatment for seriously injured soldiers. On the Western Front, more than 92% of the wounded men who received treatment in forward dressing stations and were moved behind the lines, survived.

Shelters

These 'dugouts' provided some protection from bad weather and enemy shell-fire.

Firing Trench

This deep ditch at the front of the trench system provided soldiers with some cover. It was dug in 'zigzag' sections which meant only a small area was affected if the line was attacked or hit by a well-aimed shell.

Support Trench

This was dug 200-500 yards behind the firing trench. It allowed soldiers to provide a second line of defence.

Reserve Trench

This was dug several hundred yards behind the support trench. It provided greater levels of comfort and was used to house additional supplies.

Communication Trenches

These connected the whole system together. They allowed soldiers to travel around quickly and ensured supplies could be brought up to the front and casualties could be moved back.

But if soldiers spent only 55% of their time in the trenches – where were they the rest of the time?



Top - Patient at a Red Cross dressing station; Bottom - Two British soldiers outside their dugout. Photos courtesy of Mary Evans Picture Library.

Life behind the lines

On average, the British Tommy spent almost half his time behind this line of trenches. Those who needed it received medical treatment and training, whilst others enjoyed relaxation and leave.



Dan Snow asks: what took soldiers like Percy Boswell away from the trenches?

Transcript (PDF 189 Kb) 

If soldiers spent 55% of their time in the trench system, where were they the rest of the time? 20% of time was spent resting and 25% was spent engaged in activities like training, travel and leave. But if the system of rotation conspired to put you in the wrong place at the wrong time, your chance of being killed increased dramatically.

Wrong place, wrong time?

After months of rotation, if a soldiers' stint at the front coincided with an order to go over the top in a big attack, how might they feel? Second Lieutenant Percy Boswell was put in that position. The night before charging to his death at the Battle of the Somme, he wrote a letter home. In it he said –

"I am just writing you a short note which you will receive only if anything has happened to me during the next few days.

I am absolutely certain that I shall get through all right, but in case the unexpected does happen I shall rest content with the knowledge that I have done my duty - and one can't do more. Goodbye and with the best of love to all."

Whether he was putting a brave face on for the benefit of his family or truly expressing how he felt, Percy's words are filled with a real sense of resolution about what's to come.

Percy lost his life charging across No Man's Land. He was one of the 20,000 that died that day; a day that continues to dominate our view of what World War One was like. It doesn't change the tragedy of these catastrophes, but it's important to remember that these days of mass loss were the exceptions.

Only by exploring the realities of the soldiers' experience can we truly honour the memory of all who fought in the British Army during the war. Hundreds of thousands died, but 88% of soldiers survived. In some ways it was only chance - a twist of fate - that meant Percy was not one of them.



Dan Snow reads the final letter of Second Lieutenant Percy Boswell

Transcript (PDF 193 Kb) 

7

Could things have been different?

What if the system had put Percy somewhere else? What if he had been in the place of one of these other soldiers on the 1st July 1916?

Corporal Arthur Cook

Choose



1st Somerset Light Infantry

Private Walter Hutchinson

Choose



10th Battalion, York and Lancaster Regiment

Bernard Brookes

Choose



Signaller for Queen's Westminster Rifles

8

Where next?

History

Was World War One propaganda the birth of spin?



Presented by
Neil Oliver



History

A group of veteran Tommies remember life in the trenches



History

The Wipers Times: the funny side of trench life



British Army war diaries at the National Archives



History

Has poetry affected our view of World War One?

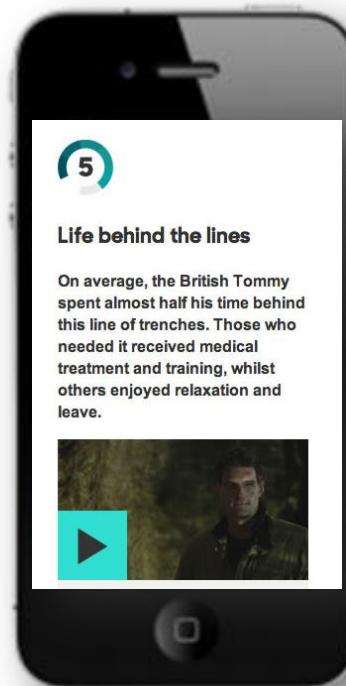
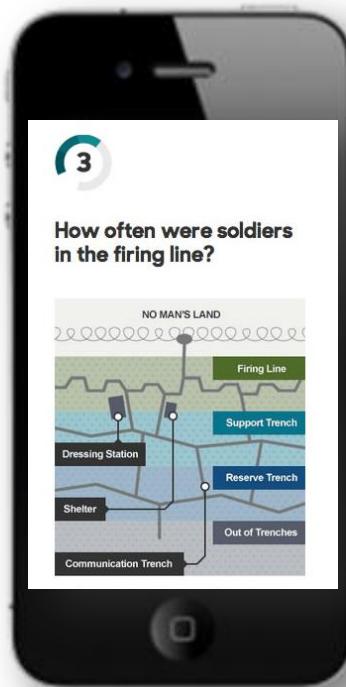
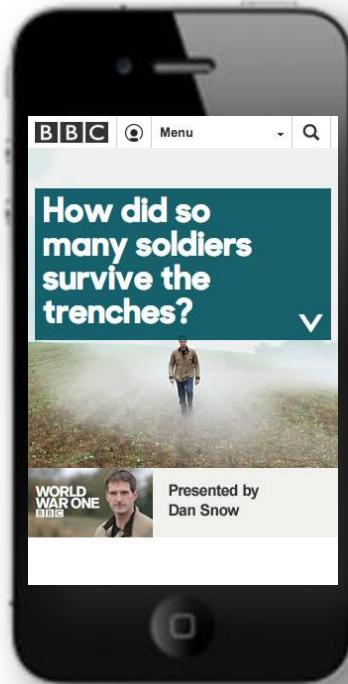


Presented by
Ian McMillan



First-hand accounts of trench life from an Imperial War Museum podcast

They will be fully responsive



High level roadmap



Curriculum content –
K&L Beta Q2 2013



Topical launch
Q3 2012



Restyle curriculum content
and homepage Q2 2014



Introduction of
guides Q1 2014



People, Timelines,
Q3 2014

Outline of BBC Learning spend

- There has been little content spend so far this year against Formal online areas.
- Majority of spend in formal learning has covered core and additional staffing required to map and migrate existing content to new K&L platform.
- The bulk of this work has been across the Schools / Class Clips area.
- Except for limited amounts of content spend for Bitesize, Schools and Adults – the only other external spend has been on Infographics

BBC Learning formal spend as part of total K&L product

	2010/11	2011/12	2012/13	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	0.1
5-19s				
Bitesize*	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	4.9	4.9
Total Formal	7.9	7.0	5.9	5.0
Total Informal			4.6	3.7
Total Product development			2.0	1.0
FM Spend*			4.0	3.6
Total K&L Product			16.5	13.3

* Includes
Infographics spend

* Net and exclusive of
central management
costs

Next steps for BBC Learning

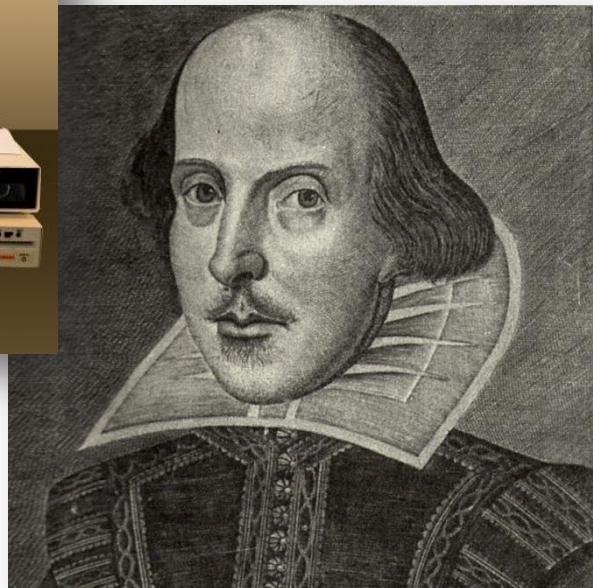


2014 World War One



2015 Digital Creativity
and Coding

2016 Shakespeare



Questions

