



## SECTION A: EDITORIAL OPPORTUNITY

**Commissioning Owner**

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**Commissioning Contact**

## Asian Network

### About

multi-recognised as the best Radio Station in the UK, with an ARIA award in 2024. We champion and celebrate young British Asians with a distinctive mix of music and speech, offering the best in new music, events, news, current affairs and everything that matters to our audience. With over two million followers across our social platforms, we are the leading voice in British-Asian culture.

Our teams reflect the lives and interests of British-Asians and we play the best in music from Bollywood to RnB, UK Asian Rap to Old Skool Bhangra, to name just a few. We provide support for British Asian and international artists via our extensive multi-platform approach.

### Network Editorial Strategy & Objectives

Asian Network is the leading brand in UK Asian music youth culture, producing great content for young people to listen, watch and share. It plays a key role in showcasing the wider BBC

Our primary focus is on growing overall awareness of Asian Network and driving reach to our linear and BBC Sounds output. We employ a team of leading DJs and presenters who are acknowledged leaders in their fields and are passionate about culture and new music.

On-air programming is complimented by a range of multi-platform visual and social content, designed to appeal to both existing audiences and new ones who happen to stumble across it; ultimately converting this latter group into regular consumers of our audio content both live and on demand.

Asian Network also works hard to remain a vital element of the UK Asian music & cultural scenes. In addition to regular outreach work, individual programmes and presenters are encouraged to build close relationships with relevant musical communities and act as ambassadors for the station.

Shortlisted production teams should include thoughts on how their specific programme proposal can help grow audience and awareness for the show, as well as assisting with growth across the wider station.

### Working With Suppliers

society: pursuing truth with no agenda, backing the best homegrown storytelling and bringing people together. In its relationships with suppliers, the BBC is focusing on: delivering value to all licence fee payers through unique, high impact content; connecting with audiences online; improving diversity and inclusion; building sustainable production; growing and maintaining production across the UK; and supporting plurality of content supply.

With this in mind, when you complete your proposal can you also provide an indication of what assistance from the BBC would help to strengthen and sustain your Birmingham/West Midlands base, beyond delivering the titles to the specification set out in this tender document.





You will help the Network to develop the presenter and fully realise their potential  
You will supply a team that is experienced in delivering mainstream radio programmes with attention to detail in a high pressure environment. We will expect to see evidence of this in your pitch.

Members of production should undertake editorial data, video editing and photography training where required by the BBC.

## 5. Success Measures

Live and on demand numbers in BBC Sounds to increase over the course of the contract.

## 6. Divers7/Image39 Do EMC /Span /MCID 0/Lang (en-GB)BDC q0.000008866 0 594.96 842.04 Dic



any elements included in proposals can be successfully delivered within the guide price given.

Production teams will be expected to adhere to all relevant editorial and copyright





## 1. Assessment Criteria

We will assess your Full Proposal and pitch according to the main criteria below (editorial proposal and capability, value for money and risk). More details on how we will make our assessment will be given to all those shortlisted at the same time as they are invited to submit a Full Proposal.

Assessment Criteria	Weighting
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### Editorial proposal and capability

#### Key Indicators

- ∅ music
- ∅ Creative challenge: Response to specific creative and editorial challenges set out in brief
- ∅ Specialist knowledge: Demonstrable specialist music knowledge and





Assessment Criteria	Weighting
<ul style="list-style-type: none"><li>∅ Production: the ability to produce shows of large scale and volume with a consistent and experienced production team</li><li>∅ Business continuity: adequacy and robustness of business continuity plans; ability to continue the production in case of business disruption</li><li>∅ BBC reputational: the ability to produce a programme which</li></ul>	



## SECTION C: THE COMMISSIONING TIMETABLE

STAGE	TIMINGS (all Midday)	ACTIVITIES
Launch	Thursday 31 <sup>st</sup> October	Delivery of commissioning brief
1. 500 Word Proposal	Thursday 21 <sup>st</sup> November	Deadline for 500 word Proposal to be submitted via Proteus
2. Shortlist Decision	Tuesday 26 <sup>th</sup> November	
3. Interview/ Pitch	w/c 2 <sup>nd</sup> & 9 <sup>th</sup> December	Shortlisted producers will be invited to attend a Teams pitch. <b>PLEASE MAKE SURE YOU ARE AVAILABLE FOR PITCHING ON THESE DATES – PITCHES WILL NOT TAKE PLACE AT ANY OTHER TIME.</b>
4. Commission decisions made and contracts signed	w/c 16 <sup>th</sup> December	Either: Commission award decision made,



## SECTION D: PROPOSALS AND REFERENCE INFORMATION

Important Points to Note



Production Costs	Daily Rate	Days/Week	Total
Executive Producer			£0.00
Producer			£0.00

As £0.00 12.68 £0.00 2 £0.00



