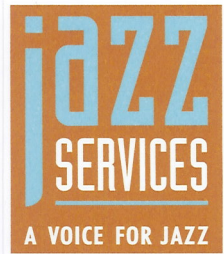


BBC Trust Service
 Review of Radios 3, 4 and 7
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30 July 2010

Dear Sir or Madam

I am writing in response to the BBC Trust's Review of Radios 3, 4 and 7.

1. Jazz Services Ltd

Jazz Services Ltd (JSL) provides a voice for jazz, promoting its growth, accessibility and development in the UK and abroad by providing services in information, touring, education, communications and publishing. JSL publishes Jazz UK, the grassroots journal of the jazz community, with a print run of over 30,000. JSL is funded by the Arts Council of England and the Performing Rights Society for Music Foundation.

2. Jazz Services Response to the Review

2.1 BBC Radio 7

Appendix 1 contains data on the reach and share for 5 Live Extra, BBC6 Music, 1 Extra, BBC Radio 7 and the Asian Music Network. These are all digital radio stations. BBC Radio 7 is a unique mix of programming whose reach has grown by 163% from the first quarter of 2004 to the first quarter of 2010. Its percentage share has risen by 500% as compared to 5 Live Extra of 83% reach and 100% share. There was reporting during the strategy review Consultation that the BBC Radio 7 was going to be absorbed into Radio 4.

BBC Radio 7 is a unique station with content that is not matched by any commercial radio station in the UK and furthermore its unique content is not matched by any other station in BBC's radio portfolio.

2.2 Reach and share of BBC Radio 7 compared to BBC national digital radio stations

Radio station	Percentage growth between quarter 1 2004 and Quarter 1 2010	
	Reach % (decrease)	Share %
Five Live Sports Extra	85	100
BBC 6 Music	447	700
1 Extra	152	200
BBC Radio 7	163	500
BBC Asian Network	(7)	100

Table 1 RAJAR 2004-2010

2.3 Value for Money

Station	Launch date	Average weekly reach - last 3 months of 2009	Annual budget	Cost per listener
BBC Radio 1 Extra	2002	531 000	£9.6m	£18.07
BBC 6 Music	2002	695 000	£9m	£12.94
BBC 7	2002	931 000	£6.9m	£7.41
BBC Asian Network	2002	360 000	£12.1m	£33.61
BBC 5 Live Sports Extra	2002	663 000	£3.7m	£5.58

Table 2 Guardian.co.uk / bbc digital radio stations

BBC Radio 7 at a cost of £7.41 per person provides superb value for money and should be retained at all costs in its present format. The adage "if the wheel is not broken then do not try to mend it" springs to mind. If the BBC wants save money the axing of 5 Live Extra and BBC 3 television would be an excellent start.

3. BBC Radio 4

BBC Radio 4 goes from strength to strength and is a radio station that "people grow into". Reach grew from 8.9 million in December 1999 to 9.8 million in December 2008 – an increase of 10.1% - and its share of listening grew by 100% from 0.1% to 0.2% in the same period.

The cost per listener in 2007/2008 was £10.75 as compared to £24.93 for Radio 3 and £3.81 for Radio 2. Again Radio 4 is a station with a unique output and its position as a bulwark against mediocrity elsewhere on the airwaves as well as a centre of excellence in public sector broadcasting needs to be vouchsafed.

4. BBC Radio 3

In January 2010 Jazz Services published a report *The BBC – Public Sector Radio, Jazz Policy and Structure in the Digital Age*. A copy is enclosed. This report has a bearing on Radio 4 and Radio 3 and should be read in conjunction with the submission.

Set out below is the summary and recommendations of the report:

4.1 Summary

4.1.1 Jazz in the UK – A Vibrant National Jazz Scene

There is vibrancy about the British jazz scene that has not been felt since the popularity of Courtney Pine and the Jazz Warriors. The media has been forced to take notice of bands such as Polar Bear and Soweto Kinch who have emerged as nominees to the annual Mercury Prize. Older generations of British jazz musicians such as Chris Barber, Norma Winstone and Peter King are continuing to attract interest. The upsurge of interest being felt in UK jazz is not limited to London. A scene has developed around students, graduates and teachers in music colleges in Leeds, Manchester, Birmingham, Cardiff and Newcastle. The success of jazz education programmes from youth bands to further and higher education has contributed to a revitalised jazz scene. However the public sector broadcaster the BBC is not, in the eyes of many, engaged in the British Jazz economy supporting British jazz to the extent that it could, and many feel, should.

4.1.2 Radio

BBC Radio's jazz output is focused around Radios 2 and 3. Radio 3 broadcasts 6 hours a week of regular jazz programming and Radio 2 broadcasts 3.5 hours of jazz per week. Outside these stations, jazz broadcasts are much more infrequent. Commercial broadcasting has seen the transformation of Jazz FM into Smooth Radio, the rise and fall of *theJazz* and the re-emergence of Jazz FM as a digital station. The BBC's jazz output on local stations in December 2007 and January 2008 was 1120 minutes per week divided between a number of local stations.

4.1.3 The Market for Jazz in the UK

The audience for jazz is 6.6 million adults. Jazz, like opera, has a market share of 1 in 8 arts attendees. Jazz is increasing its audience numbers. There is a ratio of 11 females to 14 males attending jazz events and jazz has a higher attendance in the 15 – 24 age range than classical music or opera. Jazz, like all other art forms, has a propensity to attract above average audiences from the social grades AB and C. There is a lower than average attendance for jazz amongst Asian communities and above average for Black and mixed ethnicity audience.

4.1.4 Comparison of BBC's Audience for Jazz to the Jazz Attender and the General Population

Of the BBC's national music radio stations BBC1, 2 and 3, Radio 3 is the least favourable in terms of reaching female listeners for its jazz programmes, a ratio of 19:31 compared to the ratio for jazz attendees generally of 11:14. Radio 1 does very well in reaching the 15 – 24 age group (52%) as compared to Radio 3 with an average of 1.54% of 15 – 24 year old listeners.

4.1.5 BBC Policy in Relation to the Broadcasting of Jazz

In the past the BBC not only provided a broadcast outlet for jazz but also had an active and influential role in the development of jazz music. The lack of such opportunities today has a negative effect which is detrimental to jazz as a whole. In terms of public purpose to represent the UK, its nations, regions and communities, the BBC is not representing the jazz listening audience. The share of airtime on Radio 3 shows classical music with the lions' share of 88% as compared to jazz with 3%. The number of listeners to jazz between the ages of 15 – 24 for four programmes on Radio 3 was 10,000 as compared to *theJazz* which cited 53,000, albeit under 15 years of age, and 61,000 for the Gilles Peterson jazz show on Radio 1.

There is a bias towards London with 63% of broadcasts of jazz made in London compared to 37% broadcasts outside of London. Furthermore 15% of jazz broadcasts were from the USA, with little or no reciprocity between featuring US musicians in the UK and broadcasting UK musicians in the USA.

4.1.6 BBC Jazz Awards and Service Reviews

The BBC Jazz Awards have been axed with no explanation given to the jazz constituency. The BBC states that service reviews of Radio 2 and 6 Music will follow on from reviews of Radio 1 and 1 Extra. The BBC expected the review to be launched with a full public consultation in May and to conclude at the end of 2009. Jazz Services and the jazz community look forward to being invited to take part.

4.1.7 Jazz and Public Sector Broadcasting in Europe

Public broadcasting in Europe has both a policy and a strategy in place for the support of their national jazz scene.

European broadcasters are surprised at how low the percentage of British jazz is on the UK's publicly funded broadcaster, the BBC. One symptom of this is the small number of

*'pink offers' to the EBU. This denies UK musicians the opportunity of valuable European exposure and valuable work opportunities, and crucially representing UK culture abroad (a Charter requirement).

4.1.8 BBC Radio and Value for Money

BBC Radios 2 and 4 have increased their share of radio listening whilst at Radio 3, hours and reach are down and its share remains at 1.3%. Radio 2 with 13 million listeners has the lowest cost per listener at £3.81; Radio 3 the highest cost with 2 million listeners at £24.93 per head. Jazz Music as a percentage of total music output is 1.74% on Radio 2 and 3.62% on Radio 3.

4.1.9 Options and Actions for Change

The BBC is in a strong position to help create a greater awareness of British jazz's rich heritage, by reformulating its policy around British jazz and interacting more with jazz organisations such as the National Jazz Archive on complimentary content and Jazz Services on promoting its jazz programming. The UK jazz economy could easily be supported at no extra cost by switching the emphasis to exclusive UK content which would allow UK bands greater national exposure. Live broadcasts from 'local' venues around the country would give a sense of empowerment to local jazz scenes. The BBC is in an ideal position to affect a seismic shift in presenting music in the UK through the establishment of a digital multiplex with dedicated stations for jazz, folk, world, roots and early music, also including Radio 6 and Radio 1 Extra.

**'pink offers' are concert recordings offered for re-broadcast in Europe by other public broadcasters in the EBU*

4.2 Recommendations

4.2.1 Creating Greater Awareness of Jazz in Britain and Interacting with Jazz Organisations

The BBC should help to create a greater awareness of British jazz's rich heritage by reformulating its policy around British jazz and interacting with jazz organisations such as the National Jazz Archive on complimentary content.

The BBC should assist with the jazz development organisations (Jazz Services, Jazz Works NorthWest, Jazz Action, Yorkshire Jazz) in promoting and creating awareness of jazz in the UK.

4.2.2 More Live Broadcasts from Jazz Venues around the UK

The BBC should deliver and promote more live broadcasts from local jazz venues around the country.

The BBC should reflect the diversity of jazz festivals in the UK in its jazz programming and live broadcasts.

4.2.3 A Digital Multiplex for Diverse Musics

The BBC establishes a digital multiplex with dedicated stations for jazz, folk, world, roots and early music that would also include Radio 6 and Radio 1 Extra

Yours sincerely



Chris Hodgkins
DIRECTOR

APPENDIX 1

Reach and Share of BBC Radio 7 Compared with BBC National Digital Radio Stations

	Quarter 1 2004		Quarter 1 2005		Quarter 1 2006		Quarter 1 2007		Quarter 1 2008		Quarter 1 2009		Quarter 1 2010	
	Reach 000	Share %	Reach 000	Share %	Reach 000	Share %	Reach 000	Share %	Reach 000	Share %	Reach 000	Share %	Reach 000	Share %
Five Live Sports Extra	369	0.1	414	0.1	613	0.1	682	0.2	648	0.1	642	0.1	685	0.2
BBC 6 Music	187	0.1	311	0.2	359	0.2	477	0.3	520	0.3	681	0.4	1023	0.8
1 Extra	263	0.1	351	0.1	371	0.2	465	0.2	595	0.3	616	0.3	663	0.3
BBC Radio 7	398	0.1	556	0.3	621	0.3	808	0.4	813	0.5	984	0.5	1049	0.6
BBC Asian Network	383	0.3	443	0.2	427	0.2	452	0.2	535	0.3	405	0.2	357	0.2

Table 1 RAJAR 2004-2010

Please note: Weekly reach is the number in thousands, of the UK area adult population who listen to a radio station for at least 5 minutes in the course of an average week.

Share of listening is the percentage of total listening accounted for by a station in the area in an average week.