

The BBC - Anchor Tenant at MediaCityUK



September 2017



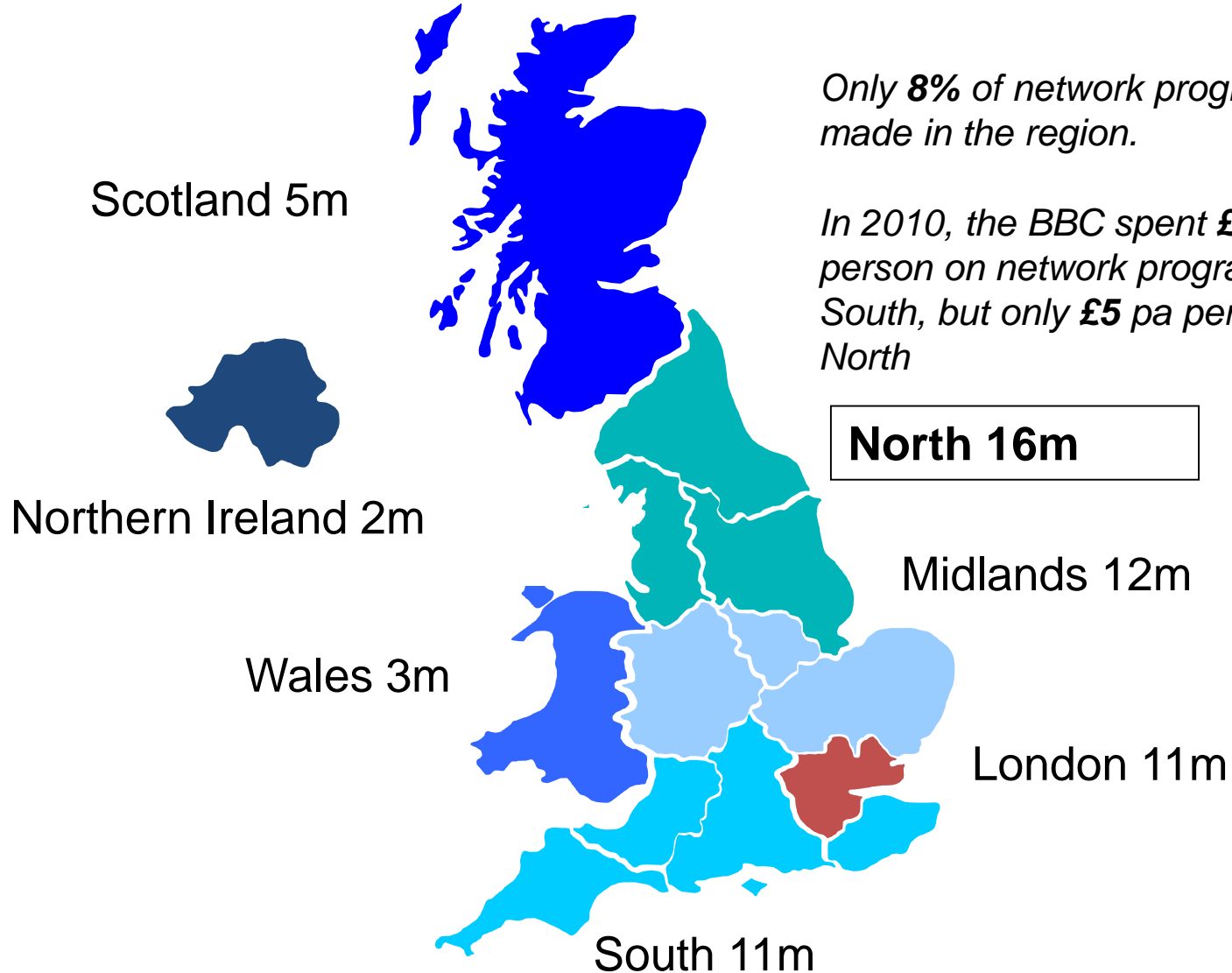
The Challenge

“To escape from London’s gravitational pull you need to keep the rocket boosters firing.”

George Osborne 2013



The challenge – a North / South divide



*Only **8%** of network programmes were made in the region.*

*In 2010, the BBC spent **£76** pa per person on network programmes in the South, but only **£5** pa per person in the North*

North 16m

The opportunity

- New buildings and technologies
- New hires
- New ways of working
- New values and behaviours
- New forms of content
- Efficiencies – financial and creative impact



Building a BBC for the digital age



1934

Broadcasting House
BBC in radio age



1960

Television Centre
BBC in television age



2012

MediaCityUK
BBC in digital age



BBC North – 4 objectives

- Better serving audiences in the North of England
- Deliver a “creative dividend” to the BBC
- Deliver benefits to the region
- Realise financial benefits for the BBC



Implementation



BBC at MediaCityUK

BBC RADIO 5 live

CBBC BBC

Bitesize

BBC RADIO BBC Philharmonic

CBeebies BBC

micro:bit

BBC BREAKFAST

BBC MANCHESTER 95.1FM | DAB

BBC NORTH WEST TONIGHT

BBC SPORT

A QUESTION OF SPORT

DRAGONS' DEN

MASTERMIND

THE BOSS

BBC iPlayer

BBC Radio

BBC R&D

bbc.co.uk

BBC Design & Engineering

Marketing Audiences Communications

BBC Children in Need

You build a community
with bricks and mortar
but most of all with people.

Plaque from Salford Quays



New vision & mission

BBC vision:

To be the most creative organisation in the world.

BBC North vision:

To innovate, inspire, surprise: always looking beyond tomorrow.

BBC mission:

To enrich people's lives with programmes and services that inform, educate and entertain.

BBC North mission:

Inspired by the north of England, to bring groundbreaking ideas and outstanding creativity to everyone.



New aspirations

BBC North aspires to be...

A centre for
**CREATIVE
EXCELLENCE** in
the North

Highly
CONNECTED to
our audiences
& externally

Recognised for
**HIGH
PERFORMANCE**
teams &
culture

The most
**FLEXIBLE &
COLLABORATIVE**
part of the BBC

The most
**EFFICIENT,
EFFECTIVE &
SUSTAINABLE**
part of the BBC

...pioneering on behalf of UK audiences and as a pilot for rest of BBC

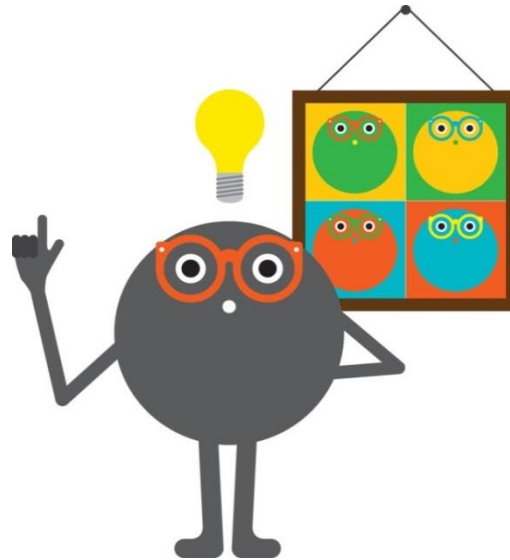


New culture - staff engagement – 3 Me's



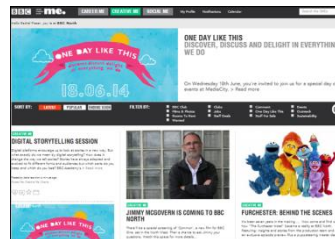
Career Me

- Inductions
- Mentoring
- Job shadowing
- Leadership training
- Hot Shoes



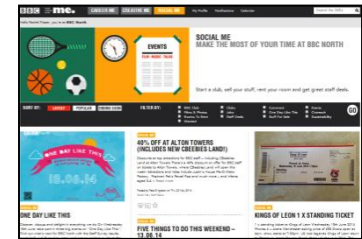
Creative Me

- Audience insights
- Stepping Out
- Master classes & creative brainstorms
- Production skills training



Social Me

A range of activity clubs, led by staff - eg music, sports, learning a language, beer & pub club



New spaces



New technology



New ways of working



- Open plan
- No offices/owned space
- Mix of departments/genres
- Wireless
- Clear desk policy
- 75% reduction in storage
- More collaboration areas
- Fewer meeting rooms



Progress



BBC NORTH



BBC

BBC Benefits – audience

We are 6 years into a 20 year business case

Early results are strong and demonstrate we've made a lasting difference

We've successfully driven up approval for the BBC in the North compared to rest of England:

- Television – gap reduced from 3.9% to 1.6%
- Radio – gap reduced from 3.4% to 2.7%
- Online – gap reduced from 7% to 6%



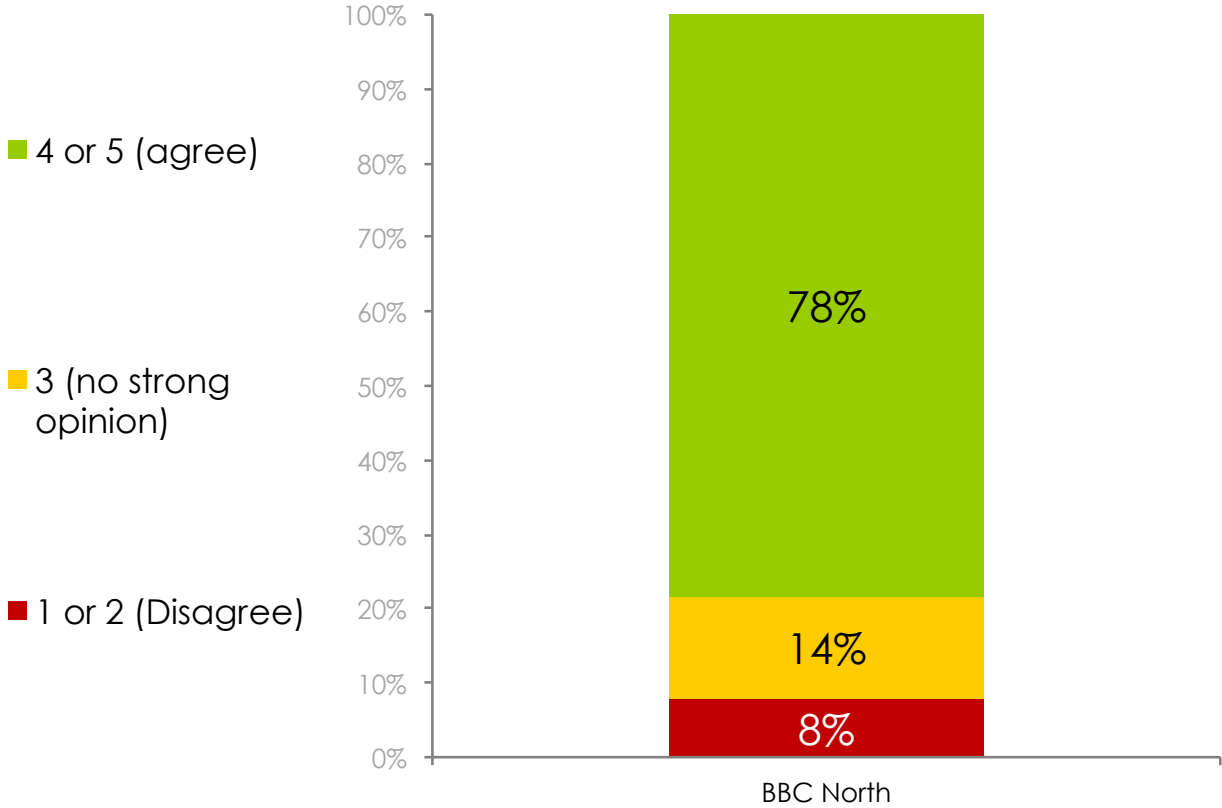
BBC Benefits – economic

- £1bn private investment in MediaCityUK – a 21:1 return on public funds
- 7,000 jobs
- 250 SME's – creative & digital sector
- Doubling of Greater Manchester digital economy
- The BBC jobs multiplier in the North is at nearly 2



BBC Benefits – staff

Over three quarters of staff are happy at BBC North



Thank you

