

**BBC**



# **NORTHERN IRELAND**

**MANAGEMENT REVIEW**

2011/12

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**Cover image**

New television drama from BBC Northern Ireland – *6Degrees*.

# INTRODUCTION



**“We have a responsibility to reflect, describe and explain the whole of community life in Northern Ireland.”**

## **It has been a year of challenge and remarkable achievement – technical, creative and editorial.**

We can report on another busy and successful year for BBC Northern Ireland.

Our services retained their popularity and broad appeal, connecting with audiences in different ways across the schedule. We delivered several new drama projects for television and radio; provided extensive coverage of the Assembly election and The Queen’s visit to the Republic of Ireland; extended our business and economics journalism; explored life in contemporary Northern Ireland through documentary series and debate; created large-scale music and entertainment events; and brought local voices and talent to a region-wide audience through an ambitious programme of outside broadcasts.

We also continued our work to grow the volume and value of network programmes that are made in Northern Ireland. Current affairs, factual, drama and comedy programming were all part of this mix – attracting appreciative audiences and much critical success.

Like so many other organisations, this has also been a period of real financial challenge. We have faced some difficult choices and will need to make further reductions in expenditure and staffing over the coming years. None of this is easy. Our concern, however, has been, and will remain, to avoid any adverse impacts on the service that we provide to local audiences. We play a central role in cultural and community life in Northern Ireland and are confident that we can make an even more effective contribution to local society and the wider BBC. Making this ambition a reality will be a key priority for my teams in the next 12 months.

A handwritten signature in black ink that reads "Peter Johnston".

**Peter Johnston**  
Director, BBC Northern Ireland

# TWO MINUTE SUMMARY

BBC Northern Ireland aims to provide something of value for everyone in the community through a broad range of programmes and services which inform and stimulate debate, celebrate and support cultural and sporting life, and reflect local interests and experiences for audiences within Northern Ireland and across the rest of the UK.

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## Hours of local television output by genre in 2011/12

These totals describe local programming on BBCNI television during 2011/12; 65.75 hours of this output (equivalent to 34% of qualifying non-news hours with a value of £5.15million) was commissioned from the local independent sector.

| Genre                             | Hours of programming produced |
|-----------------------------------|-------------------------------|
| Comedy, Entertainment and Music   | 19                            |
| News and Weather                  | 393                           |
| Current Affairs                   | 29                            |
| Sport                             | 75                            |
| Factual and Factual Entertainment | 54                            |
| Drama                             | 5                             |
| Children's and Education          | 13                            |

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## Hours of BBC Radio Ulster/Foyle output by genre in 2011/12

These totals describe the volume and type of programming provided by BBC Radio Ulster/Foyle. Much of this output involves listener interaction. Continuous output in this categorisation includes specialist music and other strands.

| Genre             | Hours of programming produced |
|-------------------|-------------------------------|
| Continuous Output | 5,098                         |
| News and Weather  | 3,715                         |
| Sport             | 443                           |

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## Average weekly 15-minute reach of BBC One in Northern Ireland

Reach is described as a percentage of the total population who consumed BBC television programming over a specified time period (in this case 15 minutes). These totals reflect the continuing popularity of BBC television, but also the effect of competition from other broadcast services on digital platforms.

|       |       |
|-------|-------|
| 09/10 | 73.3% |
| 10/11 | 77.8% |
| 11/12 | 77.3% |

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## Average weekly 15-minute reach of BBC Two in Northern Ireland

Reach is described as a percentage of the total population who consumed BBC television programming over a specified time period (in this case 15 minutes). BBC Two remains the primary channel for much of our sports and minority language programming. It is also used to give audiences another opportunity to see local programmes.

|       |       |
|-------|-------|
| 09/10 | 49.7% |
| 10/11 | 49.2% |
| 11/12 | 49.4% |

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## Average weekly reach for BBC Radio Ulster/Foyle

Reach is described as a percentage of the total population who consumed local BBC radio services in Northern Ireland. These totals represent an average of the quarterly audience figures that were produced by Rajar across the review period. BBC Radio Ulster/Foyle retains its place as the region's most popular station.

|       |       |
|-------|-------|
| 09/10 | 35.3% |
| 10/11 | 36.3% |
| 11/12 | 36.5% |

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## Average weekly unique browsers of BBCNI Online (millions)

These totals describe the average number of weekly unique browsers during April each year on the BBCNI website.

|       |      |
|-------|------|
| 09/10 | 0.66 |
| 10/11 | 1.01 |
| 11/12 | 1.27 |

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## Local BBC television output totals (Hours)

These totals describe the hours of BBCNI television programming for local audiences. The volume and profile of our output is aligned against relevant Service Licence and SoPPs commitments and the BBC's Public Purposes. These totals can fluctuate over time as a result of the cost/type of programme being commissioned, the timetabling of programme deliveries, etc.

|       |     |
|-------|-----|
| 09/10 | 627 |
| 10/11 | 656 |
| 11/12 | 760 |

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## BBC Radio Ulster/Foyle output totals (Hours)

These totals describe the hours of programming on BBC Radio Ulster/Foyle. The volume, profile and content of our output are aligned against the station's Service Licence and the BBC's Public Purposes. These totals can fluctuate over time as a result of the cost/type of programme being commissioned, the timetabling of programme deliveries, etc.

|       |       |
|-------|-------|
| 09/10 | 9,514 |
| 10/11 | 9,470 |
| 11/12 | 9,256 |

# SERVICE PERFORMANCE – TELEVISION, RADIO AND ONLINE 2011/12

We provide programmes and services across radio, television and online – bringing the stories of local people to audiences at home and across the UK.

## BBCNI television

BBCNI television provides a reflecting mirror to local society. All aspects of life are captured in its programmes. These include people and events from Northern Ireland's past and ever-changing present; celebrations of local achievement and diversity; news and current affairs; and documentary strands. Quality, distinctiveness and editorial ambition are central to all of this work. BBCNI-produced programmes delivered large audiences across the year – helping to enhance and extend the appeal of BBC's services at local level.

Our news programmes remain a trusted, and popular, source of information, reports and analysis. Major stories and developments in recent months have included: coverage of

the Assembly and local government elections; policing, security and justice issues; the challenges facing the health sector; The Queen's first visit to the Republic of Ireland, including extended live coverage of key events; the Irish Presidential election; Ian Paisley's decision to retire from active ministry and his subsequent illness; and the effect of autumn flooding on communities in Fermanagh. Our specialist and district reporters brought range, depth and a succession of story exclusives to *BBC Newsline*; business and economics coverage was enhanced with the creation of a new editor role and team; and we made effective use of social media in finding new ways to connect with, and involve, our audiences.



1. Exploring history with Dr Eamon Phoenix in *Ninety Year Nation*.

2. Celebrating a comedy genius – Frank Carson.





We followed the work of the Assembly and Executive with a new-look *Sunday Politics* and launched *Stormont Today* with a revised editorial brief and time slot. Other developments are planned in this area as part of a phased refresh of our politics output. These will seek to optimise the impact and benefits of BBC investment, building on established strengths and expertise. Long-form interviews, commentary and debate will remain essential features of this mix, but we'll also want to try some new and different approaches, including changes in presentation.

*Spotlight* brought audiences a range of stories from behind the news headlines, including investigative reports on the wide-reaching effects of the downturn in the housing market; local views on Scotland's debate about independence; alleged failings in the work of the Police Ombudsman's office; alcohol misuse; and the internal workings of the Orange Order. Our skills and reputation in current affairs journalism have also helped to secure an increasing number of commissions for BBC network television, including *Panorama* investigations into FIFA, car insurance fraud and political funding, and *This World* programmes on the Vatican, Wikileaks and the place of Mormonism in the USA.

We explored the legacy of a community dispute in Ardoyne in *Holy Cross – Ten Years On* and were given a revealing insight into marching bands and the lives of Shankill families in an acclaimed observational documentary, *The Men Who Won't Stop Marching*. Community experiences were

also the focus of a popular, and much talked about, series filmed over an extended period in Ballysally. *The Estate* told the stories of local people and described some of the triumphs and challenges of everyday life. Consumer concerns from across the region were highlighted in a returning series of *In Your Corner*; *6Degrees* provided a fast-paced and engaging depiction of college life at a fictional Belfast campus; we looked at political and other changes in society with Denis Murray's reflections on his 20 year career as the BBC's Ireland Correspondent; and we got an alternative perspective on events surrounding the outcome of the Saville Inquiry in *Bloody Sunday: The Long Wait*.

Commerce (and dogged optimism) in the midst of conflict were profiled in an affectionate documentary about Belfast's Europa Hotel, and we looked at John Hume's pivotal role in local politics in a specially commissioned film biography. Social history was the theme of *Those Were The Days*, an archive-based series about changes in technology, culture, home life and business, and we had some powerful television nostalgia with repeat screenings of Graham Reid's iconic *Billy Plays*. The events and terrible human cost of the Belfast Blitz were captured in a programme coinciding with its 70th anniversary and we journeyed further back in time with Neil Martin in *Plandáil*, a series about the background, workings and effects of the Ulster Plantation.

## SERVICE PERFORMANCE CONTINUED

Domestic architecture and design were the talking points in a returning series of *House of the Year*; gardening enthusiasts were given inspiration (and perhaps just a little envy) in *Get Up and Grow*; wildlife and the natural environment were explored in *Wild Week Live*, an ambitious multi-platform initiative which involved broadcasts and reports from Castle Espie and other locations; and we looked at the many different aspects of rural life in *Lúí na Talún*.

*Sruthanna* explored our coastal waters and rivers in a kayaking odyssey; we travelled halfway around the world in *Mini Adventure*, which re-created the audacious road trip which three young men from Northern Ireland had undertaken in 1962; and we heard about the experiences of Irish people who went to 1960s London in search of work in *Men of Arlington*. Military stories were re-told in a powerful, and affecting, tribute to Ranger Aaron McCormick (who died in Afghanistan on Remembrance Sunday 2010) and in *The Long Walk* which dealt with the work of army bomb disposal teams in Northern Ireland.

*Out of the Blue* showcased arts events and creative talent in a new series of live

interviews and film reports; music-making and competition were profiled in *Pipe Dreamers*, a revealing look at the training and dedication involved in pipe bands; and dance was the big preoccupation for a group of young people in *Tattoo Debut*. Performance and artistic ambition were also explored in *Wanabees*, which featured aspiring 'girl band' Voodoo, and we had a plentiful supply of first-class traditional music in *Imeall Geal*. A specially assembled choir of young people were to the fore in our contribution to the BBC's network programme for *Children in Need*, helping to raise £750,000 in Northern Ireland. We had music and entertainment on a grand scale in an outdoor performance from the grounds of Bangor Castle for *BBC Proms in the Park*.

Local sporting fixtures, events and achievements were reflected in a series of live broadcasts and documentary programmes. We covered the Schools' and MacRory Cup Finals, the progress of Ulster teams in the GAA's All-Ireland Championship, domestic and international soccer; and Ulster rugby. Motorcycle road racing continues to provide spectacle and



1. Meeting our audience – BBCNI Director, Peter Johnston.
2. A Serenade to Music – BBCNI and the Ulster Orchestra.





appeal and we complemented our dedicated (cross-platform) coverage of the North West 200 with a documentary on the history and wider community significance of this annual event in *How the North West Was Won*. And we chronicled the world-beating achievements of golfers Darren Clarke and Rory McIlroy in two observational documentaries, making use of unique access to these sportsmen and their families.

Comedy remains an essential part of our local programme mix on BBCNI television. *Sketchy* with Diarmaid Corr and his cast of exotic characters made a return to our screens and the genius of Gerry Anderson took animated form once again in *On the Air*. We paid tribute to the talents of Sean Crummey and Frank Carson – both of whom died during the year – and brought comedy to BBC network audiences with *Ask Rhod Gilbert*.

Our developing portfolio of network television output also included a series of short films for *The One Show*; topical debate about religious and ethical issues in *Sunday Morning Live*; four editions of *Songs of Praise*; the story of Hanz Litten and his challenging of Adolf Hitler, told through drama and an accompanying documentary; and *Planet of the Ape Man – Battle for Earth*.

## BBC Radio Ulster/Foyle

BBC Radio Ulster/Foyle embraces every aspect of community and cultural life in Northern Ireland. Its reach and popularity remain unparalleled in wider BBC terms, with community connection at the core of its appeal. Its programmes provide a forum for debate and a showcase for local talent, diversity and creativity. Specialist and mainstream music, news and information, entertainment and hard-hitting investigations are all part of the service it provides. Listeners' voices are everywhere in its output and our relationship with them has been enhanced through outside broadcasts and the increasing use of social media by programme production teams.

Our news programmes on BBC Radio Ulster/Foyle provide listeners with immediate and comprehensive coverage of breaking stories. They also include the background analysis which helps to explain what's happening and the sometimes complex issues, circumstances and choices facing politicians and policy-makers. Radio can respond flexibly to fast-changing stories and remains an important source of information about local events. It also provides easy access to national and international stories through the BBC's global network of reporters and correspondents. All of this is part of



1. Audience interaction at the BBC's Festival of History and Broadcasting.
2. Showcasing volunteer opportunities at *Getting Involved* in Broadcasting House.

## SERVICE PERFORMANCE CONTINUED

our daily news offering on BBC Radio Ulster/Foyle.

BBC news values may be constant, but the style and format of our programmes is always evolving. We made several editorial changes over the last year, including a new focus on business issues in *Good Morning Ulster* and the introduction of short and regularly updated sports bulletins across the schedule.

We also provided extended election coverage and reported on the social and economic issues that are increasingly dominant in local political debate. Major news stories included the effect of the economic downturn on local businesses and families; the Executive's Programme for Government; the challenges facing the health and education sectors; and the impact of clerical abuse within the Catholic Church.

We need to remain responsive to this changing news agenda and the diverse needs of the audiences we serve. Much of this is routine, but we will also be initiating a further series of changes in our news and politics output over the coming period.

These will seek to deliver savings (required as a result of the new licence fee settlement), whilst at the same time safeguarding the essential elements on which the success and credibility of our news programming is built.

Hugo Duncan travelled widely with a series of outside broadcasts, many of them coinciding with community festivals and events; *Starry Starry Night* encouraged us to look heavenwards in an extended live programme about all things astronomical; and we celebrated the BBC's musical and financial partnership with the Ulster Orchestra in a special concert from the Ulster Hall and through an ongoing programme of recordings and events. *Your Place and Mine* brought local stories to a regional audience through its network of reporters; *Wild Week Live* prompted listeners to find out more about the great outdoors; Mark Patterson looked at coastal communities, habitats and pastimes in *Shore Stories*; and Gerry Anderson provided a sardonic commentary on everyday life in his weekday exchanges with listeners. We also dusted off the BBC's radio archives with a local dramatisation of Bram Stoker's



1. Personal journeys, different perspectives – Wilson Magwere in *A Different Drum*.

2. Unique talent – Gerry Anderson's animated look-alike in *On the Air*.





*Dracula* and got closer to arts and cultural events in the North-West with a new weekly edition of *Arts Extra* from BBC Radio Foyle.

Lively interviews, debate and (occasional) controversy were a feature of Stephen Nolan's programme and we explored religious and ethical issues in *Sunday Sequence*. Eamon Phoenix was our guide for a walking tour through the past in *Hidden Histories* and we looked at key events in the development of Northern Ireland in *Ninety Year Nation*. The relevance of partition in Ireland for contemporary UK politics was explored by Stephen Walker in *The Break Up*; and Titanic memories were evoked in *Titanic Letters*, with readings from a stellar cast of local celebrities.

Events from more recent history were the focus for John Bennett in *The Gathering*; the 70th birthday of Broadcasting House in Belfast was heralded by a week-long series of displays and events; musical nostalgia was

indulged by Linley Hamilton in *Swing Back to the 60s*; and *Saturday Magazine* went underground with an archaeological dig at Castlerock as part of the BBC-wide *Hands on History* initiative.

New and emerging musical talent was given a platform on many different programmes, including *Across the Line* and *Radio 1 Introducing*. Elsewhere, we heard about the experiences of a Zimbabwean musician who's now making a new life for himself in Belfast in *A Different Drum* and we explored local cultural traditions and diversity in *A Kist o Wurds* and *Blás*. Big and appreciative studio audiences joined us for returning series of *The Blame Game* and *It's William Caulfield So It Is...* and we broadcast Sean Crummey's last recording for *Folks on the Hill* shortly before his untimely death. We also marked the loss of David Dunseith in a series of features and programmes reflecting his wide-ranging contribution to local broadcasting.



1. Sporting success – Rory Mclroy and BBCNI's Stephen Watson.
2. Arts Matters – Sir John Tusa delivers the annual BBC Louis MacNeice Memorial Lecture at Queen's University.

## SERVICE PERFORMANCE CONTINUED

We consolidated recent changes to BBC Radio Foyle's schedule and have been encouraged by an uplift in its listening figures.

New opportunities and strong performance were also the theme in our network production for BBC radio.

Programming in this area included a *Music Nation Concert* for BBC Radio 3 involving a first-time collaboration between the Ulster Orchestra and RTÉ Concert Orchestra; readings, documentaries and dramas for BBC Radio 4; music profiles and documentaries for BBC Radio 2, including programmes about Glenn Campbell, Nirvana and the Riverdance phenomenon; and a special Edinburgh Festival appearance by *The Blame Game* on BBC Radio 4 Extra.

### Digital, community and events

Harnessing the benefits of new technology for BBC audiences and ensuring that these are widely accessible is always work in progress. Digital developments are transforming our work – creating new ways of making, connecting and thinking about broadcasting. Planning is now well advanced for digital television switchover on an island-wide basis in October 2012; the BBC's network of transmitters for digital radio has

been further extended in Northern Ireland; our services have become available on an ever-increasing number of platforms and mobile devices; and the BBC iPlayer is helping to transform the way in which we consume television programmes.

We have completed a re-structuring of the BBCNI teams involved in producing learning and online content. This will allow us to make some savings (consistent with BBC Trust requirements) but will also facilitate the pooling of skills and expertise in ways that reflect new editorial priorities for these areas. A review of the BBC's programme and related websites has been completed and a series of changes affecting local online content are planned over the next few months. Our work in promoting media literacy will continue, including initiatives such as *BBC School Report* which this year involved pupils from over 50 schools across Northern Ireland; the creation of materials that support the needs of the local school curriculum and which also engage a wider audience in learning experiences; and community engagement activities linked to the BBC's local and network programmes.



1. *Songs of Praise* and Titanic Commemorations – Eamonn Holmes.
2. *Titanic: A Commemoration in Music and Film* from Belfast's Waterfront Hall.



We celebrated the achievements and legacy of local Schools Broadcasting in an exhibition and booklet coinciding with its 50th birthday; created dedicated online resources linked to the North West 200 and Titanic commemorations; facilitated community debate about the role of journalism in local society in a series of lunchtime events organised through the BBC's Writer in Residence at Queen's; unlocked the BBC's local programme archive with a programme of illustrated screenings and talks; welcomed over 30,000 people to BBCNI programme recordings and events; provided 140 tours of Broadcasting House in Belfast; profiled local volunteering opportunities in a special event with Volunteer Now and 47 local charities in Studio 1; took our interactive BBC Experience to communities across Northern Ireland in partnership with Libraries NI; and hosted an ambitious three-day *Festival of History and Broadcasting*.

We also worked with Creative Skillset and industry colleagues to deliver the *Belfast Media Festival* (which this year included a speech by BBC Director General, Mark Thompson) and played a key role in the creation of a new trainee scheme, *Aim High*. It provides placement and training opportunities for emerging production talent and attracted over 1,000 applications. The first cohort of trainees are now working with BBCNI and are actively involved in all aspects of the production process – learning the skills that will help them to secure the BBC's programme-making future in an increasingly digital world.



1. *The Men Who Won't Stop Marching.*

2. *Championing Consumer Concerns – In Your Corner.*



# LOOKING AHEAD – 2012/13

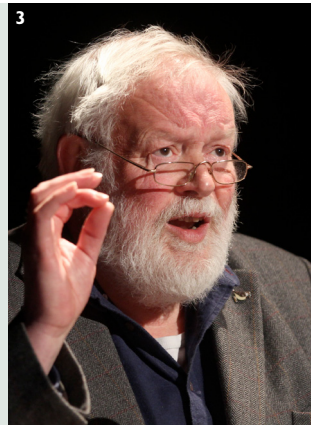
This is a period of real transformation for the BBC.  
There are challenges ahead, but also exciting opportunities...

Local BBC services remain popular with audiences. Maintaining their appeal into the future will require constant innovation and renewal. Broadcasting must always be looking ahead, seeking out fresh ideas and better ways of doing things. Our work must be responsive to changes in the society we serve and the needs of BBC audiences. It must also be characterised by creative and editorial ambition and a clear sense of purpose – reaching for new opportunities and using digital technologies to enrich and extend our programming. None of this is without challenge and difficulty. Budgets are limited and we have to prioritise effort and resources in ways that will allow us to deliver the BBC's core purposes to the highest possible standards. We can't do everything, but remain committed to providing something of value for everyone in Northern Ireland – reflecting community life in all its different aspects and diversity. Audience support,

partnerships and the dedication of BBC staff will make all of this possible.

We have faced some stretching financial targets over the last period, delivering savings estimated at 23% of our local budget since 2008/09. The BBC's current licence fee settlement (which is frozen until 2016) will require further savings of c15% over the next few years. Additional post closures are inevitable and we will need to find more efficient ways of working – reviewing how teams are structured and our output produced. Some programme formats may change as these savings take effect (sometimes for straightforward editorial reasons) but we are confident that any adverse impacts on the scope of our service offering can be kept to a minimum.

We have some particular challenges around the BBC's infrastructure in Northern Ireland (much of our property and equipment needs updating to meet the requirements of digital broadcasting).



1. Creating opportunities, changing lives – *BBC Children in Need*.
2. Remarkable stories of everyday life – *The Estate*.
3. Fifty years of Schools Broadcasting in Northern Ireland – Poet, Michael Longley.

Addressing these investment needs is becoming urgent and will soon be unavoidable. Finding solutions to all of this has been made difficult in the context of the BBC's wider financial constraints, but such work will be a priority for us over the coming 12 months.

BBCNI plays a key enabling role within the creative industries in Northern Ireland. We want to maximise our contribution in this area, and to explore how we can work collaboratively with others in growing this sector – with all of the benefits that this will involve. Some of these developments should also allow us to make the licence fee work even harder. We will also support the identification and development of new creative and production talent through the Aim High scheme and the placement opportunities that we are able to provide through our long-term partnership with CSV.

Other priorities for 2012/13 will include: BBCNI's work to support digital television switchover in October 2012; the ongoing refresh of our schedules and programmes, paying close attention to audience feedback and performance; the development/delivery of programmes about significant historic events and their contemporary resonances; coverage of Titanic-related events and commemorations; local and network plans to reflect, and contribute

to, events in Derry-Londonderry as the UK's first City of Culture in 2013; the growth of network production activity for BBC television and radio, with an emphasis on increased cultural representation and longer-term sustainability; the development of new partnerships and community outreach activities; and work to secure the widest availability of local BBC services in a fast-changing digital environment.

## Journalism

News and current affairs is a defining aspect of the BBC's work in Northern Ireland. It attracts large and appreciative audiences and reflects some of our core public purposes. We will want to retain these established strengths, whilst also reviewing the format and presentation of our news output. BBCNI's politics programming will change (reflecting a requirement for savings, but also a new editorial brief); we will describe and explain major civic events and anniversaries; we will provide in-depth reporting and analysis of the Assembly and Executive's work; we will profile local involvement in the London Olympics, and all of its associated activities; and we will want to develop the volume and range of locally-produced network current affairs programmes.



1. Arts news, stories and events  
– *Out of the Blue*.
2. People from our Past  
– *BBC Archive Talks*.

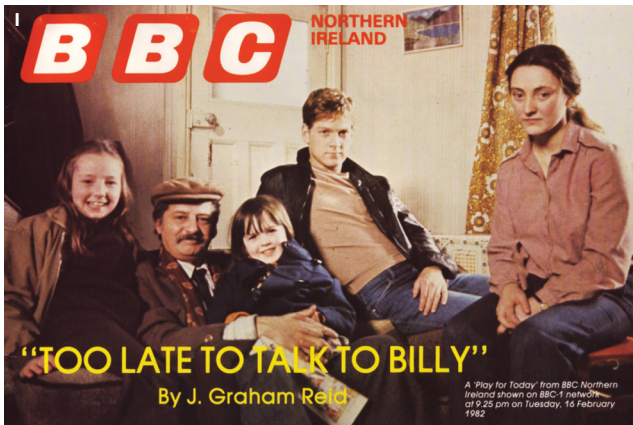


# LOOKING AHEAD CONTINUED

## Knowledge, music and culture

We work hard to provide programmes that extend understanding and horizons and which reflect the diversity of creative and cultural life in Northern Ireland. BBCNI is a major sponsor of writing, performing and production talent. Our work nurtures skills, creates employment and opportunity and brings local achievements to a wider audience. It provides a theatre and meeting place of the airwaves – a shared space for encounter and celebration.

We will seek to develop the impact and visibility of our Irish and Ulster-Scots programming on local television; rural communities will be the focus of *Farm Week* on BBC Radio Ulster; musical achievement will be celebrated in *The Great Northern Songbook*; we'll find new ways to unlock the BBC's programme archives, across all platforms; Stephen Nolan will bring live, and lively, topical debate to local television with an extended series of studio-based discussions; we will relaunch the BBC's local portfolio of websites and online learning resources, following the establishment of our new Digital, Knowledge and Learning Department; we will continue to reflect Troubles legacies and their effect on local communities; contemporary life will be explored through drama, documentary and debate; and we will work to secure the longer-term future of the BBC's funding and broadcast partnership with the Ulster Orchestra.



1. Making a dramatic difference – *Too Late to Talk to Billy* anniversary programming.
2. In Defence of Politics – Peter Riddell makes his case in Blackstaff's Studio A.





## Ambitious drama and comedy

BBCNI drama for radio and television has a deserved reputation for critical success. Output totals have increased in the recent period and we will want to build on this achievement, focussing on opportunities to develop local cultural representation. Over the next period we will: deliver *The Fall*, an ambitious new network television drama about the lives of two hunters; create a radio drama within a week as part of *Fact to Fiction* for BBC Radio 4; and produce a cross-BBC network adaptation of Neil Gaiman's *Neverwhere*. Our comedy programming will include returning series of *The Blame Game* and *It's William Caulfield So It Is...* and we'll also want to identify some new formats, writing and performing talent. Gerry Anderson's plasticine look-alike will also make a return appearance on BBCNI television in *On the Air*.

## Events that bring audiences together

Our work involves an extensive programme of outside broadcasts, recordings and events. All of these activities help us to connect with audiences and add to the impact and value of our programming. Much of what we do in this area involves partnerships with local festivals and organisations. It also includes events that are reflective of Northern Ireland's unique cultural diversity. Over the next period we will deliver a large-scale concert as part of *BBC Proms in the Park*; we will contribute to City of Culture events in the North-West; we will provide extensive coverage of the Irish Open and other sporting fixtures and events, including the NW200, GAA, rugby and soccer; we will broadcast from the Royal Ulster Agricultural Show (which has been a feature of our television programming since the mid-1950s); we will join celebrations to mark the Belfast Festival at Queen's 50th birthday; and we'll continue to take BBC events and programmes to venues throughout Northern Ireland, with a big emphasis on audience involvement and participation.



1. Journalism Matters – the BBC's Justin Webb talks about his work as part of BBCNI's *Writer in Residence* initiative.
2. Musical Partnership – the Ulster Orchestra on BBC radio and television.



# KEY PRIORITIES FOR 2012/13

Across all our services – television, radio and online – BBC Northern Ireland will put quality first as we work to meet the needs of our home audiences and to grow our network audiences.

## Network

We will increase the volume, value and the range of network television programmes produced in Northern Ireland, working in partnership with the independent sector and will seek to explore development opportunities in network radio.

## Partnerships

We will seek to develop new partnership opportunities as a means of extending the creative and other benefits of BBC investment in Northern Ireland.

## Local

We will seek to maintain the reach, relevance and editorial ambition of BBCNI's local programmes and services, making use of new formats and talent and taking account of audience feedback and research.

## Value

We will continue to pursue a managed programme of savings and efficiencies across all aspects of our work, aligning effort and resources against core BBC purposes and priorities, and seeking always to provide value for money for local licence fee payers.

# CONTACTS

If you wish to find out more about the BBC's year – including full financial statements and performance against other public commitments – then please visit **[www.bbc.co.uk/annualreport](http://www.bbc.co.uk/annualreport)**

If you want to know more about how the BBC is run, then please visit **[www.bbc.co.uk/aboutthebbc](http://www.bbc.co.uk/aboutthebbc)**.

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# BBC NORTHERN IRELAND MANAGEMENT



Peter Johnston, Director



Mark Adair, Head of Corporate  
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Jeremy Adams, Head of Television  
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Kathleen Carragher,  
Head of News



Lawrence Jackson, Head of HR  
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Ailsa Orr, Head of Programmes



Mark Taylor, Chief Operating  
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