

## **Regional Audience Council for BBC Yorkshire and Lincolnshire: Minutes, 1 March 2007**

### **Attendees**

Ted Wright – Chair  
Jenni Cussell  
Jennifer Smith  
Heather Brabiner  
Helen Phillips  
Sophie Revell  
Malcolm Goodman  
Terry Cavender  
Graham Parkin  
Carl Jones  
Stephen Marshall  
Darren Kirkwood  
Sabrina Jones  
Grahame Mellanby  
Jean Collingwood  
Eileen Rockett  
Mike Brown  
Trevor Barwood

### **BBC**

Cath Hearne – Head of Regional and Local Programmes (HRLP)  
Charles Runcie - Head of Sport, BBC English Regions  
Charlie Partridge – Managing Editor Radio Lincolnshire  
Matthew Postgate – Executive Producer  
Carol Cooke – Public Accountability Manager (PAM)

### **1. Chair's welcome, introductions and apologies for absence**

There were no apologies for absence.

### **2. Minutes of meeting held on 31 Jan**

The minutes were agreed. There were no matters arising.

### **3. i-Player**

Matthew Postgate, Executive Producer BBC, reported on the Trust's interim decision that the i-Player should be launched.

The Trust had decided to have an eight week consultation and asked the BBC to:

- change length of time for storage from 13 weeks to 30 days
- offer editorial based criteria as to which programmes can be stacked
- exclude classical music because of potential negative market impact
- discuss modifications around parental guidance
- look at availability to non Microsoft computers, via a syndication code – making BBC programming available on other platforms
- make i-Player available by the summer

It will be delivered via the download of software – people can go to BBC website and download from there. The BBC will make it as easy to use as possible, like 'Listen Again'. A technical test is going on at present for 25,000 users from the BBC. i-Player will be VHS quality and above, although different programmes will be encoded in different ways – eg news is lower resolution.

Members then raised the following queries:

Q How will this affect copyright and rights holders?

A. Programmes are streamed rather than downloaded so this will not be a problem.

Q Who owns the content. Do the public? Does the BBC?

A The debate has already started regarding using Windows Digital Rights Management and is part of a broader debate; when Greg Dyke decided to open the archive, there wasn't anything that was wholly BBC owned. The creative industries as a whole are unstable and content can be regarded by companies as a pension – therefore rights should be given back to independent production companies.

Q Programmes last for seven days – would they expire if you didn't watch? Do they only expire once watched?

A You have seven days to download the programme, which can sit on the computer for up to 30 days. However once opened the clock starts to tick.

Q How can we stop people abroad downloading?

A The BBC has a system called GYP which can tell when people are abroad or within the UK and which allows the BBC to restrict content downloads.

Q Why an expiry date?

A. That is what rights holders want – independent companies want to be able to sell a programme in different formats. In addition, the commercial part of BBC should be able to make money to support licence fee income.

Q Why do people use i-Player when you could use a DVD recorder?

A i-Player allows a retrospective catch-up.

Q How is this different from having a channel full of repeats?

A. Depth of coverage and range of programmes.

#### **4 Programme Review**

- **Sports coverage** (on television, Local Radio, online)

Charles Runcie, Head of Sport BBC English Regions, explained that the strategy is to cover our major sports well, and all sports fairly; cover the sports in the region; encourage people to get involved in sporting activity; and ensure that sport is reflected in all BBC output.

National sports coverage

Members said

- Coverage is fantastic.

- Comments afterwards are good – human interest and probably bring more women into the audience.
- Ice hockey doesn't get enough coverage.
- No Formula One coverage.
- Disabled sport is not well covered on TV or radio although it is online.
- Jean Collingwood, Chair of the Wheelchair Rugby Organisation, said they needed more coverage and representation.
- Interactive sport – problem of finding out what is on. It's a waste not to let people know what is available.

### **BBC response**

BBC covers rugby league, minor counties cricket eg Lincoln, and disabled sport - Paralympics World Cup in May and 2008 Beijing.

If there is a good story the BBC will tell it. We have a co-ordinator for disabled sport, and lots of online coverage. There is more coverage of disabled sport than you think but less than you may want.

Re Formula One - ITV have the contract until 2009 and the BBC would have to pay huge amounts of money to change that situation.

Re *Grandstand* - the BBC didn't want the iconic brand to have a slow and lingering death. Only one member had complained.

### **Action**

- Charles Runcie will send disability figures to CC.
- Organisations are advised to identify four to five really good stories which can feature on the *Where I Live* websites or *Look North*.

### **Regional coverage of sports**

- Not enough coverage
- No coverage of motorcycle sports

### **BBC response**

We have a responsibility to cover great stories which create a real sense of regional pride. It is difficult to manage a pan-regional approach to sport but there are plans to have a new strategy for sport in the region by July.

There is coverage of Cadwell Park in August, MotoGP and World Superbikes. There are lots of minority sports behind the red button.

### ***Nature's Calendar***

- Members were not aware that it was a big event
- Website was difficult to get to – nothing on front page, link not obvious
- Site was brilliant once found.
- One member suggested using Humber Bridge car parks for events
- One member felt the Hull Open Centre was not the best place to hold a *Nature's Calendar* event

### **BBC response**

Radio Lincolnshire visited Whisby and Burghley House to give out nest boxes and could have given away more.

It was an editorial choice to do the piece from the Hull Open Centre.

Radio Lincolnshire's approach was rural.

**Action** CC to send note to the HRLP re website

## **5. Chair's report on first ACE meeting**

Minutes as circulated.

The ACE members, the Chairs of all the RACs, met to talk to Alison Hastings, Trustee for England, and looked at business and economic coverage, and coverage of the *Sports Personality of the Year* programme. ACE agreed with the conclusions drawn by Y&L RAC.

## **6. HLRP Yorkshire and Lincolnshire Report**

- Television – the 6.30 programme has remained strong
- There is an evening dip at Radio Humberside, so some work to be done but it remains a strong performer.
- Lots of local coverage around the Abolition of the Slave Trade anniversary – there will be a key documentary on 25 March.
- *The Politics Show* has changed; there is wider coverage and it is not Leeds centric.
- Change in approach to using the bus – a more open relationship with audiences with a strong message encouraging people to send in audio and video.
- Long term objectives – to work on News and Sport, weather, traffic and travel.
- The HRLP has pitched for money for investigations on all three platforms.
- Partnerships have been developed with Hull City Council on public space broadcasting, with stories on the Big Screen and the bus
- Partnership with Sport England
- 2012 Olympics – Charlie Partridge is looking after planning.

## **7. Report from Charlie Partridge – Radio Lincolnshire Managing Editor**

- Buses – gone through various incarnations and partnerships with learning organisations. There continues to be lots of activity using computers, and broadcasting stories from communities visited by bus.
- Local Audience Forums (LAFs) are now being organised - Sports Forum in Boston Social Club, Lincolnshire Show, carol service at Lincoln Cathedral, and one other; will possibly invite the old Local Advisory Council (LAC) members back and encourage them to bring a friend.
- Jenni Cussell, ex LAC chair, will feed back information to the RAC.
- Radio Lincolnshire listening figures are up due to programme changes, website radio and television working to push people from one service to another, and a strong 2006 push on marketing and meeting people.
- The poem *High Flight* was covered on all platforms
- Plans for U2Charist – music of U2 in a church service – broadcasting sections and a documentary.

**Action** – RAC to visit a BBC bus.

## 8. Trust Business: two group discussions

### a Responses to service licences

Local Radio station service licences

BBC Six Music

New 24

- Documents were hard to read
- If Local Radio is catering only for 50 years and above, then it is missing a huge percentage of people.
- One member said that Local Radio is actually pleasing people aged 70 and over
- Local Radio religious outputs on Sundays – is this appropriate in a multi ethnic society where the holy day could be Friday, Saturday or Sunday?
- New and emerging bands – this ambition seems to run contrary to the over 50s audience.
- The BBC Local Radio remit states "Each station should broadcast between 05.00am and Midnight on weekdays and between 06.00am and Midnight at weekends", However BBC Radio Lincolnshire has networked programming after 7pm.
- On Saturdays the station opts out of Local Programming at 10pm and uses BBC Five Live as a sustaining service; does this go against the remit?
- There is no such place as Humberside – the region is East Yorkshire and Northern Lincolnshire
- BBC6: the description is accurate but lots of people hadn't heard of it
- News 24 remit is good - 'accurate, impartial and independent'
- News 24 fails on comprehensive and local coverage

### BBC response

Radio Lincolnshire does opt out because of small audiences and costs per head but is currently looking at this situation.

### b Public Purpose Remits

*UK to the World and the World to the UK*

- No-one enjoyed reading the document as it was felt to be hard to understand and woolly
- Members thought it was presumptive of the BBC to say they were pre-eminent and are getting better; there is no mention of the starting point.
- There should be a target for growth

## 9. Council outreach

a. Communications outreach paper

b. Comments on Audience Engagement Protocol

- Huge document and lots of activity which made it difficult to assimilate in the abstract although it was easier to discuss practical regional outreach plans

**10. Events and outreach planning**

Possible to piggyback on proposed screening of *Amazing Grace*. RAC members could use a questionnaire to gather information and ask the question proposed by RAC chair, 'Does the BBC cover social issues well?'

**11. Newcastle seminar 25/26 June**

Brief mention of the ACE seminar; members were invited to express an interest in attending.

**12. Any Other Business**

CC mentioned the article about Terry Cavender and RAF Leconfield on the *Where I Live* website.

One member wanted to know the extent of the region.

**Action** CC to send map.

**13. Date of next meeting:** mid April at BBC Hull

**Programme Review at April meeting:**

Bi-Centenary of the Bill to Abolish the Slave Trade – national and regional programmes.

BBC School News Day (March 22)

Comic Relief: *The Big One* (March 16)

BBC Radio Humberside

*ends*