

Radio 2

Remit

The remit of Radio 2 is to entertain and engage older listeners with a distinctive mix of music, arts, comedy, documentaries and news. Its target audience is 45-65 year olds, with a particular focus on over 55s. It should seek to maximise the impact of the BBC's public purposes by showcasing arts and current affairs programming from other areas of the BBC as part of its peak time schedule.

This service licence outlines the requirements of Radio 2 to contribute to public value and the BBC's public purposes (Part 1) and the performance monitoring framework (Part 2).

Part 1: Contribution to public value

Radio 2 must contribute to the promotion of the BBC's public purposes in the following ways.

1.1 Showcasing distinctive and high quality content

Radio 2 should make a very important contribution to this purpose amongst its audience by providing a unique mix of highly distinctive music, arts, documentaries and comedy. It should take creative risks by featuring its regular arts coverage exploring theatre, writing and film at peak times¹.

Radio 2 music programming should cover a very wide range of genres. Its commitment to live music should include orchestral activity, musical theatre, festivals, small scale concerts, sessions and workshops. It should focus on unfamiliar tracks, new song writing and live performances from established artists likely to appeal to listeners over 55.

The majority of music on Radio 2 should be measurably different to all other UK radio stations, particularly during daytime². The schedule should focus primarily on specialist programming, presented by acknowledged experts. It should aim to widen the proportion of specialist music available to the public, and challenge listeners to experience the unfamiliar by providing a wide range of musical forms not recognised as popular, such as folk and brass.

The station should offer regular comedy programming, supporting the BBC's commitment to new comedy by developing new talent in writing and performance as well as bringing listeners established comedy performers. Extended clips or extracts of this content should be repurposed and broadcast at peak times.

Conditions

Radio 2 should:

- Ensure that at least 51% of the music in daytime is from UK acts each year
- Ensure that at least 51% of the music in daytime is not be played on commercial radio
- Broadcast at least 260 hours of live music each year
- Broadcast over 1,100 hours of specialist music programmes each year, and ensure that a third of this is scheduled in daytime
- Broadcast over 100 hours of arts programming in daytime each year
- Contribute to BBC Radio's commitment to commission at least 25% of eligible hours of output from independent producers

¹ Peaktime is defined as 0700-0930 and 1600-1830 weekdays

² Daytime is defined as 06.00-19.00hrs, Monday-Friday and 08.00-14.00hrs, Saturday-Sunday

1.2 Providing news and information to help people understand the world around them

Radio 2 has a responsibility to be at the forefront of public service content in news and current affairs, and should provide a variety of news output to cater for a diverse audience.

It should provide accurate, impartial and independent coverage of UK and international events in a style appropriate to its audience, and help listeners understand social and political issues so that they can participate in debate and become more active citizens.

The station should feature detailed news bulletins during daytime, and additional news updates during breakfast³ time.

In addition to its regular news bulletins, Radio 2 should broadcast an accessible current affairs programme in daytime each weekday, which covers topics such as consumer affairs, finance, the family, education, health and disability, and offers listeners the opportunity to respond by phone or online.

Conditions

Radio 2 should:

- Broadcast at least 25 hours of news and current affairs programming each week, including regular news bulletins
- There should be 5 minute news bulletins every half hour during weekday breakfast, and 10 minute bulletins every hour during daytimes
- Broadcast an accessible current affairs programme in daytime each weekday

1.3 Supporting education and learning

Radio 2 should actively support pan-BBC learning and social action initiatives and work with partners on its own social action campaigns to increase their impact.

It should also promote informal learning throughout its programming by commissioning documentaries that provide an understanding of arts and culture, presented in a way which is accessible to its audience.

The station should broadcast documentary output (or suitable extracts of this output) of arts or cultural relevance in daytimes, and stimulate further learning and participation in arts and culture through workshops and online interactivity.

It should offer a continuous social or community advice programme year-round, in addition to providing coverage and support for UK-wide events such as BBC Children in Need.

Conditions

Radio 2 should:

- Broadcast at least 130 hours of documentaries each year, with 50% being scheduled in

³ Breakfast is defined as 0700-0930 weekdays

daytime

1.4 Reflecting and representing the whole UK population

Radio 2 should contribute explicitly to this purpose by reflecting the diversity of the UK within its line-up of presenters, especially at daytime. Its coverage of music – including live coverage – should reflect the diversity of the UK, as should its documentaries, arts programmes, current affairs and religious output. Its broadcasting should support a range of local music festivals.

Radio 2 should facilitate the growth of communities of interest and enable people to connect with the station and each other. There should be a weekly religious programming scheduled in daytime which covers a broad range of faiths and beliefs.

Radio 2 should contribute to BBC Radio's commitment to ensure that at least one third of relevant expenditure⁴ is incurred outside the M25 area each year. It should continue to offer regular output from regional centres outside London.

Conditions

Radio 2 should:

- Broadcast at least 170 hours of religious output⁵ each year covering a broad range of faiths and beliefs, with 100 hours of this content broadcast at daytime

1.5 Growing the UK creative industries and securing the benefits of technology

Radio 2 should provide an important platform for British talent, helping it build the foundations for international exposure and providing digital and online services that have a clear benefit for the listeners. It should continue to help improve media literacy and access to on-demand radio listening for older audiences.

In order to offer a richer multiplatform experience and reflect the cultural climate of the UK Radio 2 should use a range of social media to further discussion and debate about issues which have relevant public value to its radio audience. However these should be limited and no other social media platforms should be used, other than those outlined below, without the permission of the station's regulator.

1.5.1 Radio 2 Online

The Radio 2 website should be the main point of interaction for the Radio 2 audience and echo the style and content of the broadcast output. Listeners should be able to view studio video recordings as well as exclusive content here. Any news or sport content which could exist on BBC News or Sport sites, should not be replicated here. The station should make an effort to source and link out to external content which is deemed of public value interest to its audience.

⁴ This includes expenditure on first-run originated programming, but does not include expenditure on news or sport output

⁵ Includes repeats

1.5.2 Radio 2 YouTube

The Radio 2 YouTube channel should be used as a means of showcasing the best of Radio 2, and a way to increase the audience for the radio station. No more than one video should be placed on YouTube in a single 24 hour period, unless otherwise agreed with the BBC's regulator. Every video should indicate where and how to listen to Radio 2.

1.5.3 Radio 2 Twitter

Radio 2 should use Twitter as a way to encourage audience interaction on matters of public value and social action campaigns. Twitter should be used to promote issues of cultural, social, financial, health or educational importance for the Radio 2 audience.

1.5.4 Radio 2 Facebook

Radio 2 should use Facebook as a way to encourage audience interaction on matters of public value and social action campaigns. Facebook should be used to promote issues of cultural, social, financial, health or educational importance for the Radio 2 audience. All Facebook posts should indicate where and how to listen to Radio 2.

Part 2: Performance monitoring framework

2.1 Performance assessment

The performance of Radio 2 will be assessed by the BBC's regulator using the framework described in section 2.3. Radio 2's compliance with any Conditions, as described in this licence, will also be measured on an annual basis and reported in the Annual Report and Accounts.

The BBC's regulator will expect Radio 2 to comply with the conditions described in the Service Licence. The BBC's regulator will monitor compliance with these commitments retrospectively as part of its periodic service reviews and/or on an exceptional basis if there is evidence or allegation of non-compliance. The type of music playout specifically will be monitored along with other licence conditions and public commitments, with an assessment of performance published alongside the BBC annual report.

This service licence will be used as a tool for evaluating management performance, and integrated into the Station Controller's appraisal where appropriate.

2.2 Market impact

It must be a central motivation of the station to minimise its wider market impact. The BBC's regulator will therefore also review the market impact of Radio 2 on an annual basis using predetermined measures. This review will encompass an examination of the internal cross-promotion of BBC services as well invite public consultation on how Radio 2 is impacting upon the wider UK media landscape.

Conditions

Radio 2 should:

- only promote new and original BBC programming which has particular public value, and which does not compete directly with programming provided elsewhere
- *not* cross-promote BBC content which does not have cultural, social, financial, health or educational value
- not cross-promote specific BBC networks or channels unless referring to programme content that meets the criteria above

2.3 Enforcement

The BBC's regulator has the function of assessing the performance of Radio 2 in delivering this licence and holding it to account for its performance.

This framework measures Radio 2 directly against the conditions listed above, but also takes into account the Audience Appreciation Index score of the station (as independently measured by the BBC's regulator), its market impact and cross-promotional activity. Should the station underperform in any of these areas, it is possible that sanctions could be placed on the staff in the form of bonus caps, salary penalties or a reduction in the station budget.

The BBC's regulator can amend this framework without this constituting formal variation to this Service Licence.