

Delivering our purposes

The BBC's public purposes describe the public value the BBC aims to achieve when delivering its mission to inform, educate and entertain.

[To read the public purposes in full, please visit: \[bbc.co.uk/corporate2/insidethebbc/whoweare/bbc_royal_charter\]\(http://bbc.co.uk/corporate2/insidethebbc/whoweare/bbc_royal_charter\)](http://bbc.co.uk/corporate2/insidethebbc/whoweare/bbc_royal_charter)

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To provide impartial news and information to help people understand and engage with the world around them

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To reflect, represent and serve the diverse communities of all of the UK's nations and regions and, in doing so, support the creative economy across the UK

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Double BAFTA award-winning *Damilola, Our Loved Boy*

To provide impartial news and information to help people understand and engage with the world around them

It has been an extraordinary 12 months in both domestic and global politics, and the role that BBC News plays – to inform audiences with trusted, independent and impartial news, adding context, analysis and insight, holding the powerful to account, and giving people a sense of place in their community – has been of vital importance both in the UK and globally.

For our audiences

BBC News continues to be the biggest provider of news in the UK. We reached three-quarters of adults in the UK each week in 2016/17; more than any other news provider. On television, the average BBC television news viewer watched over two and a half hours of BBC News each week, whilst on radio, the average listener to BBC News and current affairs content tunes in for close to five and a half hours per week, with BBC Radio 4's *Today* programme recording its highest ever audience figures. BBC News online attracted an average of just under 30 million weekly unique UK browsers.



76%

of UK adults used BBC News each week in 2016/17.



In comparison with other news organisations the BBC remains by far the most trusted source of news in the UK. 57% of people said that the BBC is the one news source they would most likely turn to for news they trust and for accurate news coverage, with the next nearest provider at around 10%. And the BBC is the news source people say that they turn to for impartial news coverage, with 50% of the UK public saying the BBC is the one source they would turn to for impartial news, far ahead of all other news providers.

For society

Time and again audiences come to the BBC for coverage of major news events when the value of BBC News to UK society is most visible. During the referendum on the UK's membership of the European Union, the BBC was the most used and most trusted news provider throughout the campaign. 87% of people in the UK closely followed news about the result of the vote, making the story the most followed since tracking began eight years ago. A record 53 million global unique browsers visited BBC News online on the day the result was announced, with 26 million people watching coverage on television on 23 and 24 June. A third of all UK adults also consumed BBC News coverage of the results on social media.

Globally, the BBC's coverage of the US Presidential election helped close to two-thirds of UK audiences understand what the result meant for the US, the UK and the world – far ahead of other providers – while the BBC's network of correspondents brought coverage and analysis from around the world; including the terrorist attacks in Nice and across Europe, and the ongoing conflict in Syria.

BBC News continues to refresh its output to attract new audiences. New formats such as BBC Stories are helping to reach a broader audience. A film showcasing a revolutionary new invention that allowed a young woman with Parkinson's disease to begin drawing again has been viewed over 60 million times on Facebook alone.

BBC current affairs output continues to set the news agenda and influence national debate with its emphasis on world-class original journalism. *Panorama's* investigation into the Panama Papers in *Tax Havens of the Rich and Powerful Exposed* reached 4.8 million television viewers.

For the UK

The BBC's mission to bring impartial and accurate news to audiences strengthens the UK and we work to maximise the impact.

As part of the BBC School Report project, BBC News worked with 900 schools and around 30,000 students. Through mentoring and digital training, the programme works with these young people to explore the themes of accuracy and impartiality in news coverage, as well as helping to promote media literacy. BBC School Report additionally provides support for those considering a career in the media.

The BBC has also announced plans to invest around £8 million a year in local news partnerships to improve the provision of local journalism in the UK. The proposals include the recruitment of 150 local democracy reporters; the syndication of BBC local audio and video content for use by local and regional news organisations across the UK; and the creation of a shared local data journalism centre in Birmingham.

The BBC has launched a number of measures in response to new concerns about the reliability and accuracy of news in general. We are working with social media platforms and other news organisations to address the challenges.

2 To support learning for people of all ages

Learning in its broadest sense is vital to the wellbeing of any nation, and this has been reflected in the importance the UK public attaches to the BBC's education purpose and its new focus in the BBC's strategic priorities.

For our audiences

Across television, radio and online, the BBC continues to help our audience learn about an incredible range of subjects through world-class factual content. *The Big Painting Challenge*, *The Great British Sewing Bee* and *The Great Pottery Throw Down* have all sparked viewers' passions to take up new hobbies and acquire new skills. Overall, more than seven in ten (72%) agree that they have 'learned new things from programmes or online content on the BBC'.

From *Alphablocks* and *Numberblocks*, *Nina and the Neurons* and *Do You Know?* on CBeebies, to *Newsround*, *Blue Peter*, *Absolute Genius* and *Horrible Histories* on CBBC, our children's channels provide our youngest audience with fun and engaging ways to learn; with a wealth of online resources and activities helping parents to support the development of children's numeracy, language and social skills through their early years.

For society

BBC Bitesize continues to be a much-valued resource for millions of children and young people, supporting them through their formal education with curriculum-linked online resources. Average weekly reach is up 10% year-on-year to 2.1 million unique UK browsers, peaking at 3.3 million during the 2016 summer exam period. In 2016 we launched a new Bitesize revision app which has already been downloaded more than 500,000 times. Bitesize makes a real difference to young learners with 81% of users saying it has helped them to understand their schoolwork or homework more, 57% of secondary school users saying it has helped them to achieve better grades at school, and 30% of those who used it to revise for their GCSEs or Nationals saying that there was a subject they wouldn't have passed without it.

The BBC has also stepped up its support for schools and teachers in the past year, reinventing schools television through *BBC Live Lessons* and launching a new YouTube channel BBC Teach, which assists teachers to find curriculum-linked video for use in lessons. More than three in five adults (62%) agree that 'the BBC helps children/teenagers with what they learn at school/college', rising to 66% for parents with children in their household.

Young people were also encouraged to be good citizens through Radio 1 and iXtra's #1MillionHours campaign, with more than 1.1 million volunteering hours being pledged in total.

This year the BBC has supported reading and literacy by leading a national conversation about books and celebrating the positive effects of reading and writing for pleasure. *BBC Comedy Classroom*, delivered in partnership with the National Literacy Trust, provided a unique way for teachers to use laughter in lessons to promote literacy in a fun and engaging way. Social media campaign #LovetoRead, designed to engage young people and prompt conversation around books, received 900,000 engagements with the content such as likes, shares and comments.



BBC Terrific Scientific aims to inspire primary school children to get excited about science.

Radio 2's *500 Words*, now in its eighth year, inspired over 120,000 children to write short and creative stories. CBBC's *Awesome Authors Live*, delivered with the Royal Shakespeare Company and BookTrust, enabled children to meet some of their favourite authors at events in Birmingham and at libraries across the UK. 92% of 6 to 12 year-old attendees surveyed said they planned to do something new and 88% said they wanted to read more.

For the UK

The BBC has this year worked in partnership with a wide range of organisations to deliver transformational educational campaigns that benefit the wider UK. The BBC micro:bit is our most ambitious educational initiative since the original BBC Micro in the 1980s. Working with over thirty partners, one million small programmable coding devices were manufactured and distributed to all children in Year 7 (or the equivalent) across the UK, inspiring the next generation of digital pioneers. Nine in ten Year 7 pupils surveyed who used the micro:bit said that it helped show them that anyone can code, and 39% of Year 7 girls who used it said they would definitely choose ICT/computing compared to 23% before the campaign started. Amongst teachers, 93% agreed that their students learnt something new.

Our new schools campaign is BBC Terrific Scientific, a bold and ambitious initiative to inspire primary school children to get excited about science. Delivered in partnership with Wellcome and other academic and science institutions, the initiative supports the UK's urgent need for more young people to secure Science, Technology, Engineering and Mathematics ('STEM') qualifications.

The future of the UK's creative industries was again the focus of the Radio 1 Academy, which this year took place in Exeter in the run up to Radio 1's Big Weekend. Workshops and Q&A sessions helped over 8,000 young attendees. 98% of participants surveyed saying that they increased their knowledge by attending and 75% stating they felt inspired to do something different.

3 To show the most creative, highest quality and distinctive output and services

2016/17 has been a rich year for creativity at the BBC, from *Planet Earth II* which attracted record television audiences, to innovative 360 degree Olympics coverage, to the hugely impactful domestic abuse storyline on *The Archers*, the compelling exploration of grief with *Rio Ferdinand: Being Mum and Dad*, the special programming that celebrated seven decades of pioneering music and culture on Radio 3, coverage of the Invictus Games and to challenging, critically-acclaimed comedy and drama like *Fleabag* and *Taboo*.

Digitally, BBC Three became one of the first broadcast channels in the world to go online only; experimenting in form, content and tone, to inspire and engage younger audiences across multiple platforms.

[See more about BBC Three online on page 28](#)

For our audiences

We continue to face intense competition and changing audience behaviours, particularly amongst younger audiences. That has put pressure on the audience reach and time spent with both television and radio. However, the BBC has maintained its share of the television broadcasting market.

In terms of quality, appreciation index ('AI') scores have held steady for television at 80.3 and for radio at 81. BBC content has been widely recognised in industry awards, both domestically and around the world – *The Night Manager* won ten awards including three Golden Globes, while *Exodus: Our Journey to Europe* won six awards including Best Documentary Series at the RTS Programme Awards. In all, the BBC won 19 BAFTA television awards and 13 RTS awards, with BBC Three collecting a remarkable six awards including Channel of the Year. BBC Radio was also recognised, with 13 golds at the Radio Academy Arias (formerly known as the Sony Awards) with Radio 2 being named best national radio station.

For society

We have maintained the unique range and breadth of our services across both radio and television; exceeding our regulatory quotas for hours in genres such as arts, music and religion. BBC Trust research showed three in five (59%) people agreed that the BBC has lots of fresh and new ideas, with around half (49%) agreeing that the BBC provides distinctive programmes and online content that no other broadcaster would make.

It has also been a strong year for innovation both in form and technology, with pioneering immersive soundscapes showcased in a virtual reality drama, the award-winning *Turning Forest*. BBC Taster brought new formats to audiences, like RemArc, or Reminiscence Archive, designed to help trigger memories in people with dementia using BBC Archive material as stimulation.

BBC Three experimented in new short-form content, including investigative journalism in 15-minute *Unsolved* episodes and the *Amazing Humans* strand that went viral on social media with one video alone viewed over 95 million times globally on Facebook.

In the digital sphere, music playlists and the BBC Music app are starting to reinvent the way BBC Radio engages with audiences. BBC Radio has also created new opportunities for listeners to engage through initiatives such as Radio 5 live's real time audience interaction in the run up to the European Union referendum, and pop-up radio stations such as BBC Music Jazz and Radio 2 Country.

For the UK

In the last year, we have worked with 54 independent UK television production companies that we hadn't worked with before, and met or exceeded the quotas for hours of output from independent production across all channels. Of the £1 billion spent externally by the BBC in the creative economy, £433 million was spent with the independent production sector, and hundreds of millions more with rights holders, performers, talent, directors, production resources and musicians.

The BBC has opened up its platforms to collaborate and host partners' content, to bring the best possible experience to audiences. *Shakespeare Day Live* brought partners like Shakespeare's Globe and the British Film Institute, the RSC, the Hay Festival, the Royal Opera House and the British Council together. BBC Radio partnered with Spotify, Deezer, YouTube and Apple on the BBC Music app, and BBC Introducing continues to team up with the National Skills Academies and BBC Local Radio to help build production skills among young, emerging musical talent.

The BBC also remains committed to developing the best in new UK talent through programmes such as Radio 1 and iXtra's Where It Begins internship scheme, which offers eight-week, paid placements designed to attract a diverse range of people to the BBC. Another example is the Make It Digital trainee scheme for 16 to 24 year olds, with BBC Three surfacing new talent such as Maxim Bady and Kayode Ewumi, who in turn helped the BBC to win five BAFTA Breakthrough Brits – more than any other broadcaster.



Critically-acclaimed drama *Taboo*.

4 To reflect, represent and serve the diverse communities of all of the UK's nations and regions and, in doing so, support the creative economy across the UK

As the nature of national identity and population diversity becomes ever more complex, the importance of the BBC's mission to represent, and be representative of, the whole of the UK will become ever more significant. Delivering on this key public purpose will be a running theme throughout the next Charter period.

We have recently announced ambitious new plans to strengthen our programmes and services in Scotland, Wales and Northern Ireland.

For our audiences

BBC content remains hugely popular with audiences across the nations and regions. Average reach of BBC television viewing is 79% in England, 78% in Northern Ireland, 80% in Scotland and 82% in Wales. Nearly half of all adults in England (over 19 million) watch at least three minutes of a BBC regional television news bulletin each week and BBC regional television evening bulletins account for a third of all television viewing at that time. The early evening edition of *Reporting Scotland* remains Scotland's most-watched television news programme, and in Wales and Northern Ireland, *Wales Today* and *Newsline* continue to perform strongly.

Local radio in England draws in 6.4 million people each week. Of those, almost 1 million people listen to no other radio stations, and a quarter listened to over ten hours per week.

We are doing more to reflect the whole of the UK to itself. Network dramas such as *The Replacement*, *The Fall* and *Hinterland* were set in the nations.

In Wales and across the UK, the 50th anniversary of the Aberfan disaster in September 1966 proved particularly poignant. *The Green Hollow*, a film poem by Owen Sheers which included contributions from the local community, received the highest audience appreciation rating of any BBC One programme in five years.

Our programming tackled challenging themes whilst reflecting the UK's diverse communities. *Transgender Love* on BBC Scotland followed six transgender individuals in Scotland as they

struggled to find love and maintain existing relationships. A highlight of collaborative working was the #towerlives project in April, which gave voice to the stories of people from the culturally diverse Butetown estate in Cardiff. Asian Network Live featured a range of British Asian and global South Asian artists, connecting with a live event audience of over 3,300, more than 90% of whom were black, Asian and minority-ethnic ('BAME'), and was also available on Red Button, iPlayer and radio.

The BBC's Black and British season, delivered in partnership with the Heritage Lottery Fund, Historic England, The National Archives, Black Cultural Archives and the BFI, celebrated the role and achievements of black people in the UK and explored the rich culture and history of black Britain with bold, vibrant and provocative programming across the BBC. Almost half (46%) of black audiences said they learned something new from the season.

For society

The national radio stations were indispensable in reporting the devolved elections of May 2016 and again during March 2017 in Northern Ireland. BBC Northern Ireland's television coverage of the election results reached more than half the local adult population. All platforms played a key role in helping audiences make sense of the European Union referendum and what it meant for their nation.

The BBC continued its unique support for the UK's indigenous languages across television, radio and online, and BBC Alba and S4C continued to be key partners in the delivery of our commitment.

For the UK

The BBC continued to make a significant contribution to the creative economy across the UK, both within the BBC and across the independent sector. The BBC's investment in Scotland increased significantly, with network spend rising from the previous year's £73 million to over £93 million. In Wales, this investment stood at £63 million whilst in Northern Ireland, network content spend was valued at £30 million.

Significant progress was made in the delivery of the BBC's staff diversity targets. BAME staff now represent 14.5% of the overall



The Black and British season celebrated the role and achievements of black people in the UK and explored the rich culture and history of black Britain.

workforce and 10.3% of our leadership teams. This means we have met our 2017 targets and are on track to meet our target of 15% by 2020. The proportion of staff with a disability or long-term health condition is 10.2%, with 9.6% in leadership roles. Women now represent 48.2% of the workforce with 42.1% in leadership roles against our 2020 target of 50%. Representation of lesbian, gay, bisexual and transgender ('LGBT') staff is 10.5% across the workforce and 11.5% across our leadership teams, compared to our 2020 target of 8%. And the target of having the number of apprentices making up more than 1% of the BBC's workforce was reached in 2014; two years ahead of schedule. That figure has now risen from the 2014 total of 177 to over 230, and there is a new ambition of offering more than 400 apprenticeships by 2018.

[Read more about diversity at the BBC on page 60](#)

All of these targets are part of the BBC's public purpose to find and train the most creative talent, whoever and wherever they are. By doing so, the aspiration is that the BBC will create a truly diversified workforce that both reflects and mirrors the changing dynamics of the UK's population.

5 To reflect the UK, its culture and values to the world

The BBC is one of the UK's greatest cultural exports. Following additional investment from the Government this year, we announced the biggest single expansion of the World Service since the 1940s. This investment will deliver services in 12 new languages, enhance output in the Middle East, Africa and Russia, and support the digital transformation of the BBC's global news output.

For our audiences

The BBC reached a total weekly global audience of 372 million in 2016/17 (348 million in 2015/16). The weekly reach of the World Service Group grew to 346 million (from 320 million in 2015/16), of which the World Service accounted for 269 million (up from 246 million in 2015/16).

[Read more about World Service performance on pages 32 and 33](#)

BBC Worldwide reached a weekly audience of 36 million within the year, by exporting high-quality content to broadcasters around the world, and hosting on its own BBC branded services such as BBC First and BBC AMERICA, a joint partnership with AMC Networks.

For society

Globally, the need for trusted and reliable news is greater than ever. Societies are increasingly fragmented and press freedom in many countries continues to be under threat. It is in this context that the BBC is consistently rated one of the most trusted international news providers and the World Service continues to be an invaluable source of news and information for audiences across the globe.

BBC News has an unparalleled record in covering major global events. We have reported on-the-ground from the Mosul frontline, whilst the award-winning *Islamic State's Most Wanted* in April helped demonstrate to the world what life for teenagers is like living under the control of so-called Islamic State in Raqqa, Syria. In July, BBC Turkish was at the forefront of reporting the attempted coup against President Erdogan, with audiences turning

to the BBC for the full picture, as well as for analysis of the clampdown over the following months. The World Service also continues to engage younger, female audiences through 100 Women; a multi-format series that examines the role of women in the 21st century. This initiative is now in its third year.

As well as being a distributor of scale, BBC Worldwide champions British creativity by investing in, commercialising and showcasing world-class UK content. Sir David Attenborough's *Planet Earth II* has now been sold to 168 territories. The US premiere was the most watched unscripted telecast ever on BBC AMERICA and the most watched nature programme on US television in the last five years. A collection of *Planet Earth II* content on Tencent generated over 200 million views in China.

BBC Media Action, the BBC's international development charity, works with media to inform, connect and empower people and to help bring about lasting change in individuals' lives. Last year the charity reached more than 200 million people in 28 of the poorest and most politically fragile countries in the world, and supported more than 100 training partnerships to strengthen and showcase the merits of both a free and independent media.

For the UK

The BBC remains a source of pride and influence for the UK, and licence fee payers benefit from the BBC's global strength. BBC Worldwide continues to deliver strong, sustainable financial returns to the BBC, allowing additional investment in content. In 2016/17 68% of headline revenues were generated outside the UK, with £210 million, being returned to the BBC in 2016/17.

BBC Monitoring continues to provide a valuable service to the BBC, the UK Government and a range of other customers and commercial clients by translating and analysing news and information from freely available media sources around the world covering over 100 different languages from 150 different countries.

We've continued to bring the expertise of our bilingual World Service journalists to our

UK audiences, as well as internationally. BBC World Service journalists have provided some of the most memorable broadcasting moments this year, from Feras Kilani facing a bomb attack in Mosul to Selin Girit at the scene of the New Year terror attack in Istanbul.



BBC Media Action works with media to inform, connect and empower people in the poorest and most politically fragile countries.