

Bullseye



BBC LOCAL RADIO

Dave and Sue

Meet Dave and Sue. They're 55 years old. Dave's a plumber and Sue's a school secretary. They've both been married before and have grown up children. Sue is now a grandmother. They love their gardening, their golf and their holidays.



BBC Local Radio exists to offer a talk based service to Dave and Sue which wouldn't exist on the dial if we weren't there to provide it

- Speech based radio that gives them information to help them live their lives.
- Speech based radio which helps them get the most out of their local area.
- Speech based radio they feel they can take part in.
- Speech based radio that makes them chuckle.

The Bullseye Project exists to click the refresh button on a service that started in 1967. It's not a new direction for BBC Local Radio or a change in policy. The average listener to BBC Local Radio is 55. We're proud of that.

The Bullseye Target

To develop great radio programming and the creative promotions to advertise it effectively, we need to know where the centre of our audience target is and be able to focus on it in all we do. A target of everybody over 50 is just too big and broad for us to aim at in any meaningful way. It's 40% of the population.

We're not prepared to lose or alienate our older audience at any price. But if we strike the proper grown-up tone for our average listener Dave and Sue – we'll carry on being successful with their Mum and Dad. We will still deliver the speech, the localness and the companionship which we know is valued by people who are past retirement age.



The Ten Essential Building Blocks of BBC Local Radio

1 All speech breakfast

We're all speech at breakfast so that we can be distinctive. Many commercial stations do a lot of chat at breakfast time, so all speech at breakfast is a crucial part of making us sound different.

2 60:40 speech:music overall

After 9am, there's a lot more music and a lot less talk on commercial radio stations and people are listening to the radio for longer. So a mix between speech and music makes us distinctive during the day and at weekends. Our teatime shows are mainly speech and offer a substantial round-up of local, national and international news.

3 Top quality BBC Journalism – scrutiny and debate

We provide a one stop shop of local, national and international developments.

We also provide the space for local issues to be debated in depth and for public sector organisations like local councils and private businesses to be questioned and held to account.

4 Helping, Informing and Celebrating.

Every programme on BBC Local Radio should give the listener information which helps them live their life – and there should be far more of it than is available on the corresponding local commercial stations. We're also a channel for celebrating local achievement and pride.

5 Interactivity

BBC Local Radio is one of the original interactive media. Phone-ins, e-mails and texts are part of that tradition. But stations should also be looking for new ways for listeners to make radio themselves and set the agenda of the station.

6 Active Citizens

BBC Local Radio is now established as a catalyst in local communities, providing the chance for listeners to help others and increase their own learning. This part of our work takes many forms – on our buses and in our open centres and in many smaller ways throughout our output.

7 Sport

Sport provides some of the most powerful symbols of local identity and it's the job of BBC Local Radio to report on and celebrate the teams and the individuals involved.

8 Religion and Faith

At breakfast time on Sunday, every station should offer a programme which contains news and debate on religious and moral matters and reflects the multi faith nature of our society.

9 Connecting In a Crisis

Every station should be geared up to react swiftly to provide public service information when it's most needed – whether it's after an inch of snow or when there's a major emergency.

10 The Mix

Research shows that listeners want us to be an entertaining companion and a reliable source of information. They want to have an emotional relationship with us (feel things about us) as well as a functional one (find out information from us).

Our best programmes are those where information and debate is offered in an entertaining or engaging style and the fun and companionship is informative and useful.

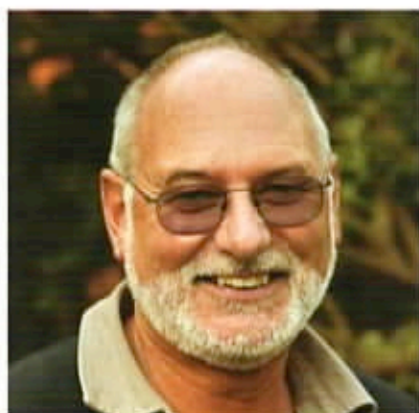
Keeping it local

Our audience listen to us because we are local. It's part of the tradition of BBC Local Radio that we do some things collectively and some things locally.

Our expertise is picking out those things best done collectively – for example national sport or financial news – to create the time and space to do those things locally which give your station it's local flavour.



Our Target Audience



DAVE

Work: Left school at 15 and joined a plumbing firm where he worked for fifteen years. He was made redundant in 1980 and set up as a self employed plumber. He is now trying to reduce the amount of work he takes on so that he can enjoy his time with Sue.

Family: Two children from his previous marriage – Simon who is 26 and Claire who is 29. Simon was the first member of family to go to university, and two years after university he is still at home. Claire lives close to home, and is getting married next year.

Dave's parents Wilf and Phyllis are now nearly 80 but still live at home. Wilf is waiting for an operation.

Home, leisure and hobbies: They enjoy sports, both play golf regularly, and occasionally go to see bands or plays. The golf club has a whole social scene around it, and there are often evenings out involved. Their last holiday was to Scotland, but they are saving up to visit old school friends in Australia next year, although they may spend that money on a conservatory instead. They eat out regularly, but it is usually family rather than restaurants.

They both listen to BBC Local Radio.

We'll be finding out more about Dave and Sue over the next 12 months- what they do, what they think and what they want from us.



SUE

Work: School secretary. She left school at 15. She loves being part of the primary school community and is on the PTA, and has been since her daughter was there. She can't wait for her grand-daughter to go to the same school. Sue was once invited to the Queen's Garden Party as recognition of her work for the school.

Family: Went through a traumatic divorce, but is now very happy with her life. Her daughter Sarah who is 30 and her boyfriend Mark have a daughter Chloe, who is now 6 months old. They live close by and she often babysits. Her Mother Joan is 80 and is in a home, Sue tries to see her at least twice a week.

Audience building – two essentials for all presenters, all the time.

In 1967, the modern era in UK radio began with the creation of Radios 1, 2, 3 and 4 and BBC Radio Leicester - the first local station. In nearly 40 years since then, we've learnt a lot about building radio brands and building radio audiences.

1. Say Who We Are.

The RAJAR listening figures are compiled by people at home filling in a listening diary. At the start of the week, they select sticky labels from a pad showing the names of the stations they regularly hear. So helping listeners make sure they know the name of the station they're listening to is crucial to how you are judged.

The name of the programme is probably irrelevant. There are no programme names in the RAJAR book. Station name is the top priority, presenter name is the second.

Commercial music stations find ways to mention their station name more than 30 times an hour. So BBC Local stations should make sure their station name is heard on air at least 20 times every hour. The trick is doing it in enough different ways to make sure it doesn't sound repetitive.

As well as the standard "You're listening to BBC Radio Stoke", there are infinite variations.

"Mary – thank you for calling BBC Radio Stoke"

"John Smith joins us now at BBC Radio Stoke"

"Coming up in the next 20 minutes on BBC Radio Stoke"

2. Constantly persuade the listener to stay for another twenty minutes.

A plea to "stay with us for the next three hours" is pointless, even if made to a 75 year old. They won't. People's lives don't work that way. Give the listener a reason to keep your station on another 15 minutes might just work, especially if you offer them a genuine benefit. Saying before the news, what's coming up after is one of the best places to do this, but it has to happen throughout the hour. And the reason offered has to be persuasive. It has to be "and after the news, how to save money on your gas bill" not "and after the news, the latest report from the gas consumers council".

The listener isn't "sat at home in an armchair". They're very likely to be at home, but much more likely to be bustling about the house. So invitations to "sit back and relax" almost always miss the target.



The underpinning of this is consistency. There are more than 300 radio stations available in the UK so making our own distinctive is crucial to our survival. If we're one kind of radio station one minute and another type of radio station at another, nobody will be able to recognise us – let alone grow to like us. It doesn't mean we should do exactly the same thing every hour – the moods of our listeners change through the day. But we have to demonstrate the same DNA every time someone samples us.



Lifeline

Key dates in the lives of Dave & Sue



BBC LOCAL RADIO

Dave	Sue	Age
born	born	0
		1
		2
		3
		4
went to school	went to school	5
		6
		7
		8
		9
		10
went to secondary modern	went to secondary modern	11
		12
		13
		14
left school (along with 65% of pop)	left school (along with 65% of pop)	15
apprentice as plumber	secretarial college	16
	1st job in a small office	17
		18
		19
		20
		21
	married alan	22
		23
married ann	daughter sarah born	24
daughter claire born		25
	return part time to work as school secretary	26
		27

Dave	Sue	Age
son simon born		28
		29
made redundant and set up on own		30
		31
		32
		33
		34
		35
		36
		37
takes on an apprentice		38
		39
		40
	divorces alan / full time work	41
		42
divorces ann		43
		44
father dies, mother goes into a home		45
		46
		47
meet sue	meet dave	48
		49
buy house with sue	buy house with dave	50
starts doing less hours as a plumber		51
		52
		53
	become grandmother	54
		55