



# BBC English Regions

Annual Review 2003/04



# Purpose, vision and values

## Our purpose

Our purpose is to enrich people's lives with programmes and services that inform, educate and entertain.

## Our vision

Our vision is to be the most trusted and creative community broadcaster in the country, serving a widely diverse range of urban and rural communities.

## Our values

- Trust is the foundation of the BBC: we are independent, impartial and honest.
- Audiences are at the heart of everything we do.
- We take pride in delivering quality and value for money.
- Creativity is the lifeblood of our organisation.
- We respect each other and celebrate our diversity so that everyone can give their best.
- We are one BBC: great things happen when we work together.



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# Foreword by the Governor for the English Regions



For the BBC in the English Regions, the year's great achievement has been a closer engagement with our viewers and listeners, most clearly illustrated through the community project *Voices* which has turned audiences into broadcasters.

'This is what the BBC is all about', was how one of our advisory councils summed up their response to the project which gave people in 48 different communities around the country the chance to tell their own stories on the airwaves.

Complementing the work of *Voices* have been other media literacy strands aimed at developing individual and community talent. Between them, *Video Nation* and the digital story telling projects *Telling Lives* and *Inside Lives* have brought new voices and life experiences to our television, local radio and *Where I Live* internet services. All this has been made possible by the BBC's harnessing of digital technology to radically alter the relationship between the BBC and its licence payers.

The BBC Open Centres and community buses – increasing to seven and 12 respectively by 2005 – have also had a major impact on local communities, changing people's perceptions of the BBC by breaking down barriers and encouraging learning through partnerships with local education organisations.

And within the BBC, new partnerships have begun to enrich content and increase regional portrayal on the national networks. Series such as *Restoration* and the forthcoming *Natural History of the British Isles* show the potential for sensitively produced regional output on the BBC networks.

None of this would be happening without the clear vision and commitment of the Controller Andy Griffee and his staff to make BBC English Regions the leading community broadcaster – an aim which is being achieved without disrupting the wider media ecology in England.

BBC English Regions is leading the field with the success of its 15 regional television news services and more than doubling of audiences for the political and current affairs programmes with the move to BBC One. The 40 BBC Local Radio stations continue to provide an essential service of local news and sport, entertainment, information and social action in the face of unprecedented competition from new commercial operators. And the 42 *Where I Live* local websites are exploring fresh ways of connecting with consumers to engage them in a range of local activities including sport, politics, and faiths through the potential of user generated content.

As I travel around the BBC centres in England, I am reminded of the unique purpose of the BBC as the country's leading public service broadcaster.

And in a year which has tested the corporation's resolve as never before, I have drawn great encouragement from the steadfast enthusiasm, professionalism and dedication of the staff as well as the strong support for the BBC's independence from our 530 advisory council members.

These will be critical factors in the forthcoming debate on the BBC's future, a debate in which BBC English Regions with its community roots will have a special part to play.

**Ranjit Sondhi** CBE

# The English National Forum and the Advisory Councils



1 Gavyn Davies, former BBC Chairman, speaking at the third ENF Seminar in July 2004 2: Advisory council delegates and BBC Governors at the seminar



## Assessment of the Year

The **English National Forum** is an independent body of advisers which meets four times a year. Its members are drawn from the **BBC's 48 Regional and Local Advisory Councils** across England, whose 530 volunteers reflect the views of licence payers in their area.

The Forum reports regularly to the BBC Board of Governors on regional service performance and advises the Governors on issues arising from the feedback of the advisory councils. It contributes to the Governors' review of the BBC's performance and helps the Governors set BBC objectives, taking into account the needs and interests of audiences throughout England.

This year the advisory councils highlight the fact that no other broadcaster could or would provide the English Regions with the same level of regional services via television, local radio and online. Campaigns such as *Voices* and *Taking Care* exemplify public service broadcasting at its best.

Regional television is of a high quality and accessibility has improved with the availability of regional output on the digital platform and the move of *Inside Out* and *The Politics Show* to BBC One; some regions would like further local output. Political coverage has more relevance but quangos are not being held to account enough; rigour was occasionally lacking in the regional sections of *The Politics Show* and many found the presentation style too casual.

News, sports and weather on BBC Local Radio are praised but the quality of traffic information varies; all councils want more coverage of women's and minority sports. The *Where I Live* local websites are valued for providing local news and event information but the sites need better promotion.

On the networks, members prefer drama to reality television and caution against celebrity culture becoming too ingrained in network programming. *The Canterbury Tales* was hailed as a triumph and the BBC Asian Network was commended for taking risks and tackling difficult subjects.

Coverage of the Iraq War was impartial, balanced and of a high standard; many members felt that certain aspects of the conflict could have been better explored including the impact on the Iraqi people and the Arab perspective.

There are concerns about minority ethnic representation on radio, television and websites, with *The Crouches* and *EastEnders* singled out as being unrepresentative of black people, and an insufficient portrayal of the Asian population.

Following publication of the Hutton Report members acknowledged that mistakes had been made and remedial measures needed. However they were upset at the loss of Gavyn Davies and Greg Dyke, and many felt the BBC had been made a scapegoat. Councils stressed that the BBC must maintain its independence.

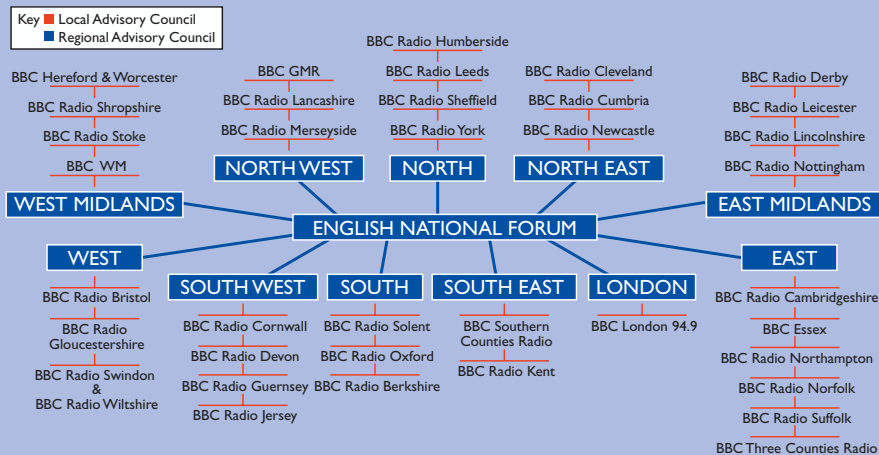
Ranjit Sondhi CBE, Chairman

### Regional Chairs

Keith Gilfillan  
Tessa Gordziejko  
Professor Kenneth Iwugo  
Christine Larson  
Richard Mais  
Professor Margaret Maden  
John Smith  
Colin Smith  
Bernie Steed OBE  
Nicola Williams  
Tony Willson

### Advisory Council

North East & Cumbria  
North  
West  
East Midlands  
South East  
South  
West Midlands  
North West  
South West  
London  
East



# Review of Performance against Objectives and Statement of Programme Policy 2003/04

The English National Forum considered the Controller's Assessments of Performance against English Regions Objectives and the Statement of Programme Policy for 2003/04 at their 29 March 2004 meeting and made the following points:

- **English Regions services:** the ENF highlighted the twin challenges for BBC English Regions of developing a greater engagement with local people and issues, and establishing a wider genre base beyond news and current affairs in celebration of the richness and diversity of the English Regions.
- **Regional services on digital satellite:** the significant investment in getting all regional news services onto digital satellite, strongly championed by the ENF, was welcomed.
- **BBC Local Radio:** increased competition from the commercial sector placed even more importance on maintaining and developing the distinctiveness of BBC Local Radio. Greater vitality was needed to refresh the sound of local radio and parts of the output, particularly the phone-ins; the role of the new SON&R (Shared Opportunities Nations & Regions) Centre in fostering innovation and sharing best practice was recognised. The ENF welcomed the news that a deal had been secured to stream BBC Local Radio online and commended the Controller for his achievement.
- **Where I Live sites:** the vital role and success of the sites in reaching younger people was recognised, helping to fulfil the BBC's objective of serving all audiences.
- **News:** the halt in the overall decline in audiences for news and real growth in some areas during the year was given a cautious welcome but longer term trends would need to be studied. There was support for the strength of regional news operations and their contribution to the networks.
- **Connecting with communities:** the success of the BBC Open Centres and buses in forging relationships with a wider range of people and communities was commended.
- **Diversity:** the ENF noted the priority being placed on meeting the workforce diversity targets which had not been achieved this year; and the broadening of the recruitment criteria to include life skills and experience.
- **Accountability:** a view was expressed that the business plans for the Local Advisory Councils were too restrictive and limited their creative contribution; more flexibility was called for.
- **Making it Happen:** the importance of maintaining the momentum of the culture change programme within the BBC in the wake of Greg Dyke's resignation was recognised.

# Objectives for BBC English Regions 2004-5



1: Asylum seeker Didier Matamba tells BBC Radio Derby's Carol Griffith his story as part of the *Voices* season. 2: The National Museum of Photography, Film & Television in Bradford is home to the BBC Bradford studio and public viewing gallery; the studio is shared by BBC Radio Leeds, BBC Look North, and the BBC Asian Network and offers hands-on experience

## Key Service Priorities

### Objective One

BBC English Regions will work in partnership with other divisions and third parties to optimise the potential of our *Connecting Communities* strategy across the UK.

### Objective Two

BBC English Regions will offer a range of programming and content to encourage active citizenship across all of our platforms.

- Ensure the active involvement in *iCan!* development.
- The implementation of the Local Government Review.
- The implementation of the findings of the Quango Review.

### Objective Three

BBC English Regions will provide a range of programming and content which celebrates the rich diversity of the UK, supports creativity and offers educational opportunity by:

- Ensuring active support of the *UK Speaks* project and Nations & Regions' Language Learning Project; and
- Offering two new editorial treatments that meet the *Connecting Communities* strategy and user generated content objectives.

## Pan BBC Objectives

### Objective Four

Ensure BBC English Regions meets the highest standards of accuracy, fairness and impartiality in its journalism across domestic and international outlets, and implements the relevant Governors' recommendations.

### Objective Five

Build on the recent *Making it Happen* initiatives to make BBC English Regions a more creative, collaborative and audience-focused division.

- Identify and target two or three key areas within the 2003 staff survey for significant improvement.
- Develop an action plan to deliver a sustained improvement in staff communication including team briefing.

### Objective Six

Ensure BBC English Regions is delivering value for money across the full range of its activities, including efficiency in production processes and effectiveness in resource allocation.

- Completion of work on benchmarking across English Regions on television and radio.
- Assessment of value derived from investment in new technology and property across the English Regions.

### Objective Seven

Drive the market for free-to-air digital television, digital radio and new media, focussing on improving awareness of the services BBC English Regions provides on these platforms through better cross-trailing.

### Objective Eight

Support the BBC Charter Review team in preparing the BBC's contribution to the Government's Charter Review process and help enhance the BBC's reputation as an open organisation.

## Divisional Priorities

### Objective Nine

Revise BBC English Regions' strategy in light of our Charter Review vision and within our current budget constraints.

### Objective Ten

Work collaboratively with Television to:

- Increase the level of network commissions from the English Regions;
- Support the development of the independent sector across England; and
- Enhance the impact of major UK-wide landmark projects at a regional/local level.

### Objective Eleven

Ensure that sports rights provide value for money.

### Objective Twelve

Use the SON&R Centre to drive:

- Renewal within English Regions' journalism with a particular view to enhancing the distinctiveness of the bulletins across the day; and
- The enhancement of the range and ambition of our radio journalism.

### Objective Thirteen

Meet agreed diversity targets:

- Identify and agree diversity targets that will help Nations & Regions achieve its overall target.
- Build an ambitious diversity action plan to deliver demonstrable progress towards those targets.

### Objective Fourteen

Deliver the Community Vision paper and set out plans to ensure its implementation.



# Overview from the Controller



1: Andy Griffie 2&3: BBC Radio Leicester and the BBC Asian Network's old home in Epic House above an artist's impression of the new premises in St Nicholas Place 4&5: BBC Yorkshire, moving from Woodhouse Lane to St Peter's Square 6&7: From Chapel Street to Queen's Court: BBC Yorkshire & Lincolnshire's new home in Hull 8&9: BBC East relocated to the Forum in Norwich from St Catherine's House

Once again our television, radio and online services have grown year-on-year and a wide range of innovations means we are closer than ever to our audiences.

Sustaining both those achievements is helped enormously by having decent working conditions for our staff and a welcoming environment for our viewers and listeners. I would like to focus on this work in this year's overview.

With a portfolio of over 60 sites ranging from small district offices, often no more than a single room, to regional and network production centres, BBC English Regions has a particular responsibility to the hundreds of visitors who come through our doors each day as well as to the 3,000 people who work to make your local BBC what it is.

For too long many of them had to put up with awful conditions and ancient equipment. New recruits often arrived to be given equipment which they thought had been consigned to museums long ago.

Now, thanks to 'Project England', we are beginning to see the benefits of an unprecedented multi-million pound investment with the aim of bringing our technology and premises up to the latest industry standards.

We've moved from razors to lasers in radio with the roll out of digital editing and transmission systems across the country. We're introducing digital systems to our television newsrooms and we're giving our staff new, smaller and lighter equipment to do their job on the road.

Whether it's a phased refurbishment of an existing site as for BBC Radio Cornwall or the regional newsroom in Manchester; or major new construction programmes as at the Mailbox in Birmingham and the new broadcasting centres in Norwich, Hull and Leeds, the comprehensive property upgrade is well underway. It's helping us to position BBC English Regions so that we can take on whatever challenges and opportunities may arise in the run-up to the BBC's new Royal Charter and beyond.

And we are choosing new sites with high numbers of passers-by because we want them to come in and find out more about the BBC or discover lifelong learning opportunities via our Open Centres.

For our audiences, it means a greater sense of engagement with and by the BBC and for all our staff, the chance to develop our talents and creativity in a positive and motivating environment.



**Andy Griffie** Controller BBC English Regions



# The Senior Management Team

Julie Bertolini  
Head of Finance



Tim Brassell, Head of Press & PR  
John Allen, Head of New Services



(left - right)  
Anita Bhalla,  
Head of Political &  
Community Affairs  
Liz Smith,  
HR Partner  
Louise Hall,  
Secretary English Regions

Charles Runcie  
Head of Sport



(left - right)  
Craig Henderson,  
Head of Programming  
Chris van Schaick,  
Development Editor  
Bella Hastie,  
Head of Marketing

## Heads of Regional and Local Programmes



(left - right)  
Wendy Pilmer, BBC North East & Cumbria  
Martin Brooks, BBC North West  
Tasmin O'Brien, BBC Yorkshire



Helen Thomas  
BBC Yorkshire & Lincolnshire



(left - right)  
Tim Bishop, BBC East  
David Holdsworth, BBC West Midlands  
Alison Ford, BBC East Midlands



Andrew Wilson,  
BBC West



Leo Devine  
BBC South East



(left - right)  
Eve Turner, BBC South  
John Lilley, BBC South West  
Michael MacFarlane, BBC London

# People



1: BBC *Spotlight* presenter Justin Leigh hosts the midday phone-in show *Devon Calls* on BBC Radio Devon 2: BBC Radio Derby's reception team won the award as English Regions' top frontline team for 2003/4. L to R: Jennifer Sentance, Jan Beardsley, Bernie Webster, and Alison Mansfield 3: Sharuna Sagar, *Midlands Today* presenter, fulfilled a personal ambition when she read the news dressed in a sari in February. (Photo courtesy of Birmingham Evening Mail)



## Diversity

- BBC English Regions employs a workforce that aims to reflect the wide range of communities within the UK. Recruitment is monitored by gender, disability, ethnicity and age for all applications, short-listed candidates and successful appointments.
- A **Recruitment Outreach Strategy** developed with BBC Recruitment gives hiring managers initiatives to widen the appeal of BBC jobs within communities. An England-wide list of community organisations – covering disability, religion, ethnicity, sexuality and gender interests – receives information on BBC English Regions' vacancies or other projects. Links have been created with many community-based organisations.
- Staff numbers from **minority ethnic communities** in BBC English Regions increased from 184 to 224 during 2003/04, but still 30 below the stated target for the year; while the percentage of senior managers from ethnic minorities just exceeded the target at 4.3 per cent. Meeting the diversity targets will be a major priority in 2004/5.
- BBC English Regions employs more than 55 staff with **disabilities**, supporting them via a disability adviser to our technology and property group and a senior diversity manager in our BBC People team. Work is being done to increase the number of disabled staff within the organisation; this includes the BBC's work placement scheme, *Extend*.
- **Women** are increasingly represented at all levels in the BBC.
- A **database** of CVs of talented under-represented job candidates has been set up. Those on the database will be contacted about job vacancies, workshops and other initiatives.
- A BBC English Regions' **Diversity and Staffing website** has been developed on the BBC intranet which relies on contributions from the regions in order to highlight good practice.
- In its first 12 months the **Roots** partnership with Arts Council England has made almost 1,300 broadcast items on regional television, local radio and online. There were 440 artist profiles, over 80 hours of dedicated radio programmes and four hours of television.
- Last summer the BBC World Service in Jamaica teamed up with **BBC Radio Bristol** and the Bristol website for joint coverage of the St Paul's Carnival. Closer links with the area led to BBC English Regions' first-ever docu-soap called *My Peeps*, set in St Paul's and starting in spring 2004.



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1: BBC London presenter Jumoke Fashola exchanged roles with the BBC's Head of Drama Mal Young in February and became the model for a new character in *Holby City 2*. The SON&R Centre in Bristol is the new best practice centre for BBC Nations & Regions

## Valuing our Staff

- A range of innovative approaches over the year is helping to turn the BBC into the most creative organisation in the world.
- The continuing culture change programme **Making It Happen** has been given fresh momentum in BBC English Regions with the strengthening of the **Making It Happen** teams at local level.
- Initiatives include **rota-free** weeks at BBC Local Radio stations to free staff to find original stories by scrapping the daily news agenda and starting with a blank sheet to prompt creative thinking, **job swaps** and **'back to the floor'** sessions for managers.
- The **SON&R Centre** (**S**haring **O**pportunities across **N**ations & **R**egions) opened in Bristol last September to bring together journalists from across the BBC's largest directorate. It provides a state-of-the-art environment to foster creativity, enabling groups to share and discuss new ideas to enhance television and radio output for viewers and listeners.
- Offering master-classes, guest speakers and review sessions as well as championing creative thinking, SON&R is also the home of Nations & Regions' **digital journalism archive**.
- This spring a **SON&R Roadshow** has visited 12 BBC English Regions' locations, taking new technology and storytelling approaches to more than 1,200 staff over 26 days.
- **Pat Loughrey**, BBC Director of Nations & Regions, says: "Our strength is the intimate contact we have with our audiences, but it's hard to share experiences, skills and knowledge because we're so scattered. The SON&R Centre will help to address that problem."
- A **new development centre** was opened in May 2003 at **BBC Newcastle** to offer training in video journalism (personal digital production). Several trainees have since won Royal Television Society Awards for their work.



## Service Reviews of the Year:

# Regional Television



1: Launched in July 2003, the BBC's big screen in Exchange Square, Manchester was the world's first public space broadcasting experience and features a 25 square metre video screen and sound system 2: Community film-maker Clive Smith produced BBC West's docu-soap *My Peeps*, focusing on the lives of family, friends and neighbours in the St Paul's area of Bristol 3: Sally Taylor with the GSOH poster used in the BBC English Regions marketing and publicity campaign for *South Today*

- The **6.30pm news programmes** in the 12 regions (the new region based in Hull included) are collectively the most watched news output on English television. Lightweight cameras are increasingly being used in reports and features to capture the human stories that lie behind the headlines.
- Efforts have continued to broaden the range of television offered in BBC English Regions. The idea is to reflect and celebrate the regions beyond the successful core services in **news, current affairs** and **politics**.
- **BBC East Midlands** broadcast BBC English Regions' first sports magazine series **Late Tackle**, reflecting sporting life and personalities, while **The SuperLeague Show** continued to attract healthy audiences with a Sunday lunchtime slot. Rights have been renewed until 2007.
- Another BBC English Regions' sporting first was reporting from the **Cricket and Rugby World Cups** plus every England soccer game and Wimbledon 2003.
- Now in its third series, the 30 minute **regional current affairs** programme **Inside Out** brought surprising stories from familiar places and built on the success it achieved with the move from BBC Two to BBC One when it more than doubled its audience. Cutting-edge investigations ranged from the **Aston shootings** (BBC West Midlands), **rogue market traders** (BBC London) and a **cancer cluster probe** (BBC Yorkshire & Lincolnshire). Scheduled in a tough slot against *Coronation Street*, the series ended the year with an average audience of over three million.
- **The Politics Show** continued its declared aim of telling 'the whole political story from Downing Street to your street'. Regional issues were prominent in the integrated flagship programme, with stories ranging from **pensioners protesting** at council tax rises to mismanagement of **taxpayers' money** under the Government's New Deal for Communities initiative.
- The series goes out in the BBC One slot previously occupied by *On The Record* (noon Sunday). In its first run the show as a whole **averaged the best audiences** achieved by the former political programme. And across England the audience more than doubled after the switch from BBC Two to BBC One. In some areas the audience trebled.
- **Devolution** was the theme of special programming in the three northern regions late last year, with more planned for this year.
- BBC English Regions' marketing team was reorganised with the appointment of three brand managers, two marketing managers and a TV creative in every region. **Bella Hastie** joined from Unilever as Head of Marketing in January.
- An English Regions' marketing and publicity campaign featured posters of regional presenters including Sally Taylor of **South Today**. Among other campaigns were Great Midlanders for **Midlands Today** and *Talking Teenagers* for **Points West**. Marketing was also responsible for the BBC's first special build poster site where a 12 foot model of a traffic reporter was placed above a BBC Radio Cambridgeshire hoarding, looking down on the traffic with microphone and binoculars. Another highlight over the year was the integrated campaign for a **North West Tonight** special featuring video-journalism which went on the front line with the region's public servants.
- Awards included a Royal Television Society Award for Newcastle creative Jeff Donnelly and Promaxes for the national Local Radio *Fingerprint* posters and the **Local Radio Football** television campaign.



1	3
2	

1: Sir Bobby Charlton was presented with the Hall of Fame Award by Sir Alex Ferguson at the BBC North West Sports Awards in December 2003 2&3: Almost 50 schools are benefiting from the BBC *Headstart* project in Hull in 2004

## Network Partnerships

- **Network partnerships** led to programmes for the National Teaching Awards and the BBC One themed day on **asylum seekers** as well as for *Restoration*, *Talking Teenagers* and the Royal Horticultural Society garden shows plus a series of *Video Nation* films for BBC *Breakfast*.
- A partnership with the **BBC's Drama, Entertainment and Children's Department** funded five one-off programmes fostering northern talent. One is being developed further; the format of a second has been sold by BBC Worldwide, and a network comedy production unit has been relocated to Manchester.
- A three-part pilot television and on-line series called **North East on Film** was launched. Fusing regional archive and personal testimony, it was taken by **BBC Two** for the network. This led to a further commission for the autumn with more programmes planned.
- Factual teams commissioned programmes from independent production companies which featured as local opt-outs, with some going on to form part of the network **BBC Two** series *Homeground*, showcasing regional programmes. Subjects included writer Philip Norman (BBC South); Thomas Hardy (BBC West), a celebration of steam (BBC North), and the Queen's Colours (BBC South West).
- BBC English Regions was pivotal in the success of **BBC Two's** high-profile network series **Restoration**. Producers provided material for local radio and regional news services, galvanising support for decaying buildings around the country. Audience totals were noticeably up and even areas without a nominated building joined in the spirit of the campaign. BBC Southern Counties Radio restored a gents' loo on Brighton seafront. The series returns in summer 2004.
- The BBC's **first interactive drama**, *Thunder Road*, was premiered on Hull's broadband service and shown on BBC Four.
- BBC English Regions had **sports awards** evenings in eight of the 11 regions, celebrating achievement for both major and local sports teams. Awards were given to individuals and clubs in categories including disabled sports. Co-operation with **BBC One's Sports Personality of the Year** programme led to a number of *Unsung Hero* awards. In May BBC South's Roger Johnson was named as the Royal Television Society Regional Sports Presenter of the Year.

## Project Hull

- The Controller for BBC English Regions Andy Griffie and Director, Nations & Regions, Pat Loughrey announced the formal creation of a **new region** for the BBC in the North, covering **Hull, East Yorkshire and North Lincolnshire**. It was felt the size and importance of the BBC operation in Hull, with its own local television service, a new centre opening in 2004, the broadband trial and other new services, merited its being a region in its own right.
- Heads of programming for the two regions created from the former BBC North have been appointed. **Tamsin O'Brien** will look after the Yorkshire television operation plus BBC Radios Leeds, Sheffield and York and associated websites. **Helen Thomas** will look after Hull television, BBC Radio Humberside, broadband and other services.
- In early 2004 it was announced that Hull would be launching separate **breakfast and lunchtime news** bulletins. Additional investment has been allocated for extra staff including production and newsgathering editors, correspondents and supporting staff.
- The weekly television programmes – including *Inside Out* and *The Politics Show* – will continue to cover the two regions and will be produced and managed in Leeds.
- The move will strengthen the BBC's local commitment in East Yorkshire and North Lincolnshire and ensure that research and development work in Hull – important to the Charter Review process of the BBC – is properly managed. Leeds and Hull will continue to work closely together.
- When BBC Factual & Learning started working with schools in Hull in October 2001, truancy rates at one school were peaking at 28 per cent; they have now dropped to eight per cent. One secondary school and seven primary schools were the focus of **BBC Headstart**, a project to bring video-rich learning content to classrooms.
- Educational attainment has improved too, from eight per cent of students gaining five A to C grades at GCSE to 25 per cent last year and an estimated 50 per cent in 2004.
- Three years on, more than 30 schools have joined the project and classroom teaching has been transformed. Teachers access curriculum-based BBC video content to help during lessons and both teachers and pupils are now creating content themselves. One secondary school has started an **after-school film club** and the project is continuing to develop.

Service Reviews of the Year:

# The Ruby Awards



BBC English Regions scooped a range of awards at the prestigious BBC Nations & Regions' Television News Awards held in March at Cardiff's Millennium Stadium.

The Ruby Awards, set up last year to mark the 40th anniversary of the first regional news programmes in Britain, celebrate achievement and excellence in daily news programmes and were presented by the BBC's acting Director-General Mark Byford.

Regional successes included the categories of **Broadcast of Diversity Issues** and **Best Use of PDP/Video Journalism**. Many regions won multiple awards, including **BBC South** which picked up five, and **BBC South-West** which collected four:

## OUTSTANDING CAMERA WORK

### RUBY:

Steve Briers,  
*Spotlight*, BBC South West  
(Plymouth)

### SILVER:

Ian Paice,  
*London News*, BBC London

### BRONZE:

Trevor Adamson,  
*South Today*, BBC South  
(Southampton)

## OUTSTANDING CRAFT SKILLS IN POST PRODUCTION

### RUBY:

Anna Fowler,  
*South East Today*,  
BBC South East  
(Tunbridge Wells)

### SILVER:

Graham Lenton,  
*South Today*, BBC South  
(Southampton)

### JOINT BRONZE:

Mike Kraus,  
*London News*, BBC London;

Chris Lowe,  
*Look North*, BBC Yorkshire  
& Lincolnshire (Leeds)

## BROADCAST OF DIVERSITY ISSUES

### RUBY:

Peter Lugg and Mark Egan,  
*Look North*, BBC North East  
& Cumbria (Newcastle)

### SILVER:

Jeremy Ball,  
*East Midlands Today*, BBC East  
Midlands (Nottingham)

### BRONZE:

Points West,  
BBC West (Bristol)

## BEST USE OF PDP/VIDEO JOURNALIST MATERIAL

### RUBY:

Janine Jansen,  
*Spotlight*, BBC South West  
(Plymouth)

### SILVER:

PDP team,  
*North West Tonight*,  
BBC North West (Manchester)

### BRONZE:

Dean Arnett,  
*Look North*, BBC North East  
& Cumbria (Newcastle)

### SPECIAL MENTION:

Wales Today

## BEST LIVE SEQUENCE/OUTSIDE BROADCAST

### RUBY:

North West Tonight,  
BBC North West  
(Manchester)

### SILVER:

Jackie Bird,  
Reporting Scotland, BBC Scotland

### BRONZE:

John Ayres,  
*Spotlight Channel Islands*,  
BBC South West (Plymouth)





# Celebrating achievement and excellence in daily news programmes



6



8



10



7



9



## BEST TV NEWS JOURNALIST

### RUBY:

Mark Sanders,  
*South Today*, BBC South  
(Southampton)

### SILVER:

Aileen Clarke,  
*Reporting Scotland*, BBC Scotland

### BRONZE:

Guy Smith,  
*London News*, BBC London

## EXCLUSIVE STORY

### RUBY:

Neil Ansell and BBC South East  
Today team, BBC South East  
(Tunbridge Wells)

### SILVER:

Brian Rowan,  
*Newsline*, BBC Northern Ireland

### BRONZE:

Sally Chidzoy,  
*Look East*, BBC East (Norwich)

## BEST COVERAGE OF RUNNING STORY

### RUBY:

Points West,  
BBC West (Bristol)

### SILVER:

Eleanor Bradford,  
*Reporting Scotland*, BBC Scotland

### BRONZE:

Wales Politics Team,  
*Wales Today*, BBC Wales

## SPORTS COVERAGE

### RUBY:

Roger Johnson,  
*BBC South Today* (Southampton)

### SILVER:

Scott Bingham and Hamish Marshall,  
*Spotlight*, BBC South West  
(Plymouth)

### BRONZE:

David Passmore,  
*Points West*, BBC West (Bristol)

## PRESENTER

### RUBY:

Carol Malia,  
*Look North*, BBC North East  
& Cumbria (Newcastle)

### SILVER:

Sally Taylor,  
*South Today*, BBC South  
(Southampton)

### BRONZE:

Christa Ackroyd,  
*Look North*, BBC Yorkshire  
& Lincolnshire (Leeds)

## BEST EVENING NEWS PROGRAMME

### RUBY:

Look North,  
BBC Yorkshire & Lincolnshire (Leeds)

### SILVER:

North West Tonight,  
BBC North West (Manchester)

### BRONZE:

Wales Today, BBC Wales

## LIFETIME ACHIEVEMENT AWARD

Bob Humphrys,  
BBC Wales

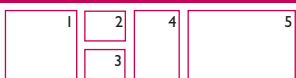
### Photo captions:

1. Best Evening News Programme:  
*BBC Look North* (Leeds)
2. Broadcast of Diversity Issues:  
**Peter Lugg** and **Mark Egan**,  
*BBC Look North* (Newcastle)
3. Best Coverage of Running Story:  
*BBC Points West*
4. Exclusive Story: **Neil Ansell** and  
the *BBC South East Today* team
5. Presenter: **Carol Malia**,  
*BBC Look North* (Newcastle)
6. Sports Coverage: **Roger Johnson**  
(left); Best TV News Journalist:  
**Mark Sanders**, both from  
*BBC South Today*
7. Outstanding Craft Skills in Post  
Production: **Anna Fowler**,  
*BBC South East Today*
8. Best use of PDP/Video Journalist  
Material: **Janine Jansen**,  
*BBC Spotlight*
9. Best Live Sequence/OB:  
*BBC North West Tonight*
10. Lifetime Achievement Award:  
BBC Wales sports reporter  
**Bob Humphrys**



## Service Reviews of the Year:

# BBC Local Radio



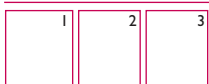
1: Ken Dodd beat off strong competition from people including Lennon and McCartney and Noel Chavasse to win the BBC's Greatest Merseysider Award 2: The first ever Gospel Entertainment Music Awards were launched last year in partnership with BBC English Regions; Witness (left) and Cie were best male and female artists 3: The sports team from BBC Radio Cumbria get ready for the rugby league Powergen Challenge Cup quarter final between Whitehaven and Warrington 4: Lucy Collins helped launch *Into Africa*, the BBC Radio Leicester programme presented by Pinash Dankwah for the local African community 5: BBC Three Counties Radio took part in the Luton Carnival 2003 with residents from the Dallow estate where the station's *Voices* project was based

- **Eight million listeners** tuned into BBC Local Radio for their news, entertainment and local information, with 39 per cent of that total listening to no other radio service from the BBC.
- One in five of the population listens to **an average of 12 hours** of BBC Local Radio output each week.
- BBC Local Radio won a total of 38 regional and national news and specialist broadcasting awards during the year.
- Construction has started on premises in Coventry city centre for a new BBC Local Radio station for **Coventry & Warwickshire**, due to open in 2005.
- New local radio programmes were launched for minority ethnic communities in BBC Radios Swindon, Gloucester and Bristol.
- **Commentary for 73 of the 92 football clubs** in England was supplemented with commentary to a number of local and non-league clubs, often making BBC English Regions the only provider of local radio football commentary.
- Some areas benefited from specific BBC Local Radio sports coverage, including rugby league in the north, local rugby in Cornwall and Gloucestershire, racing in Berkshire and Suffolk and swimming in Lincolnshire and Bristol.
- **Radio Devon** split frequencies five ways on a Saturday afternoon to give special coverage to the teams in the county.
- BBC Radio Leicester organised phone-ins for fans upset at the arrest of three of their local players in Spain in March.
- The 2004 Island Games saw **BBC Radios Jersey and Guernsey** set up a unique 'Games station', broadcasting throughout the event with commentary, features and information for spectators. Special reporting teams covered events including Wimbledon and the Rugby World Cup.
- The success of two local radio dramas, on **BBC Radio Humberside** and **BBC Radio Merseyside**, led to their re-commissioning.
- The hugely successful BBC Local Radio community project **Voices** made a major public impact. Forty-eight projects were spread across the country from Guernsey to Newcastle, telling 'real' people's stories and fostering individual and community talent.
- With content as diverse as a drama on **teenage pregnancy** in Humberside, **Muslim and Christian community leaders** swapping jobs for a week in Burnley and the true story of **Romany gypsies** in Kent, *Voices* produced fascinating and emotive content for television, radio and online.
- BBC Social Action editor **Gloria Abramoff** says:
 

"This experience empowered people in the community to tell their stories and helped demystify the BBC.

"By direct involvement and partnerships in the community through visible activities like makeovers, internet cafes, workshops and training sessions, a genuine spirit to connect with our audiences was achieved."
- BBC English Regions' contract with **Community Service Volunteers** has been extended to the end of 2005, providing a social action producer at every radio station apart from the Channel Islands, where different conditions apply.

# New Media



1: The Tees *Where I Live* faith page 2: The *Video Nation* webpage from the Cumbria *Where I Live* site  
3: Junior Football on the Tyne *Where I Live* site

- The 42 **Where I Live** websites provide local news, travel, weather, sport and faith content for all ages with lifestyle features and information relevant to younger users.
- In the first quarter of the year BBC English Regions' websites were consistently attracting more than five million users a month. All performance and financial targets set for the sites in 2003-2004 were met.
- Highlights so far have included an **online soap opera** from Teesside, the history of **Crystal Palace Park** and a '**beating gun crime**' section in the aftermath of the Aston shootings in Birmingham.
- This year saw the launch of **faith** pages across all sites (in partnership with BBC Religion & Ethics), enabling the editorial teams to reflect their local cultures and communities.
- The *Where I Live* network became an important partner and local entry point to innovative BBC network community projects including *iCan!*, *Blast*, *Restoration* and *Voices*.
- Work is continuing on the development of a purpose built content management system for *Where I Live* sites. This will enable the future publishing of content to other platforms and the ability to share content with non-BBC websites.
- BBC English Regions **Sport** has continued to celebrate and reflect its local sports teams. An **online** pilot in partnership with the Football Association which celebrates young footballers is now being rolled out across the country. **Junior Football** will become a major community initiative across all *Where I Live* sites over the coming year. Meanwhile amateur cricket was featured on three sites via a partnership with the English Cricket Board.
- **Video Nation**, rolled out in 19 areas, has enabled the public to contribute to the rich media of the *Where I Live* sites. The user-created short films ranged from an asylum seeker's struggle to the life of a teenage Goth. The shorts were broadcast on both the *Where I Live* sites and the national *Video Nation* site. Some were commissioned for network television including Iraq War shorts for BBC Four, and *Talking Teenagers* and asylum seeker shorts for BBC One *Breakfast*. Many have been shown as part of our regional television output.
- The political initiative *iCan!* is aimed at encouraging participation in local democracy. The entry point, through an initial four *Where I Live* sites, was an important part of the project and helped local people find information on how to engage with issues that affect their lives. Their voices were then reflected via newsgathering onto BBC Local Radio and regional television.
- A new website, **The North Poll**, was launched to co-ordinate and explain devolution issues for local radio, television and online across the north of England.
- A Digital Audio Broadcasting text service has been launched on the 24 BBC Local Radio Stations currently available on DAB.
- Preparatory work is now underway to stream BBC Local Radio live on the internet.



Service Reviews of the Year:

# A Day in the Life of BBC Local Radio

The 40 BBC Local Radio stations have a vital part to play in BBC English Regions' *Connecting Communities* strategy. From the launch of the service in 1967, BBC Local Radio has been providing a speech-based service of local news, sport, weather and travel as well as companionable programmes and social action campaigns, all tailored to meet the needs of local communities. Local involvement has always been the watchword for the stations which proudly describe themselves as community champion and friend.

These two pages attempt to give a flavour of the varied and often hectic activity over one day in the life of BBC Local Radio.







10:00



10:20



10:50



11:00



11:30



11:50



12:15



14:30



13:15

- 07:00 Station editor Charlie Partridge and family start the day to the strains of BBC Radio Lincolnshire.
- 07:30 BBC GMR's Breakfast Show goes out from the home of Manchester businessman Colin Greer (left) who pledged £4000 to *Children in Need* for the privilege.
- 08:10 Peter Grant reports into the breakfast programme from the Iraq War during which he delivered a minimum of three hours of two-way reports to the radio stations daily. He was 'embedded' with the 299th Company attached to the US Army's 54th Combat Engineers from March to late April and covered the advance all the way from Kuwait to Baghdad.
- 09:30 The editorial meeting: station editor Gerald Main and the team at BBC Radio Suffolk discuss plans for covering Wimbledon.
- 10:00 Radio station engineer David Terry works on a power supply from a studio desk at BBC Radio Swindon.
- 10:20 Prime Minister Tony Blair is interviewed by BBC WM's Ed Doolan.
- 10:50 Social action is an important part of Neil Pringle's morning show on BBC Southern Counties. Here he joins a group of learners in the station's Media Clubhouse.
- 11:00 BBC Radio Newcastle's Ian Robinson presents the morning show live from the Big Blue Bus.
- 11:30 Local residents talk to Michael Cleere of BBC Radio Shropshire about life on the Woodside Housing Estate in Telford as part of the *Voices* project.
- 11:50 Breaking news - BBC WM reporter Nadine Towell interviews Jez Moxey, CEO of Wolverhampton Wanderers outside Molineux, Wolverhampton following the fatal stabbing of Wolves fan Stephen Smith in Lisbon in June.
- 12:15 BBC Governor Ranjit Sondhi visits BBC Radios Wiltshire & Swindon on one of his regular station tours around the country.
- 13:15 BBC WM presenter Danny Kelly (left) joins collectors for the station's 2003 Christmas Toy Appeal for children across the West Midlands.
- 14:30 BBC Radio Oxford turn the clock back to the year 1704 to commemorate the Battle of Blenheim with presenter Paul Brighton reporting from the action.
- 15:15 Trevor Fry reacts to a listener on his afternoon show from BBC Radio Bristol.
- 15:30 BBC Radio Cumbria gets out on the road amidst some of the country's loveliest scenery.
- 15:50 Actor Patrick Stewart calls in to BBC Southern Counties Radio for an interview with Bill Buckley.
- 16:00 Nicholas Henshall, Canon Precentor of Derby Cathedral, prepares for his new role as the Sunday breakfast presenter at BBC Radio Derby.
- 16:30 Staff in BBC Radio Bristol's busy newsroom work on the early evening news bulletin.
- 17:10 Live at the match - BBC Radio Cleveland's Ian Kenyon interviews Middlesbrough Chairman Steve Gibson at the Carling Cup Final.
- 17:30 The Leicester *Where I Live* team joined forces with a production company looking to give people a chance to appear in a new Asian musical, *Precious Bazaar*.
- 18:30 BBC Radio Lincolnshire's Local Advisory Council meets for its regular discussion and assessment of the station's output along with other BBC services.
- 23:25 It's the end of the day and the lights go out at BBC Radio Shropshire but the *Late Show* is still on air until the 1am switch to BBC Radio Five Live.

Thanks to BBC Radios Bristol, Cleveland, Cumbria, Derby, GMR, the Leicester *Where I Live* site, Lincolnshire, Newcastle, Oxford, Shropshire, Southern Counties, Swindon, Wiltshire, Suffolk, WM, and the BBC's General News Service for taking part in this feature.

## Service Reviews of the Year:

# The Frank Gillard Awards



Many of the major awards in this year's contest - celebrating the best of BBC Local Radio - were taken home by the smaller stations.

The awards, held at the National Museum of Photography, Film and Television in Bradford, were presented by the then Director-General of the BBC Greg Dyke at a ceremony hosted by **BBC Asian Network** presenter Sonia Deol.

**BBC Radio Derby** took three Golds in the Coverage of a News Story, Breakfast Programme and Sports Coverage categories. **BBC Radio Suffolk** took the prestigious Station of the Year award and won Gold with its Interactive category entry *Rachel Sloane in the Afternoon*. **BBC Radio Shropshire** beat 31 other entries to win Gold in the *Voices* category.

Speaking at a post-awards dinner Greg Dyke said Local Radio was a central pillar of the BBC and 'not some shabby lean-to tacked on the side without permission'. He added that in the last few years BBC Local Radio had cemented its reputation as a catalyst for social action broadcasting.

Looking to the future, he challenged Local Radio to be inventive in programming and in programme formats and not be afraid of taking risks.

**BBC Radio Leeds**, which dominated the awards last year, added to its haul of Gillards by taking Gold in the Outside Broadcast category for its live broadcast of the Queen's visit to Harewood House.

The **Outstanding Contribution to Local Radio** award was won by the RadioMan training team responsible for training all staff during BBC Local Radio's transition from analogue to digital radio technology. Supporting 40 stations, they trained 2,500 staff in 6,500 training sessions.

There was a **special commendation** for Peter Grant from the BBC's **General News Service** (GNS) which reported the war in Iraq for all the local stations.

There were 14 categories in this year's competition and a record number of entries and entrants. Judges included local radio broadcasters and leading journalists, managers and regulators from public service and commercial radio as well as members of the BBC's advisory councils. They are in Gold, Silver and Bronze order.



# Celebrating the best of BBC Local Radio



## THE BREAKFAST PROGRAMME

BBC Radio Derby  
BBC Radio Kent  
BBC Radio Gloucestershire

*Good Morning Kent*  
*The Breakfast Show - Storms*

## PROGRAMME PRESENTER

BBC Radio Newcastle  
BBC Radio Sheffield  
BBC London 94.9

Ian Robinson & Paul Wappat  
Toby Foster  
Danny Baker

## COVERAGE OF A NEWS STORY

BBC Radio Derby  
BBC Radio Newcastle  
BBC Three Counties Radio

Royal Pageant Story  
Capital of Culture Bid  
The Luton Town Takeover

## INTERACTIVE PROGRAMME

BBC Radio Suffolk  
BBC Radio Gloucestershire  
BBC Radio Leeds

*Rachel Sloane in the Afternoon*  
*The Dozy Parker*  
*It's Your Call*

## REPORTER

BBC Radio Nottingham  
BBC Radio Leeds  
BBC Radio Merseyside

Jeremy Ball  
Spencer Stokes  
Shari Vahl

## SPORTS COVERAGE\*

BBC Radio Derby  
BBC Radio Solent  
BBC Radio Oxford  
BBC Radio Sheffield

*Derby's First World Boxing Champion*  
*When the Saints Marched to Cardiff*  
*2003 British Speedway Grand Prix*  
*Sunday Sport (Ice Hockey)*

\*Note: two silvers have been awarded in the Sports Coverage category

## SOCIAL ACTION CAMPAIGN

BBC Radio Sheffield  
BBC Radio Suffolk  
BBC Radio Bristol with  
Special Features Unit

*BBC Radio Sheffield Hospice Appeal*  
*The Hollies*  
*Hitting Home*

## RADIO FEATURE

BBC Radio Cleveland  
BBC Radio Cornwall  
BBC Three Counties Radio

*The Daisy Chain Dream*  
*Liberators*  
*Homeless in Bedford*

## OUTSIDE BROADCAST

BBC Radio Leeds  
BBC Radio Derby  
BBC Radio Lincolnshire

*The Queen's Visit to Harewood House*  
*Ashbourne Royal Shrovetide*  
*Dambuster's Day*

## VOICES

BBC Radio Shropshire  
BBC Radio Lancashire  
BBC Radio Kent

*Woodside*  
*Voices in Burnley*  
*Romany Voices*

## DIVERSITY

BBC GMR  
BBC Radio Derby  
BBC Southern Counties Radio

## RADIO PROMOTION

BBC Radio Devon  
BBC Radio Cleveland  
BBC Radio Kent

*The BBC Radio Devon Chestnut Appeal*  
*Middlesbrough FC Commentary Campaign*  
*Radio Kent Charity Appeal*

## STATION OF THE YEAR

BBC Radio Suffolk  
BBC Radio Leeds  
BBC Radio Newcastle

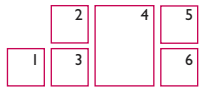
## OUTSTANDING CONTRIBUTION TO BBC LOCAL RADIO

The RadioMan Training Team

### Photo captions:

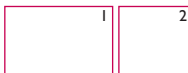
1. Guest speaker **Lord David Puttnam**
2. *Voices* winner: **Michael Cleere**, BBC Radio Shropshire, with local resident Biddy McCollum
3. Radio Feature: **Greg Dyke** with **Caroline Davies**, BBC Radio Cleveland
4. Receptionists of the Year: L to R, **Rachael Clapton**, BBC Radio Gloucestershire, Individual Award; and from the winning BBC Radio Derby Team, **Jennifer Sentance** and **Alison Mansfield**
5. Host **Sonia Deol**
6. Coverage of a News Story: **Kelly Smith**, BBC Radio Derby
7. Breakfast Programme: **Andy Whittaker**, BBC Radio Derby

# Connecting Communities



1: Eight of the fleet of BBC community buses gather in Centenary Square, Birmingham for the 2003 Radio Festival 2: Youngsters from the Granville Road Estate in Southcote, Reading take part in BBC Radio Berkshire's *Voices* project 3: Visitors surf the net on the BBC Merseyside Bus 4: Computer skills are on offer from the tutors at the BBC Lancashire Learning Centre 5: The *Inside Lives* team at BBC Radio Stoke help listeners tell their own stories on radio. L to R: Mark Blundred, Sarah Harness and Marie Crook 6: Fans of all ages celebrate Middlesbrough's triumph in the Carling Cup Final

- The **BBC Open Centres and Buses** project has seen exciting growth and development. Around 84,000 people have visited the centres in **Blackburn, Sheffield, Stoke** and **Merseyside** with 7,000 taking up further courses. Visits to the fleet of **ten BBC buses** have totalled 72,000, with 24,000 people going on to take part in other learning.
- **Two new buses** have taken to the road, **three new centres** are planned and partnership models are flourishing.
- The project is enabling the BBC to **access** harder-to-reach audiences, give them a voice, develop richer content for all output and engage people in **lifelong learning**. The initiatives are helping BBC English Regions achieve key strategic goals such as digital storytelling.
- 11 per cent of people using the services are from a minority ethnic background, ten per cent of people have a disability, and 35 per cent of users are aged under 35. Buses in **Devon** and **York** are also on the road with different partnership models.
- Buses took to the road in **Cumbria** and **Merseyside**. In Cumbria the bus stays in one venue for five days, developing short multi-media courses. In Merseyside the bus, as part of Project Merseyside, has a target age group of 16 to 24 and tries to ensure learning provides daily content for radio, TV and the *Where I Live* sites. Young people learning writing and audio-editing skills made sport trails which were used on **BBC Radio Merseyside**.
- The installation of four more **satellite dishes** is improving connectivity and a further three have been applied for via the North West Regional Development Agency, with the prospect of the entire fleet having satellite links.



1: The BBC's new home in Norwich at The Forum is officially opened. L to R: David McCall, Chair of the Forum Trust, Greg Dyke and BBC East presenter Stewart White  
2: Visitors to the BBC Blackburn Open Centre

- Many other parts of the BBC are using the buses in programming including **BBC Breakfast**, the **BBC Asian Network** and **6 Music** as well as regional television.
- The Open Centre in Stoke has developed the **Audio Storytelling** project *Inside Lives*, getting more people's stories onto the daily radio output and *Where I Live* site.
- The centres are moving towards a more multi-media approach with audio and video-editing skills, web design and digital camera courses as well as basic IT skills. The project is crucial to the BBC's **media literacy strategy**.
- The **Digital Storytelling** project *Telling Lives* has helped 120 people to make revealing films which were put on the BBC website with 27 also shown on regional television.
- A partnership was struck between the BBC in **Gloucestershire**, the local FE college - Gloscat - and the Learning and Skills Council. Following a year of discussions and negotiations with Gloscat, the LSC approved nearly £900,000 for a three year project, resulting in a high street presence which offers an exciting opportunity to work more closely with listeners and web users.
- New BBC buildings and Open Centres opened in **Hull** in Spring 2004 and are due to open in **Coventry** and **Leicester** in 2005. The centres are designed to be open, accessible, welcoming and friendly and have been made-over with 'Your BBC' branding.



# Goodbye Pebble Mill...



1: Pebble Mill has been the BBC's home in Birmingham for over 30 years

2: The Mailbox in the city centre, now the new base for BBC English Regions' headquarters

## Goodbye Pebble Mill...

- The BBC's **Pebble Mill** studios in Birmingham were opened by Princess Anne on 10 November 1971 and were the first television centre in Europe to include facilities for both radio and television broadcasting. They became a mainstay of regional broadcasting and within a decade accounted for more than 10 per cent of BBC output.
- The flagship programme *Pebble Mill at One* was launched in 1972 and was watched by up to four million viewers. So successful was the show that 20,000 people wrote in on one occasion asking for a single recipe.
- Other milestones down the years have included the popular hospital drama *Angels*, *Poldark*, the hugely successful *All Creatures Great and Small* and by the end of the decade, *The Clothes Show*, *Howard's Way* and *Top Gear*.
- The studios have also been home to *The Archers*, the world's longest-running radio drama, with a month's episodes being recorded over just six days.

## ...Hello Mailbox

- The year ahead may prove the most exciting yet in the history of **BBC Birmingham** with BBC staff moving to the new state-of-the-art, purpose-built city centre offices at the **Mailbox**. It is an exciting and vibrant location, making the BBC more accessible to the people of Birmingham, the Midlands and beyond.
- News and talk studios equipped with fully integrated digital technology will allow greater freedom for production teams. The new radio drama and music studio allows the public to view the production process for programmes such as *The Archers* while the **regional television news** studio will bring a fresh look to Midlands news output.
- The open-plan environment will encourage teamwork, create a strong sense of BBC Birmingham and help to continue the Pebble Mill broadcasting legacy.

## Technology

- BBC English Regions continued its programme of investment in new technology, moving firmly into the era of digital communications.
- **BBC East** moved its Norwich operation into the Forum development alongside the city library and is equipped with state-of-the-art facilities for TV and radio. The TV facilities centre on 'video server' technology that uses computers to streamline news production and programme transmission. The system was also installed in Newcastle and Leeds, with Hull and Birmingham following. Digital viewers are now able to receive their regional programmes on Freeview and digital satellite.
- All 40 BBC Local Radio stations have been equipped with the same computerised editing and play-out system. Presenters play music and reports into their programme at the touch of a button and reporters, freed from the chore of editing stories by the old tape-cutting process, can edit and mix material at their desk.
- 'On the spot' live reporting capabilities have been enhanced with two new satellite newsgathering vehicles for TV. Each region now has one of these trucks, capable of multi-camera outside broadcasts.
- At the other end of the scale **BBC West** experimented with **3G mobile phones** to conduct live interviews on TV between studio guests and audience contributors across the region.

# The BBC Listens



1: Joe Costin, sports presenter from BBC Radio Cumbria, interviews Whitehaven Chairman Barry Richardson before the rugby league Powergen Challenge Cup quarter final with Warrington 2: A visitor to the National Museum of Photography, Film & Television in Bradford tries her hand at presenting the news in the BBC studios 3: Imam Jehan Ali and Father Peter Hapgood-Strickland took part in a unique 'job swap' as part of the Voices project in Burnley

## External Relations

- BBC English Regions' **Political and Community Affairs Unit** worked with regional heads and local radio editors to arrange political liaison briefings for MPs and opinion formers.
- The *Where I Live* local websites were showcased at party conferences and the **BBC Buses** were taken to the conferences in Harrogate, Manchester and Southport, giving an opportunity for politicians, opinion formers and delegates to learn more about our work with education partners. All MPs with a BBC Bus in their region were invited to visit and briefings were arranged for MPs and civil servants on **Connecting Communities** initiatives.
- The unit remains a valuable point of contact for people wishing to engage with the BBC, from providing speakers to supporting projects such as the Aston Talent Shop, where young people have developed a website, set up a radio station and run music workshops. It is also supporting the development of a network of the **Virtual Children's Centre** which connects young children with carers and parents.
- Other successes include a BBC-wide meeting between groups such as the Sikh community, and working with a section of the Muslim community to discuss representation on the BBC.

## External Assessment

- The subject for this year's external assessment was the Breakfast Show on BBC Local Radio, the flagship programme which attracts the biggest audience of the day. Programmes from eleven stations were reviewed by a panel of four external assessors: Michael Bukht (Barry) OBE, the founding Programme Controller for London's Capital Radio and Classic FM; John Pickford, Head of News at Key 103 and guest lecturer at Preston University, the London College of Printing and City University; Sandy Chalmers, manager of BBC Radio Stoke-on-Trent in the 1970s and a communications and media consultant and PrimeTime Radio presenter; and Mike Granatt CB, former Head of the Government Information and Communication Service and a partner in the communication consultancy Luther Pendragon.
- The panel agreed that the breakfast shows demonstrated high news values not found in other offerings, combined with the editorial independence expected of the BBC. They were produced to a very good standard overall and five of the 11 stations assessed were described as outstanding for the national standard of their presenters and the intelligence, courage, range and localness of their offerings. Shared concerns focused on variable quality and talent, poor BBC branding and inconsistent 'station sound'.

- Three public meetings also took place, in Newcastle, Nottingham and Southampton, where small groups aged from 20 to 70 plus gave their views. Among the findings were the professionalism of presenters, good mix of content, high standard of local news service, good traffic and weather reports, and the continuing relevance of *Thought for the Day*. Dislikes included too much sports news, phone-ins which tend to be male-dominated and an occasional lapse into condescension.

## Audience Events

- Over 90 formal and informal events took place in the English Regions during the year at which licence payers were given the opportunity to put their views on BBC services direct to programme makers and advisory council members, part of whose role is to gather wider audience opinion to inform their feedback to the BBC's Board of Governors. Among the events were radio station and television open days, several outside broadcasts, Asian Melas, the Northampton Balloon Festival, history fairs, the Leicester multi-cultural 'Taste' event, speedway evenings, *Voices* launches, Christmas, Eid and Diwali celebrations, and county, flower and air shows.

## Compliance

- A new post of **Head of Editorial Compliance and Complaints** has been created for English Regions to advise regional television and local radio staff on ensuring programmes are compliant with the standards set by the new regulator Ofcom.

## Corporate Social Responsibility

- The first Social Impact Audit across all 40 BBC Local Radio stations was undertaken in an attempt to gauge the social impact BBC Local Radio has on local communities and individuals. Social impact is defined as any activity which strengthens and enriches communities including environmental, ethical, charitable and community.
- The audit showed an average of six hours of output each week dedicated to social action in one form or another. The community project *Voices* had a major impact and the largest areas of activity were general community and social action including the encouragement of volunteering, with health and education following.
- Appealing for money came bottom of the list of activities, with the bulk of social action initiated by the BBC.
- Meanwhile, work with the BBC's Corporate Social Responsibility Unit and the Political and Community Affairs Unit has continued. On-going collaborations include Business in the Community, Race for Opportunity and The Media Trust.

# Charitable Appeals on BBC Local Radio



1 2 3

1: BBC Radio Devon's Jo Bishop faced the media when she completed a marathon walk around the county's boundaries, helping the station raise £1m for a new prostate cancer unit at Derriford Hospital in Plymouth. 2: Liz Scott's personal experience of infertility inspired her to set up a BBC Radio Devon website to help other would-be mothers 3: BBC Radio Bristol listener Les Bowden (right) enjoys listening to Geoff Twentyman so much he pledged £500 to the 'Twentyman Golf Challenge' in aid of the Babe Appeal for a new children's hospice in the West. Les, who is blind, is an avid fan of Geoff's Friday evening phone-in and never misses the Saturday afternoon coverage. With Les are Geoff (left) and Paul Barrington (centre), Director of Golf at The Players Club, one of the three venues hosting the event.

Nineteen BBC Local Radio stations carried out charitable appeals to publicise a range of good causes, raise awareness about social and health issues and generate funds totalling more than £1.5million. The appeals also brought donations of goods ranging from toys to aluminium foil.

In addition BBC English Regions participated in the BBC Children in Need 2003 appeal which raised a total of £30million and produced the appeal films broadcast during the Children in Need evening, supporting this and other national BBC appeals via regional television, BBC Local Radio and online.

Bristol/Somerset Sound	Children's Hospice South West	£133,842
Cambridgeshire	Around 40 local charities	£45,000
Derby	Derby Night Shelter and Scropton Riding for the Disabled Centre	£36,604 Two thirds to the Night Shelter and one third to the riding school
Devon	Chestnut Appeal - ongoing	£500,000
GMR	Fred Fielder and friends, The Willows for Alzheimer's Partnership with Francis House Children's Hospice	£2,000 £85,000
Humberside	The Disabilities Trust The Sailors Families Society Cruse Bereavement Care Haltemprice Lions Club (Castle Hill Breast Cancer Unit) Voluntary Car Service Comerhouse Hull Animal Welfare	All take an equal share of £7,074
Kent	Shared between St John Ambulance (Kent) and The St Francis of Assisi Homework and Leisure Club in Strood	£21,000 shared
Lancashire	Oxfam Macmillan Cancer Relief	£140,000 £500
Leeds	Guide Dogs for the Blind – ongoing	£135,000
Lincolnshire	The Radio Station's Gold Appeal helped Strut in the Community, a Lincolnshire charity. They bought a minibus. The balance of the money left over went to 11 small charities with donations of around £250 each	£32,000
Merseyside	Children's welfare organisations throughout Merseyside and Cheshire	10,000 toys
Norfolk	Norfolk charities and individuals requiring financial help with projects or special purchases Low income families and homeless	£13,410 Food parcels and new toys
Nottingham	Christmas Toy Appeal for children in hospital	6,500 toys
Sheffield	Bluebell Wood Children's Hospice – ongoing	£350,000
Southern Counties	Friends of West Sussex Young Musicians in Chichester and St Wilfred's Hospice in Chichester Chestnut Tree House children's hospice, raised by John Radford's slimathon	£800 £7,462
Stoke	14 local charities and community groups – ongoing	£36,000
WM	Appeal for new toys which are then distributed to children's homes, hospitals and foster homes across the West Midlands and Warwickshire	130,000 toys were collected during the 6 week campaign
York	Caroline's Rainbow Foundation	£38,000



# Facts and Figures for English Regions - 2003/04

## 1. 2003/04 Regional television hours of output by genre

	BBC ONE	BBC TWO	TOTAL HOURS
	England	England	Summary/England
News	3368.6	36.4	3405
Parliamentary broadcasting	101.2		101.2
Local Election coverage	2.75		2.75
Current Affairs	96.4		96.4
Landmark documentaries	12.43	4.5	16.93
The SuperLeague Show		20.6	20.6
Children in Need	2.5		2.5
Island Games	2.5		2.5
Repeats	0.5	2.5	3
Sport Awards	2		2
Factual	10.45	1	11.45
Sport	2.44		2.44
Arts	1.9		1.93
<b>Sub-total</b>	<b>3603.7</b>	<b>65</b>	<b>3668.7</b>
Continuity	20.4		20.4
<b>PUBLISHED HOURS</b>	<b>3624.1</b>	<b>65</b>	<b>3689.1</b>
Independent productions (included in above)	19.75	20.35	40.1

## 3. Local Radio hours of output

Station	2003/04	2002/03
Berkshire	4157	3714
Bristol	6066	6021
Cambridgeshire	7503	6373
Cleveland	5371	5302
Cornwall	5614	5735
CWR	1847	1902
Cumbria	5805	5853
Derby	5103	5127
Devon	6880	6327
Essex	5231	5522
Gloucestershire	5205	5175
GMR	6991	6871
Guernsey	4140	4231
Hereford & Worcester	5283	5192
Humberside	5707	5786
Jersey	4395	4294
Kent	6271	6281
Lancashire	5983	5785
Leeds	6258	6406
Leicester	5221	5223
Lincolnshire	5286	5263
London 94.9	8784	8736
Merseyside	6221	6178
Newcastle	6410	6450
Norfolk	7090	6430
Northampton	5207	5004
Nottingham	6726	6708
Oxford	5475	5497
Sheffield	5995	5875
Shropshire	5462	5306
Solent (inc. Dorset)	7007	6684
Somerset Sound	2010	1534
Southern Counties	8194	8460
Stoke	5192	5144
Suffolk	5128	5113
Three Counties	7785	6895
WM	7090	6916
Wiltshire Sound	7376	7287
York	6540	6249
<b>TOTAL</b>	<b>228009</b>	<b>222849</b>

## 2. Landmark programme hours of output by region

Region	Title	Duration
East	Last Mail Train	0.50
	England on Film - Time & Tide	0.50
	Mars Man	0.50
East Midlands	Life through the lens	0.50
	Bethnal Green	0.50
London	Cutty Sark	0.48
	Steam Town	0.50
North	Cayley Flyer	0.50
	Calendar Girls	0.50
North East	Great North Run	0.50
	England on Film - Railways	0.50
North West	Ted & Sylvia	0.50
	Beautiful South	0.50
South	Jackie Milburn	0.50
	Ship Building	0.50
South East	Premier People	0.50
	George Reynolds	0.50
South West	Maine Road	0.50
	Alexander Archive	0.50
West	England on Film - Textiles	0.50
	Nice Package	0.50
West Midlands	Whoops	0.50
	Spoil	0.50
West Midlands	Philip Norman - IOW Novelist	0.50
	Ponies	0.48
West Midlands	Smugglers	0.50
	RNLI - Those in Peril	0.50
West Midlands	Queen's Colours	0.50
	England on Film - Tin Mining	0.50
West Midlands	Frankton	0.48
	HMS Scylla	0.48
West Midlands	Hardy	0.50
	Concorde	0.50
West Midlands	Witley Court	0.50

## 4. BBC Local Radio in England, Q1 2004

Weekly Reach:	20.9per cent (8.17 million)
Hours per listener per week:	11.4
Share of all listening:	10.6per cent
Over three million people (3.13m) who listen to BBC Local Radio in any given week do not listen to any other BBC radio service. 1.61 million listeners do not hear any other radio stations.	

## 5. English Regions on BBCi: Where I Live

42 Where I Live websites across England

March 2004 monthly unique users: 6.287m

(A unique user is an identified individual computer/user that is recorded as having visited the English Regions websites.)

## 6. Costs

Tariff income	£000s
News	61,344
Parliamentary	3,290
Current Affairs	6,309
Landmarks/Other Programmes/LDN Online	1,794
Radio	78,090
<b>TOTAL Income</b>	<b>150,827</b>
New Media income	7,270

## 7. Staff numbers

Effective Full-time staff: (as at 31st March 2004)	3,056
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# Awards 2003/2004



1: When Bildeston's community centre was destroyed in a fire, BBC Radio Suffolk galvanised the county's goodwill and just 24 hours after the blaze, toys and equipment were donated to the village playgroup which more than replaced those lost in the fire. Radio Suffolk's Action Desk Co-ordinator Karen Hare puts smiles back on young faces in Bildeston 2: One of BBC Radio Wiltshire's studio producers in action 3: The shop and public space at BBC Southern Counties' Brighton studios

## The Andrew Cross Awards 2003

### NEWS FEATURE OR PROGRAMME

<b>Commended</b>	<i>Converts - Angie Tunstall</i>	BBC GMR
	<i>World Cup</i>	BBC English Regions Programming
<b>Special Mention</b>	<i>Rock Mass</i>	BBC Radio Cornwall

### REGULAR WEEKLY PROGRAMME: SPEECH BASED

<b>Commended</b>	<i>BBC GMR</i>	
	<i>Sunday Breakfast</i>	BBC GMR

### SPECIAL PROGRAMME: DOCUMENTARY

Sponsored by The Churchfield Trust

<b>Award</b>	<i>In the scheme of things</i>	BBC Radio Derby
	<i>The Clown Crucified</i>	BBC Radio Shropshire
<b>Commended</b>	<i>Silent day, Silent Night</i>	BBC Radio Shropshire

### WEBSITE

<b>Award</b>	<a href="http://www.bbc.co.uk/cumbria/faith">www.bbc.co.uk/cumbria/faith</a>	BBC Cumbria
<b>Commended</b>	<a href="http://www.bbc.co.uk/lancashire/christmas/nativity/nativityfilm.shtml">www.bbc.co.uk/lancashire/christmas/nativity/nativityfilm.shtml</a>	BBC Radio Lancashire

### RADIO: YOUNG TALENT

Sponsored by Evangelical Alliance

<b>Commended</b>	<i>Rock Mass</i>	<b>Naomi Rowe</b> BBC Radio Cornwall
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## RTS Regional Awards 2003

### MIDLAND

<b>Special Award to mark 30 Years in Television</b>	<b>Kay Alexander</b> Midlands Today
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### LONDON 27 October 2003

<b>Journalist of the Year</b>	<b>Andrew Winstanley</b> BBC London News
<b>Sports Report of the Year</b>	<i>Inside Out: A Tale of Two Wimbledons</i> BBC London
<b>News Story of the Year</b>	<b>Chohan Murders</b> BBC London News
<b>'Leaves on the Line' Award</b>	<i>Congestion Charge Compensation</i> BBC London News

### SOUTHERN

<b>Camerawork</b>	<b>Graham Hatherley</b> Freelance for BBC South
<b>Regional Personality 2003</b>	<b>Chris Packham</b> <i>Inside Out</i> , BBC South
<b>Behind the Scenes Excellence</b>	<b>Ian Neale</b> (Joint Winner) <i>Inside Out</i> , BBC South East
<b>Magazine Programme</b>	<i>Inside Out</i> , BBC South

### Creativity Award

**Vince Rogers**  
*Inside Out*, BBC South East

### Most Promising Newcomer

**Alina Jenkins**  
BBC South Today

### Regional TV Journalist

**David Fenton**  
BBC South Today

### NORTH WEST

#### Regional Reporter

**Jayne Barrett**  
*North West Tonight*

#### Judges' Award for outstanding contribution to North West Television

**Gordon Burns** (presenter)  
BBC North West

### WEST OF ENGLAND

#### Single Item News Coverage

'Fire Strike'  
BBC Points West  
BBC Points West

#### Regional Television News Programme

#### Regional Television Personality of the Year

**Chris Vacher**  
BBC Points West

### EAST ANGLIA

#### Television Camerawork within a News Programme

**Nick Waterworth**  
BBC Look East

#### Television Camerawork in a non-news programme

**Martin Giles**  
BBC East

#### Best Newcomer to Television Journalism (The Mike Read Award)

**Clive Lewis**  
BBC Look East

#### Television Picture Editor within a news programme

**Andrew Holland**  
BBC East

#### Television Personality of the Year

**Stewart White**  
BBC East

#### Television Regional Programme of the Year

*Matter of Fact: Made in Luton*  
**Paul Dunt & Martin Friend**  
BBC East

### DEVON & CORNWALL 28 November 2003

#### Reporter

**Janine Jansen**  
BBC South West

#### Camera

**Johnny Rutherford**  
BBC South West

#### Television Personality of the Year

**Craig Rich**  
Weather Presenter  
BBC South West

### NORTH EAST & THE BORDERS

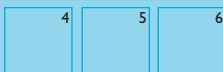
#### Broadcast Promotion

*Look North Promotion*  
BBC North East & Cumbria

Also received the Saville Audio Visual Trophy

#### TV Journalist

**Chris Stewart**  
BBC North East & Cumbria



4: BBC Radio Cleveland's Anna Lee covered Middlesbrough Football Club's Carling Cup victory parade through the town  
 5: Andrew Peach of BBC Radio Berkshire listens to a Southcote resident as part of the station's Voices project  
 6: Jamie Oliver was one of the visitors to the Westmorland Show interviewed by BBC Radio Cumbria's Val Armstrong

## Shepherd Neame Awards

**Journalist of the Year**

**Jonathan Witchell**  
BBC Radio Kent

**Barbara in Lapland**

**Barbara Sturgeon**  
BBC Radio Kent

## Prix Circom Regional

**BBC SOUTH** *Inside Out* received a **special commendation**

## Medical Journalists Association

**Matthew Hill**, Health Correspondent BBC West, won **Journalist of the Year**

## NUJ Wiltshire Journalist of the Year

**Steve Brodie**

New Media have won the following awards:

## Shepherd Neame - Kent Journalist of the Year Awards

**WINNER** - Enterprise, Excellence, Achievement: **BBC Kent**

*The Enthronement of the 104th Archbishop of Canterbury*  
<http://www.bbc.co.uk/kent/news/features/archbishop.shtml>

The Aston Uncovered section of the Birmingham website together with the BBC WM Aston Project won a **Gold** in the British Diversity Awards in November 2004.

**Prix Europa commendation** for *Video Nation*

## RADIO JERSEY

- Won '**Best Small Station**' from the Radio Academy in the South West with a TSA of less than 300,000, beating 16 entrants.
- **John Henderson** won the annual **Jersey NUJ Journalist of the Year** title for his work as a political journalist with BBC Jersey.
- **Hamish Marret Crosby** won the national broadcasting and multimedia **Prix Lanson** for two series of features on the changing face of the wine-market, commissioned by BBC Radio Jersey.

## British Diversity Awards

### RADIO CORNWALL

The religious programme *Cornwall Celebrates* has been recognised in three major awards. It won **second place** in the **Sandford St Martin Awards**, the presenter was **commended** in the **Christian Broadcasting Awards**, and the programme has been nominated for a **Jerusalem Award**.

## Awards from May 2004

### Sony Awards 2004

#### GOLD AWARDS

**Station of the Year** (300,000 - 1 million) BBC Radio Suffolk  
**Event Award** *The State Visit of President Bush* BBC Radio Cleveland

**Community Award** *No Butts* BBC Radio Shropshire

**SILVER AWARDS**  
**Feature Awards** *Simple Is, Simple As* BBC Radio Shropshire (Voices)

**Short Feature Award** *Hitting Home* BBC Radio Bristol  
**Interaction Award** *The Steve Riches Show* BBC Radio Cambridgeshire

**Community Award** *Romany Voices* BBC Radio Kent (Voices)

#### BRONZE AWARDS

**Entertainment Award** *The Danny Baker Breakfast Show* BBC London 94.9  
**Sports Award** *FA Cup Final* BBC Radio Solent

**Short Feature Award** *Inside Lives* BBC Radio Stoke

**Station Sound Award** BBC Radio Cleveland  
**Station of the Year** (300,000 - 1 million) BBC Three Counties Radio

### The Andrew Cross Awards 2004

#### RADIO

**Thought for the Day** BBC Radio Nottingham  
*Looking Ahead*

**News Feature or Programme Winner** BBC Radio Leicestershire,  
*Homosexuality debate*

**Commended** BBC GMR,  
*Tribute to DC Stephen Oake*  
**Regular Weekly Programme Commended** BBC Radio Merseyside  
*United in Song*

**Special Programme: Documentary Commended** BBC Radio Lancashire  
*Aids Hospice South Africa*  
**Special Programme: Festivals etc Commended** BBC Radio Norfolk  
*On the Ball City* and BBC Radio Sheffield  
*Christmas Carols 2003*

#### TELEVISION

**Special Programme: Festivals etc** BBC East  
*Inside Out - Salvation Army Girl*

**WEBSITE Winner** [www.bbc.co.uk/birmingham/faith](http://www.bbc.co.uk/birmingham/faith)  
**Commended** [www.bbc.co.uk/cumbria/faith](http://www.bbc.co.uk/cumbria/faith)

**Religious Broadcaster of the Year** **Jumoke Fashola** BBC London 94.9  
**Commended** **Mike Shaft** BBC GMR

**Commended** *Sacred Heart RC High School United in Song*, BBC Radio Merseyside  
**Special Award: Radio Young Talent**

### Web User Magazine Awards

**Best Campaign or Community Site** [bbc.co.uk/videonation](http://bbc.co.uk/videonation)

### Emma Awards 2004

**Best Radio News Journalist** **Vanessa Feltz** BBC London 94.9



# Getting in touch

## BBC English Regions

### Regional Television Centres

#### **BBC North East & Cumbria (Newcastle)**

Broadcasting Centre  
Barrack Road  
Newcastle upon Tyne NE99 2NE  
Tel. 0191 232 1313  
email: look.north.northeast.cumbria@bbc.co.uk

#### **BBC North West (Manchester)**

New Broadcasting House  
Oxford Road  
Manchester M60 1SJ  
Tel. 0161 200 2020  
email: nwt@bbc.co.uk

#### **BBC East Midlands (Nottingham)**

London Road  
Nottingham NG2 4UU  
Tel. 0115 955 0500  
email: emt@bbc.co.uk

#### **BBC East (Norwich)**

The Forum  
Millennium Plain  
Norwich NR2 1BH  
Tel. 01603 619 331  
email: look.east@bbc.co.uk

#### **BBC Yorkshire (Leeds)** *(moving August 2004 to Broadcasting Centre 2 St Peter's Square, Leeds LS9 8AH)*

Broadcasting Centre  
Woodhouse Lane  
Leeds LS2 9PX  
Tel. 0113 244 1188  
email: look.north@bbc.co.uk

#### **BBC West Midlands (Birmingham)**

The Mailbox  
Royal Mail Street  
Birmingham B1 1RF  
Tel. 0121 567 6767  
email: midlands.today@bbc.co.uk

#### **BBC West (Bristol)**

Broadcasting House  
Whiteladies Road  
Bristol BS8 2LR  
Tel. 01179 732 211  
email: pointswest@bbc.co.uk

#### **BBC South West (Plymouth)**

Broadcasting House  
Seymour Road  
Mannamead  
Plymouth PL3 5BD  
Tel. 01752 229 201  
email: spotlight@bbc.co.uk

#### **BBC South East (Tunbridge Wells)**

The Great Hall  
Mount Pleasant Road  
Tunbridge Wells  
Kent TN11 1QQ  
Tel. 01892 670 000  
email: southeasttoday@bbc.co.uk

#### **BBC South (Southampton)**

Broadcasting House  
Havelock Road  
Southampton SO14 7PU  
Tel. 0238 022 6201  
email: south.today@bbc.co.uk

#### **BBC London**

35c Marylebone High Street,  
London W1U 4QA  
Tel: 0207 224 2424  
email: yourlondon@bbc.co.uk

#### **BBC Yorkshire & Lincolnshire (Hull)**

Queen's Court  
Queen's Gardens  
Hull HU1 3RH  
Tel: 01482 323232  
email: looknorth@bbc.co.uk

### BBC Local Radio

#### **BBC Radio Berkshire**

PO Box 104.4  
Reading RG94 8FH  
Tel. 0118 946 4200  
email: radio.berkshire@bbc.co.uk

#### **BBC Radio Bristol & Somerset Sound**

PO Box 194  
Bristol BS99 7QT  
Tel. 01179 741 111  
email: radio.bristol@bbc.co.uk

#### **BBC Radio Cambridgeshire**

PO Box 96  
104 Hills Road  
Cambridge CB2 1LD  
Tel. 01223 259 696  
email: cams@bbc.co.uk

#### **BBC Radio Cleveland**

PO Box 95FM  
Newport Road  
Middlesbrough TS1 5DG  
Tel. 01642 225 211  
email: radio.cleveland@bbc.co.uk

#### **BBC Radio Cornwall**

Phoenix Wharf  
Truro  
Cornwall TR1 1UA  
Tel. 01872 275 421  
email: radio.cornwall@bbc.co.uk

#### **BBC Radio Cumbria**

Annetwell Street  
Carlisle CA3 8BB  
Tel. 01228 592 444  
email: radio.cumbria@bbc.co.uk

#### **BBC Radio Derby**

PO Box 104.5  
Derby DE1 3HL  
Tel. 01332 361 111  
email: radio.derby@bbc.co.uk

#### **BBC Radio Devon**

PO Box 1034  
Plymouth or Exeter  
Tel. 01752 260 323 or 01392 215 651  
email: radio.devon@bbc.co.uk

#### **BBC Essex**

198 New London Road  
Chelmsford  
Essex CM2 9XB  
Tel. 01245 616 000  
email: essex@bbc.co.uk

#### **BBC Radio Gloucestershire**

London Road  
Gloucester GL1 1SW  
Tel. 01452 308 585  
email: radio.gloucestershire@bbc.co.uk

#### **BBC GMR**

PO Box 951  
Oxford Road  
Manchester M60 1SD  
Tel. 0161 200 2000  
email: gmr@bbc.co.uk

#### **BBC Radio Guernsey**

Bulwer Avenue  
St Sampsons  
Guernsey GY2 4LA  
Tel. 01481 200 600  
email: radio.guernsey@bbc.co.uk

#### **BBC Hereford & Worcester**

Hylton Road  
Worcester WR2 5WW  
Tel. 01905 748 485  
email: bbchw@bbc.co.uk

**BBC Radio Humberside and BBCi Hull**

Queen's Court  
Queen's Gardens  
Hull HU1 3RH  
Tel. 01482 323 232  
email: radio.humberside@bbc.co.uk

**BBC Radio Jersey**

18 Parade Road  
St Helier  
Jersey JE2 3PL  
Tel. 01534 870 000  
email: radio.jersey@bbc.co.uk

**BBC Radio Kent**

The Great Hall  
Mount Pleasant Road  
Tunbridge Wells  
Kent TN1 1QQ  
Tel. 01892 670000  
email: radio.kent@bbc.co.uk

**BBC Radio Lancashire  
and BBC Open Centre**

26 Darwen Street  
Blackburn  
Lancashire BB2 2EA  
Tel. 01254 262 411  
email: radio.lancashire@bbc.co.uk

**BBC Radio Leeds**

Broadcasting House  
Woodhouse Lane  
Leeds LS2 9PN  
Tel. 0113 244 2131  
email: radio.leeds@bbc.co.uk

*(moving August 2004 to  
Broadcasting Centre  
2 St Peter's Square  
Leeds, LS9 8AH)*

**BBC Radio Leicester**

Epic House  
Charles Street  
Leicester LE1 3SH  
Tel. 0116 251 6688  
email: radioleicester@bbc.co.uk

*(moving Spring 2005 to  
9 St Nicholas Place  
Leicester LE1 5YP)*

**BBC Radio Lincolnshire**

PO Box 219  
Newport  
Lincoln LN1 3XY  
Tel. 01522 511 411  
email: radio.lincolnshire@bbc.co.uk

**BBC London 94.9**

35c Marylebone High Street  
London W1U 4QA  
Tel. 0207 224 2424  
email: yourlondon@bbc.co.uk

**BBC Radio Merseyside  
and BBC Open Centre**

55 Paradise Street  
Liverpool LI 3BP  
Tel. 0151 708 5500  
email: radio.merseyside@bbc.co.uk

**BBC Radio Newcastle**

Broadcasting Centre  
Barrack Rd  
Newcastle upon Tyne NE99 1RN  
Tel. 0191 232 4141  
email: radio.newcastle@bbc.co.uk

**BBC Radio Norfolk**

The Forum  
Millennium Plain  
Norwich NR2 1BH  
Tel. 01603 617 411  
email: norfolk@bbc.co.uk

**BBC Radio Northampton**

Broadcasting House  
Abington Street  
Northampton NN1 2BH  
Tel. 01604 239 100  
email: northampton@bbc.co.uk

**BBC Radio Nottingham**

London Road  
Nottingham NG2 4JU  
Tel. 0115 955 0500  
email: radio.nottingham@bbc.co.uk

**BBC Radio Oxford**

PO Box 95.2  
Oxford OX2 7YL  
Tel. 01865 311 444  
email: radio.oxford@bbc.co.uk

**BBC Radio Sheffield  
and BBC Open Centre**

54 Shoreham Street  
Sheffield S1 4RS  
Tel. 0114 273 1177  
email: radio.sheffield@bbc.co.uk

**BBC Radio Shropshire**

2-4 Boscobel Drive  
Shrewsbury SY1 3TT  
Tel. 01743 248 484  
email: radio.shropshire@bbc.co.uk

**BBC Radio Solent**

Broadcasting House  
Havelock Road  
Southampton SO14 7PW  
Tel. 02380 631 311  
email: radio.solent@bbc.co.uk

**FRONT AND BACK COVER:**

In its 2003 Gold Gillard-winning **Voices** project **BBC Radio Shropshire** gained the trust of residents on the Woodside housing estate in south Telford, capturing some extraordinarily intimate and powerful moments in the lives of people rarely heard speaking for themselves. Over a six-month period the station broadcast a weekly series about life on the estate, helped a local primary school to produce its first ever on-line magazine, and organized a number of public meetings at which local people aired their opinions and shared life experiences. Problems were highlighted, but always as part of the texture of everyday life on the estate, giving the overall impression of a population with dignity and determination. The extent to which the project won over local hearts and minds was summed up by one resident who told the Duke of Edinburgh during a royal visit that "nobody would listen to Woodside until the BBC came along".

Photography: Roy Peters

**BBC Southern Counties Radio**

Broadcasting Centre  
Guildford GU2 5AP  
Tel. 01483 306 306  
email: southern.counties.radio@bbc.co.uk

**BBC Radio Stoke and BBC Open Centre**

Cheapside  
Hanley  
Stoke on Trent ST1 1JJ  
Tel. 01782 208 080  
email: radio.stoke@bbc.co.uk

**BBC Radio Suffolk**

Broadcasting House  
St Matthew's Street  
Ipswich  
Suffolk IP1 3EP  
Tel. 01473 250 000  
email: suffolk@bbc.co.uk

**BBC Radio Swindon**

PO Box 1234  
Swindon SN1 3RW  
Tel. 01793 513 626  
email: radio.swindon@bbc.co.uk

**BBC Three Counties Radio**

PO Box 3CR  
Luton  
Bedfordshire LU1 5XL  
Tel. 01582 637 400  
email: 3cr@bbc.co.uk

**BBC Radio Wiltshire**

PO Box 1234  
Swindon SN1 3RW  
Tel. 01793 513 626  
email: radio.wiltshire@bbc.co.uk

**BBC WM (Birmingham)**

The Mailbox  
Royal Mail Street  
Birmingham B1 1RF  
Tel. 0121 567 6000  
email: radio.wm@bbc.co.uk

**BBC WM (Coventry) (moving Spring 2005  
Priory Place, Coventry  
CV1 2WR)**

1 Holt Court  
Greyfriars Road  
Coventry CV1 2WR  
Tel. 02476 860086  
email: coventry.warwickshire@bbc.co.uk

**BBC Radio York**

20 Bootham Row  
York YO30 7BR  
Tel. 01904 641 351  
email: radio.york@bbc.co.uk

