



SECTION A: EDITORIAL OPPORTUNITY

Commissioning Owner	Ahmed Hussain (Ahmed.hussain@bbc.co.uk)
Commissioning Contact	Robert Gallacher Robert.Gallacher@bbc.co.uk
Commissioning Brief Title	The Everyday Hustle
Network	Asian Network
Guide Price Per Show	£800 per episode - presenter fees, which will be paid directly by Asian Network
Genre	Music
	renew for a further year on the same terms after both the first and second years (1+1+1)
No. of Episodes	50
Transmission Period	From Feb/March 2025
Slot Day and Time	Monday 0600-0630 + On Demand

Asian Network

About

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



1. The Opportunity

The Everyday Hustle; Pre-recorded Monday 0600-0630 + On Demand

The Everyday Hustle hosted by Harpreet Kaur (The Apprentice) is the essential radio show / podcast

shipping and helping you make your money go further, it should help give you useful tips, tricks and ideas to inspire the audience. Whilst the primary audience for this show is u35

-tok generation and be delivered in a snappy, engaging and authentic way.

This show can showcase entrepreneurs and successful businesses that will both inspire and educate audiences and guests should appeal to our opportunity audience, feel authentic and celebrate the working class heroes who have made it despite the odds

Please included 2-3 relevant deputy presenters talent who can lead this type of

delivering clear learnings from guests and the subject matter.

2. Programme Content

From salary transparency to motivational mantras the desire for useful information and insider knowledge on how to get ahead in life has never been greater, especially by young people.

So what does it take be successful today?

right people? Do you need to switch up who you are to move in different circles? Who are some of the legends that setup the groundwork so the younger generation could be successful?

Basically how do you manage The Everyday Hustle?



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We would also like you to pilot new presenter talent for this strand as and when required.

4. Music Policy

This show does not contain music and is a 30 minute speech programme only with station sound / production elements

5. Key Delim4d 594.96 842.04 reW*nBT/F2 11.04 Tf1 0 0 1 86.184 580.87 Tm0579D7 Tm0579D7 Tm





1. Assessment Criteria

We will assess your



Assessment Criteria	Weighting
<ul style="list-style-type: none"> Ø Production: the ability to produce shows of large scale and volume with a consistent and experienced production team Ø Business continuity: adequacy and robustness of business continuity plans; ability to continue the production in case of business disruption Ø BBC reputational: the ability to produce a programme which poses limited / no risk to the reputation of the BBC Ø Legislation and policy: the ability to comply with all relevant UK legislation and BBC policies (not limited to editorial policies) Ø Conflict of interest risk 	

2. The Evaluation Team

The following people may be involved in evaluating your proposal at various stages:

Ahmed Hussain: Head of Asian Network

Robert Khan: Commissioning Executive, Asian Network

Robert Gallacher: Commissioning Editor, BBC Radio Pop Networks

Mandeep Mann: Assistant Commissioner, Asian Network

Raluca Albu: Senior Procurement Manager

Subject matter experts (e.g. production experts, visual content specialists, network management or finance advisors etc.) may also be consulted. See Section B for information on the commissioning process, timetable and assessment criteria.



SECTION C: THE COMMISSIONING TIMETABLE

STAGE	TIMINGS (all Midday)	ACTIVITIES
Launch	Thursday 31 st October	Delivery of commissioning brief
1. 500 Word Proposal	Thursday 21 st November	Deadline for 500 word Proposal to be submitted via Proteus
2. Shortlist Decision	Tuesday 26 th November	
3. Interview/ Pitch	w/c 2 nd & 9 th December	Shortlisted producers will be invited to attend a Teams pitch. PLEASE MAKE SURE YOU ARE AVAILABLE FOR PITCHING ON THESE DATES – PITCHES WILL NOT TAKE PLACE AT ANY OTHER TIME.
4. Commission decisions made and contracts signed	w/c 16 th 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 £0.024 12.68 £ 0.0 2 £



