

RADIO COMMISSIONING

BBC
RADIO



Commissioning Brief



Commissioning Brief No: 98471
Asian Network's The Everyday Hustle
From July 2021

CONTENTS

SECTION A: EDITORIAL OPPORTUNITY 3

1. Network: Asian Network..... 4

2. The Opportunity..... 4

 2.1 Programme Content 5

 2.2 Programme Strategy 5

3. Music Policy..... 6

4. Diversity and Inclusion..... 6

5. Key Deliverables..... 6

6. Success Measures 6

7. Risk Management 7

8. Additional Information / Requirements..... 7

SECTION B: PROCESS, ASSEMENT, EVALUATION..... 8

1. The Four Stages..... 8

2. Assessment Criteria..... 9

3. The Evaluation Team..... 10

SECTION C: THE COMMISSIONING TIMETABLE 11

SECTION D: FULL PROPOSALS AND REFERENCE INFORMATION 12

APPENDIX 1: Strategic Priorities 14



SECTION A: EDITORIAL OPPORTUNITY**Commissioning Brief : 98471 – Asian Network’s The Everyday Hustle**

Commissioning Owner	Ahmed Hussain ahmed.hussain@bbc.co.uk
Commissioning Contact	Robert Gallacher Robert.Gallacher@bbc.co.uk
Commissioning Brief Title	Asian Network’s The Everyday Hustle
Network	Asian Network
Guide Price Per Show	£900 - ‘Guide Price’ does not include presenter/s fees, which will be paid directly by Asian Network.
Genre	Music
Duration	One year with two separate options for the BBC to renew for a further year on the same terms after both the first and second years (1+1+1)
No. of Episodes	48 per year
Transmission Period	July 2021
Slot Day and Time	Monday 2200 – 2300
Production Location	London or Birmingham

Important Notes:

- Suppliers should submit a Full Proposal via Proteus which should not exceed **two sides of A4** when printed using Arial font, size 11.
- These suppliers will also be invited to a Zoom pitch with the Commissioning Team, where they can use a power-point, but we request that they don’t play any video content.
- The BBC reserves the right at any time prior to the award of a commission, and without incurring any liability to the affected suppliers, to accept or to reject any proposal, or to annul the commissioning process rejecting all Full Proposals. More information relating to all commissioning briefs and rounds, regardless of Networks can be found on the Pitching Ideas page of the Radio Commissioning Website:

<http://www.bbc.co.uk/programmes/articles/4fC4NcVXqkZntJv8ZHpCID8/pitching-ideas>

We strongly advise you to submit your Proposals in good time to avoid the possibility of difficulties caused by unforeseen network or transmission problems. No late submissions will be accepted



1. Network: Asian Network

About

Asian Network is committed to championing contemporary British Asian and popular South Asian music and culture.

The network offers a wide range of music programmes spanning Bollywood, Bhangra, British Asian and a range of other genres. In addition, our News and Speech content aims to foster discussion and debate, highlighting issues which matter to our young, diverse and undeserved audience with authenticity. Asian Network is also synonymous for spotlighting new Comedy talent and Live music events and sessions.

Network Editorial Strategy & Objectives

Asian Network is the leading brand in UK Asian music youth culture, producing great content for young people to listen, watch and share. It plays a key role in showcasing the wider BBC to this vital target group, as well as aiding BBC Radio's efforts to reinvent and grow radio. Our primary focus in 2020/21 is on growing overall awareness of Asian Network and driving reach to our linear and BBC Sounds output. We employ a team of leading DJs and presenters who are acknowledged leaders in their fields and are passionate about culture and new music.

On-air programming is complimented by a range of multi-platform visual and social content, designed to appeal to both existing audiences and new ones who happen to stumble across it; ultimately converting this latter group into regular consumers of our audio content – both live and on demand.

Asian Network also works hard to remain a vital element of the UK Asian music & cultural scenes. In addition to regular outreach work, individual programmes and presenters are encouraged to build close relationships with relevant musical communities and act as ambassadors for the station.

Shortlisted production teams should include thoughts on how their specific programme proposal can help grow audience and awareness for the show, as well as assisting with growth across the wider station.

2. The Opportunity

The Everyday Hustle (w/t) Monday 2200-2300 & 'On Demand' Sounds

NB: There is scope for this show to move to an earlier time in the future.

Everyday Hustle (w/t) is a noisy, exciting and energetic new radio show about how to navigate professional practices and push through 'closed doors' to help inform life and career decisions. It will also explore key trends in technology, money management and entrepreneurship.

Whilst the primary audience for this show is u35 British Asians, it should appeal to a broad audience in constant search for beneficial 'life hacks'.



The Network invites ideas for relevant talent who can lead this type of conversation, unafraid to challenge the norms. We're specifically looking for someone who's 'street wise' but also a voice of authority when simplifying the complicated and delivering clear learnings from guests and the subject matter.

2.1 Programme Content

As we learn to live with Covid and grapple with the 'new normal', the desire for useful information and insider knowledge on how to get ahead in life has never been greater, especially by young people.

So what does it take to be successful today? How do you win investment for your 'big idea'? What's the best way of growing your professional network? How do you get in front of the right people? Do you need to switch up who you are to move in different circles? And most importantly, who has the keys that open doors you can't read about? Basically how do you manage The Everyday Hustle?

Each week, The Everyday Hustle will breakdown a theme that really matters to our audience with help from professional experts, successful entrepreneurs and self-styled hustlers at the top of their game. Nailing a 95% mortgage? We've got that covered. Making money from social media? We'll do that too. How to talk to the C.E.O of THAT company you want to work for? Done! And how to turn side hustle a real hustle.

This is not a News programme and should be delivered in a conversational and entertaining tone.

2.2 Programme Strategy

The show replaces a week-night slot where there is some existing audience expectation for compelling conversations. We believe additional growth in audience for this new show will come from re-versioning each episode for an 'on demand' audience for BBC Sounds; reaching out to relevant communities of interest, for example, followers of young entrepreneurs and self-made millionaires with large social followings, or fans of the presenter themselves. In your proposal, we'd like to hear how you would engage these audiences and bring them to Asian Network.

We would like to promote this show and expert presenter in other parts of Asian Network's speech areas such as Big Debate/Newsbeat; wider BBC outlets and our social channels.

We would like to hear ideas for 5-6 stand-out moments in the first year of the programme - these could include one-off features, repeatable formats, or be informed by annual calendar events or seasons.

We also welcome thoughts on how you would achieve some 'out-of-bubble' noise for the show, potentially incorporating the studio's visual capabilities. This could be 'off-air' only, or something that works equally well in both a 'live' and an 'on-demand' environment.

We would also like you to pilot new presenter talent for this strand as and when required.



3. Music Policy

Whilst this show will be majority speech, editorially relevant music will be programmed to chapterise and book-end the conversations.

4. Diversity and Inclusion

Asian Network is committed to reflecting the diversity of the UK and the network is looking for new approaches to evolve listener engagement – which will broaden the appeal of the show to new audiences. We are interested to hear your inclusive content ideas and how they might be expressed across the music played, stories told and scenes explored. You may wish to consider how this show might contribute to the expanded 50:50 Diversity initiative (see Appendix 1).

5. Key Deliverables

We require the following for inclusion in BBC Sounds and for Network Digital Support (filming, photography, social assets):

- Programme content re-versioned for weekly Sounds 'on demand' download.
- Accurate and compelling episode titles and descriptions ahead of TX, when programme content is confirmed; and updated post-TX where appropriate.
- Track-listings updated online as soon as practicable.
- Bespoke episodic images taken and delivered to BBC Sounds Picture Editors, or Network Digital team, where appropriate, e.g.: featuring the presenters and their guests, or to reflect a theme of the show.
- The programme team should deliver one piece of shareable social content per week based around a key repeatable show feature.
- Minimum engagement target: 50 shares per post.

Members of production should undertake editorial data and photography training where required by the BBC.

6. Success Measures

To grow awareness of the show with people who don't currently listen to BBC Asian Network.

We would like this show to reach a bigger audience than the current day part and believe it's 'on demand' potential is significant.

We therefore want to see ideas on how to deliver Rajar growth for this show, as well as on-demand and live BBC Sounds listenership.

In addition to Rajar and BBC Sounds growth, we will monitor performance on AN Social platforms, especially through Instagram.



We also believe growth in audience for this show will also come from greater promotion and connection with Asian Network's weekday programming and welcome ideas around how you can help do this.

7. Risk Management

If you are successful and secure a pitch we would like you to include a detailed transition plan and an explanation of how you will manage the transition from the current production of the programme, with minimum disruption.

8. Additional Information / Requirements

- The 'Guide Price' does not include presenter fees, which will be paid directly by Asian Network.
- The contract will be offered as a "fixed price" deal and the BBC will assume that any elements included in proposals can be successfully delivered within the guide price given.
- Production teams will be expected to adhere to all relevant editorial and copyright guidelines in place; and deliver all necessary production related paperwork in a timely fashion – e.g. Compliance Forms, Music Reporting.
- We expect these shows will be pre-recorded.
- Access to all necessary broadcast production systems, as well as studios to enable the broadcast/recording of the show (including an hour of pre and post show preparation time where possible), will be made available in London/Birmingham, at no cost to the successful supplier throughout the contract.
- Where appropriate, we would also want the production team to creatively deliver the Network's wider weekly and monthly editorial messages; and to attend relevant Editorial meetings (either in person in London, or via video conferencing).

Compliance and BBC Editorial Guidelines

You will be required to deliver programmes that are in line with the BBC's Editorial Guidelines and be able to adapt to the BBC's changing editorial and business needs during the period of the commission.



SECTION B: PROCESS, ASSEMENT, EVALUATION

1. The Stages

Stage 1: Full Proposal

Step 1: You are invited to provide a Full Proposal, via Proteus, responding to this commissioning brief, which includes all the elements outlined in Section C (“Full Proposals”). For guidance, your Full Proposal should not exceed **two sides of A4** when printed using Arial font, size 11.

Stage 2: Interview / Pitch

Step 1: You will be invited to an interview/pitch meeting **on Zoom** with the evaluation team. We will notify you which members of the evaluation team will be attending this meeting and you should expect to be asked to discuss and elaborate on your proposal, and answer questions about it. It is also possible we may ask you to bring additional relevant material to this meeting – **we request that you do not use any video content, though audio clips are acceptable.**

Step 2: Following the interview/pitch, the evaluation team will re-evaluate your Full Proposal against the assessment criteria outlined on page 10, taking into account the responses given during the pitch, and any additional material requested. The evaluation team may then decide to award the contract to the producer(s) which best meets the assessment criteria;

Note: At any stage of the process, we may need to come back to you to seek clarification. Your answers will be factored into the evaluation process as appropriate.

Step 3: Or we may decide to hold second interviews, for example, in the event where we need more information to be able to differentiate between proposals.

Stage 3: Contract Signed

Stage 4: Feedback

If you're unsuccessful after attending an interview / pitch meeting, you may request feedback. Once notified you have two weeks to request feedback. Requests for feedback should be made to Robert Gallacher. Feedback will be provided within two weeks of receiving the request.



2. Assessment Criteria

We will assess your Full Proposal and pitch according to the main criteria below (editorial proposal and capability, value for money and risk). More details on how we will make our assessment will be given to all those shortlisted at the same time as they are invited to submit a Full Proposal.

Assessment Criteria	Weighting
<p>Editorial proposal and capability</p> <p>Key Indicators</p> <ul style="list-style-type: none"> ➤ Editorial Fit: Fit of editorial proposal to Asian Network's strategy and music policy, as well as BBC Radio's overall vision and objectives ➤ Creative challenge: Response to specific creative and editorial challenges set out in brief ➤ Specialist knowledge: Demonstrable specialist music knowledge and industry contacts as well as depth of knowledge of British Asian lifestyle & culture ➤ youth culture ➤ Format: Format and structure of the programme ➤ Agility: Ability to innovate and evolve programme in line with changing audience habits <p>Other Indicators</p> <ul style="list-style-type: none"> ➤ Plans for engaging audiences via social media and interactive content ➤ Experience of creating genuine 'appointment to listen' features and content ➤ Proposed production team's track record in producing programmes for a diverse range of youth audiences ➤ Ability to work collaborative with other production teams and suppliers ➤ Ability to manage and develop high profile on-air talent ➤ Ability to identify and book suitable artists for live music sessions and events 	65%
<p>Strategies to evolve listener engagement</p> <ul style="list-style-type: none"> ➤ Appeal to new diverse audiences (music, speech content, digital) ➤ Diversity of ideas and people (on-air and off-air) ➤ Ideas for contributions to 50:50 strategy ➤ Digital innovation (achievable within your proposed price) 	20%
<p>Value for Money</p> <ul style="list-style-type: none"> ➤ Budget: the financial plan for the production, including a full budget breakdown showing production and overhead costs. ➤ Price: confirmation that the price per episode (for both the audio and visual content) is in line with the brief ➤ Efficiency: efficiency of the production process, ability to deliver additional value to the BBC ➤ Contract terms: acceptance of key contract terms (including compliance with applicable UK law) 	5%
<p>Risk</p> <ul style="list-style-type: none"> ➤ Transition: the ability to run a smooth handover of the production from the incumbent production team ➤ Production: the ability to produce shows of large scale and volume with a consistent and experienced production team 	10%



Assessment Criteria	Weighting
<ul style="list-style-type: none"> ➤ Business continuity: adequacy and robustness of business continuity plans; ability to continue the production in case of business disruption ➤ BBC reputational: the ability to produce a programme which poses limited / no risk to the reputation of the BBC ➤ Legislation and policy: the ability to comply with all relevant UK legislation and BBC policies (not limited to editorial policies) ➤ Conflict of interest risk 	

3. The Evaluation Team

The following people may be involved in evaluating your proposal at various stages:

Ahmed Hussain: Head of Asian Network

Khaliq Meer: Commissioning Executive, Asian Network

Robert Gallacher: Commissioning Editor, BBC Radio Pop Networks

Joe Harland: Head of Visual Radio, Digital and Social, Pop Networks

Mark Waring: Senior Rights and Business Affairs Manager

Raluca Albu: Senior Procurement Manager

Subject matter experts (e.g. production experts, visual content specialists, network management or finance advisors etc.) may also be consulted. See Section B for information on the commissioning process, timetable and assessment criteria.



SECTION C: THE COMMISSIONING TIMETABLE

The commissioning process for this brief consists of a number of stages, as set out in the timetable below:

STAGE	TIMINGS (all Midday)	ACTIVITIES
Launch	Tues 30 th March	Delivery of commissioning brief titles under NDA
1. Full Proposal	Turs 30 th March	Opportunity to talk to commissioners about the programme brief.
	Thurs 13 th May	Deadline for Full Proposal to be submitted via Proteus
2. Interview/ Pitch	w/c 17 th May	All producers who submit a Full Proposal will be invited to attend a pitch via Zoom. PLEASE MAKE SURE YOU ARE AVAILABLE FOR PITCHING FOR THIS WEEK – PITCHES WILL NOT TAKE PLACE AT ANY OTHER TIME.
3. Commission decisions made and contracts signed	Friday 21 st May	Either: Commission award decision made, commissioning specification completed and contract issued. Or: Producers invited to second interviews.
	Monday 5 th July	Agreement of all programme related deliverables and technical specifications (for further information on Asian Network requirements, please see the BBC's commissioning website). Full contract signed.
4. Feedback	By 4 th June	Shortlisted producers may request feedback.

We will assess your proposal according to this timetable. Late submissions cannot be accepted.

If you have any questions about this commissioning brief that need answering, please ensure you email them to either Robert.Gallacher@bbc.co.uk by 7th May at the latest.



SECTION D: FULL PROPOSALS AND REFERENCE INFORMATION

Please read point 9) [Important Points to Note](#)

Your Full Proposal must be entered into the main 'Synopsis' section in Proteus by noon on Thursday 13th May – late submissions cannot be accepted. It should adopt the structure below and, for guidance, should not in total exceed **two sides of A4** when printed using Arial font, size 11. Proposals not complying may be rejected by the Commissioner whose decision in this matter will be final.

The BBC reserves the right at any time prior to the award of a commission, and without incurring any liability to the affected suppliers, to accept or to reject any proposal, or to annul the commissioning process rejecting all Full Proposals.

Part 1 – Your detailed Full Proposal, showing your response to the BBC's requirements outlined in Section A of this commissioning brief.

Part 2 – A section containing the following information:

- (i) The name and contact details of your nominated representative (a single point of contact within your organisation who will be responsible for all communication related to the commissioning brief).
- (ii) The planned location for the production team who will produce the show should you be successful.
- (iii) Evidence that you have the skills to deliver, or the ability to acquire the skills to deliver, the production of the programme in line with this commissioning brief.
- (iv) Details of third party suppliers. You may want to work in partnership with third parties to deliver the brief. If so, you should include:
 - responses on behalf of each partner
 - details of the responsibilities of each partner
 - an outline of the main personnel who will be responsible for the production and delivery of the programme
 - an explanation of how working in partnership would be successfully achieved, including a proposed legal structure (e.g. one lead contractor and sub-contractors).
- (v) Details of your proposed total programme and per episode cost, broken down by price to BBC Public Service and any other funding sources. As part of our strategic priorities the BBC is making a commitment to the real living wage (as described by the Living Wage Foundation – see livingwage.org.uk). The per episode cost of the programme should be budgeted to account for the real living wage and the Full Proposal should include details of how compliance with the real living wage will be achieved. And all details should be included in a template as below:



Production Costs	Daily Rate	Days/Week	Total
Executive Producer			£0.00
Producer			£0.00
Assistant Producer			£0.00
Production Manager			£0.00
Total:			£0.00
Overheads @			%
Production fees @			%
Grand Total – ex VAT			£0.00

By submitting your proposal, you confirm acceptance of the [key contract terms](#).

Please refer to this [important information](#) supporting your Full Proposal submission:

More information relating to all commissioning briefs and rounds, regardless of Networks can be found on the [‘Pitching Ideas’](#) page of the Radio commissioning website:



APPENDIX 1: Strategic Priorities

Diversity & Inclusion

Diversity & Inclusion is a priority for ALL of us. We want BBC Radio & Music to be demonstrably the best organisation in the audio sector to work for and with. We are fully committed to making this a place where people feel welcomed, appreciated, respected, and that they can be themselves and produce their best work.

We commit to diverse teams, representative programmes and inclusive culture and will ensure that leadership and workforce D&I representation meets the BBC's targets.

To support this, we are committing £12 million of the R&M annual competed programme commissioning budget over the next three years from 21/22 to commissions that create content across the following priorities:

- i. diverse stories and portrayals, covering the nine protected characteristics plus social mobility
- ii. diverse production leadership - where "diverse" includes ethnicity, socio-economic background and disability.
- iii. diverse company leadership - where "diverse" includes ethnicity, socio-economic background and disability.

Our D&I commitments will help create an inclusive culture for all, increasing gender, ethnicity, socio-economic and disability diversity, and helping to deliver on the BBC's new 50:20:12 diversity targets for Gender, BAME and disability representation.

