



RADIO COMMISSIONING



Commissioning Brief No:

for BBC Radio 3 starting in April 2025

CONTENTS

| | |
|---------------------------------------|---|
| SECTION A: EDITORIAL OPPORTUNITY..... | 3 |
| Radio 3..... | 4 |
| 1. The Opportunity..... | 4 |
| 2. Diversity and Inclusion..... | 5 |
| 3. Sustainability..... | 6 |
| 4. | |



Radio 3

About Radio 3

BBC Radio 3 is the BBC's classical music station, also offering a range of broader cultural programming to entertain and absorb audiences. Classical music leads its daytime schedule, complemented by a host of live concerts and live performance every day. Alongside this are distinctive programmes on jazz, world music, and drama, as well as documentaries and speech programmes.

Network Editorial Strategy & Objectives

Cultural programming is a central part of Radio 3's mission.

- We believe classical music is for everyone. We aim to create an inclusive, welcoming space for all listeners that brings people together through shared experience and understanding, providing a place of inspiration, and a means to navigate a complex world.
- We pride ourselves on being a commissioner of distinctive classical nctiv(c)-oETQG[.04 T)17(o)-5(f)4(

The presenter of each series may have a high profile within or beyond the classical music world but that is by no means essential. Regardless of their profile, they will be a compelling story teller with highly developed skills of communicating ideas and enthusiasms in the most engaging way. They may be an existing Radio 3 presenter or could be new to the network. Either way, they will be comfortable behind a microphone and should wear their knowledge lightly speaking informally to listeners.

Music Matters sits at a key time on a Saturday lunchtime: it should be targeted at the broadest possible range of listeners, those who don't yet listen to Radio 3, whilst also still delighting and surprising the core, existing audience. Everyone should be able find a welcoming home on Radio 3 on Saturday morning and afternoon and therefore be led on through the schedule.

What's the story you're going to tell, who's going to tell it and how are you going to do it? How will you ensure your programmes captivate listeners and take them from Jools Holland through to Record Review? How will your programmes work for the linear listener on a Saturday lunchtime and how will they stand out as series on Sounds that requires essential listening for anyone who cares about music? How will your Music Matters story have impact?

We are expecting to award these series to multiple production suppliers.

2. Diversity and Inclusion

Diversity & Inclusion is a priority for all of us. We want BBC Radio & Music to be demonstrably the best organisation in the audio sector to work for and with; one which reflects the diversity of the UK; and where people feel welcomed, appreciated, respected,

the expanded 50:50 Diversity initiative and how your company already aligns with our new D&I Commissioning Commitments, or could do so in future (See Appendix 2).

3. Sustainability

The BBC is committed to informing and inspiring listeners about how they, as individuals, can take steps towards more sustainable living. Your proposal should consider how the



2. 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).

| Assessment Criteria | Weighting |
|---------------------|-----------|
|---------------------|-----------|

Editorial Proposal and Capability

Key indicators

Sustainability: How your Proposal will support the BBC ambition to achieve Net Zero by 2050

Editorial fit: suitability of the proposal to the overall Network Strategy, as well as support for the delivery of BBC Radio's vision and objectives

Appropriate Knowledge: a keen understanding of the world of classical and other music genres

Innovation and freshness: ability to innovate on a Saturday lunchtime to attract and retain new and existing audiences

Format: convincing ideas for the format and structure of each series

Production team track record & ability: demonstrating a track record in producing recent and relevant music programmes of high editorial quality and technical ability.

Creative challenge: Response to the specific creative and



Assessment



SECTION C: THE COMMISSIONING TIMETABLE

The commissioning process for this opportunity consists of a number of stages, as set out in the timetable below:

| Stage | Timings | Activities |
|---|--|---|
| Launch | 12 th September 2024 | Publication of commissioning brief documentation and round opens in Proteus. |
| Short Proposal and Eligibility (where appropriate) shortlisting | Noon on Thursday 10 th October 2024 | Deadline for Short Proposal to be submitted via Proteus. |
| | 17 th October 2024 | Suppliers shortlisted, notified of outcomes and asked to prepare a Full Proposal. |
| Full Proposal and shortlisting | 21 st Oct – 8 th Nov 2024 | Opportunity to discuss commissioning brief with Commissioners prior to submitting Full Proposal. |
| | Noon on Thursday 14 th November 2024 | Deadline for Full Proposal to be submitted via Proteus. Evaluation panel shortlists Full Proposals. |
| | 21 st November 2024 | Shortlisted Suppliers invited to Tender Meetings |
| | 28 th Nov-13 th Dec 2024 | |

We will assess your proposal according to this timetable. Late submissions cannot be accepted.

If you have any questions about this commissioning brief that need answering before you

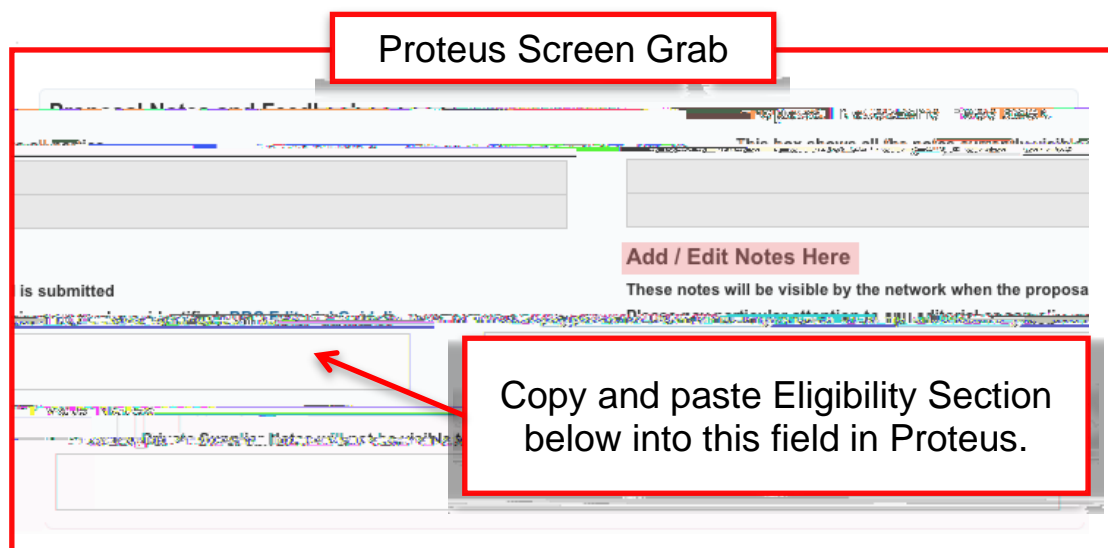


APPENDIX 1: Partnership and Production Eligibility Questionnaires

Guidance

The Production Eligibility Questionnaire is the first part of your submission that the BBC will consider as part of the process.

Once completed, please copy and paste your responses into the 'Add/Edit Notes Here' section of the Create Proposal page in Proteus – as per the screen-shot below.



Note: The answers given in response to the above questions will only be considered during Stage 1 of the commissioning process. If you are shortlisted and invited to submit a Full Proposal, you may wish to consider repeating some, or all of the information given, in your Full Proposal.

Questionnaires

Part 1: Partnerships

Please list each partnership and describe the responsibilities each partner will take.

[Insert details]

Please indicate the lead company with whom the BBC will contract.

[Insert details]

Please include the key personnel responsible for the production and delivery of the programme and details of the partnering company they are currently contracted to.

[Insert details]

Part 2: Production Eligibility & Experience

2.1 We require a production base with relevant experience and staffing depth in classical music radio production - both studio-based and in the live event/OB environment.

[Insert details]

2.2 We require a production base with relevant 'production team' experience of producing classical music radio programmes and knowledge of the classical music industry.

[Insert details]

2.3 We require a production base with an understanding of the importance of multi-platform content, and recent company/production team experience of producing engaging content for online and social platforms.

[Insert details]

2.4 We require a production base with relevant production team experience of talent management to the level required and the ability to build those relationships quickly and effectively.

[Insert details]

Part 3: Diversity & Inclusion – please see Appendix 2

APPENDIX 2: Diversity & Inclusion

Diversity & Inclusion is a priority for ALL of us. We want BBC Radio & Music to be demonstrably the best organisation in the audio sector to work for and with. We are fully committed to making this a place where people feel welcomed, appreciated, respected, and that they can be themselves and produce their best work.

We are interested in working with companies that share our Diversity & Inclusion values. BBC Radio has committed itself to spending £12m in the three years from financial year 2021/22 on newly competed commissions that support at least two of the three priorities set out below. This is in addition to the many proposals that we will commission which meet only one of these priorities, as well as those that meet no