

Code Of Practice: BBC GUIDELINES FOR TICKETING AND STEWARDING BBC STUDIO AUDIENCE PROGRAMMES

For BBC programmes recorded or transmitted live from BBC studios or other studios.

Background

The BBC as a public service broadcaster strategically has audiences at the heart of everything it does, as clearly illustrated by the BBC Values
<http://www.bbc.co.uk/jobs/english-regions/bbc-values.shtml>

As well as the audience at home the BBC places great value on the studio audiences who attend and form part of the audience for programmes that are broadcast on the BBC.

Aim

These Audience Guidelines have been compiled to clearly define the requirements and obligations in the consistent fulfilment of audience services across both BBC in-house programmes and those commissioned through the independent production sector.

Terms

Any independent producer or in-house production team dealing with studio audiences and any company sub-contracted by them to provide any audience services must adhere to the following;

Charges and Ticket Allocation

- Charges must NOT be made for audience tickets for programmes recorded or broadcast from BBC studios or other studios hired to make programmes expressly for the BBC. Any proposal to charge an audience attending an event or a programme recorded or broadcast from any other type of premises must be referred to BBC Editorial Policy.
- All processes in the provision of audience services must be open, accountable and fair to ensure that applications for tickets to all BBC commissioned studio programmes are totally accessible and free of any type of charge whatsoever to those applying to procure tickets. Any membership scheme operated by an audience service provider must clearly declare that such schemes in no way give members beneficial access to BBC commissioned programmes
- The audience service provider will ensure that the allocation of tickets to a studio audience is fair and transparent. Unless editorially justified and agreed in advance by the BBC, any selectivity of audience members in the form of age, race, and demographics is strictly prohibited.

'Over Issue' Policy

- Should the audience service provider operate an 'over issue' policy for a recording, they will ensure that this is clearly stated to ticket applicants at the point of application as well as at the point of ticket issue. Such information will also be printed on all tickets issued for that recording, explaining that entry is not

guaranteed. It should be clearly stated that compensation for associated travel costs will not be given.

- The audience service provider will issue the minimum number of over issued tickets judged necessary to ensure a full studio. Where an individual who has obtained a ticket for a recording is refused admittance due to any over issuing policy, the audience service provider will endeavour to offer a suitable alternative recording to that individual where possible guaranteeing entry. The number of individuals who are refused entry for reasons of over issue must be kept to a minimum.
- Any unaccompanied children or young people under 18 who have to be refused entry due to over-issuing tickets should be treated as “lost children” and the appropriate protocols invoked.
- The audience service provider will have a strategic but organic approach to the over issue numbers and be able to clearly demonstrate the justification for the number of tickets. For multiple events the previous percentage of people turned away should be used in calculating the future issue numbers, this must be reportable and auditable.
- The audience service provider will provide a company representative to be present on the day of the recording that will be responsible for the allocation of tickets and dealing appropriately with any customer service issues that the recording and/or individuals who have obtained tickets may have.

Refusal of Entry

- The audience service provider and/or production company has the right to refuse entry to any recording on the grounds of safety and security, potential filming disruption or intoxication. If young people under the age of 18 appear to be under the influence of alcohol, they should not be admitted but the audience provider should attempt to contact a guardian or appropriate authority in order to safeguard the child.
- In the circumstances of an audience service provider or production company refusing entry to a potential audience member (other than in the case of ‘over issues’) to a recording, they shall ensure a record is kept in writing, detailing :
 - Who was refused entry
 - For what recording
 - The date of recording
 - The grounds for refusal of entry
 - Name and contact details of a key contact at the audience service provider or production company who the BBC can contact for further information.
- This written record should be forwarded to Arwen Tugwell, Head of BBC Studio Audiences (arwen.tugwell@bbc.co.uk) within 5 working days of the refusal of entry. Please be aware that this information will be made available to the individual concerned upon request.

Age Restrictions

- Every show has a different minimum age limit for its audience which is set by the production according to the editorial content of the show, the audience service provider is required to obtain the minimum age limit for each show it services.
- The minimum age limit should be clearly displayed at the application stage and on the ticket, and it must also say that proof of age may be required on the night of the recording.
- The audience service provider will be required to enforce the minimum age limit for each show where appropriate, this may include challenging those audience members that appear to be under the minimum age limit and where appropriate refusing entry to those unable to prove their age.
- Under 18's must be accompanied by a responsible adult. Any exceptions to this policy must be referred to and agreed with a BBC Child Protection Adviser or the Head of Child Protection, Caroline Brant (caroline.brant@bbc.co.uk) in advance of the show / event. Further details are available on the "[Working with Children](#)" webpages on Gateway.

Production Guest Lists

- The number of production guests should be agreed in advance with the audience provider. Where possible a list of production guests should be available on the day so that any guest not in possession of a valid ticket can be cross referenced against this list. Productions must keep a record of all guests attending.
- Minimum age limits also apply to Production Guests and they may be asked by Stewards or Security for photographic proof of identity. Any queries should be referred to the production team, who have ultimate responsibility for all production guests on site.
- Any show guests invited by the Production team or Talent who are under the age of 18 must be accompanied at all times by a chaperone or responsible adult who is not working at the show venue. These children are the responsibility of the adults they are being chaperoned by and must be accompanied at all times, including when using any facilities. Children must not be left alone or unsupervised in any environment, including Green Rooms.
- During any pre or post show hospitality, guests and any accompanying children are the responsibility of the Production team and adequate safeguarding measures, in line with the BBC Child Protection Policy, must be in place and enforced.
- Any breach of the above must be reported to the Child Protection Adviser or the Head of Child Protection & Safeguarding within 24 hours.

Contact details of Audience Members and the processing of Personal Information

- Audience service providers will keep a database of contact details for each audience member in the event that they need to be contacted in advance or on the day of

recording if a recording is cancelled. This information should not be kept for longer than is necessary for this purpose.

- The audience service provider will ensure compliance with Data Protection Act at all times. This will include ensuring that :
 - All personal information is fairly and lawfully processed, and is processed only for those purposes strictly necessary to obtain tickets for a given recording.
 - Audience members are asked for no more personal information than is strictly necessary in order to obtain a ticket for a given recording.
 - Audience member information is not kept for longer than is necessary
 - Personal information is kept securely, and that access to personal information is limited to those employees, auditors and subcontractors who require access to such personal information to meet the audience service provider's obligations under this code of conduct
- The audience service provider will take technical and organisational measures against unauthorised or unlawful processing of personal information, including against accidental loss or destruction of, or damage to, personal information and at all times take reasonable steps to ensure the reliability of the persons who have access to Personal Data and ensure their compliance with the obligations set out herein.
- The audience service provider will promptly notify the BBC of any complaint or request received by it in relation to the processing of Personal information by either a member of the public or the Information Commissioner.
<http://www.bbc.co.uk/foi/about/complaints.shtml>
- For BBC commissioned programmes audience members should be given the opportunity to “opt in” to receive further information about future recordings.

Ticketing and use of the BBC trade mark

- All studio audiences must be ticketed in advance and the tickets must include the audience service provider's contact details to allow ticket holders to contact them directly with feedback or access requirements. All tickets will be clearly labelled with 'complimentary and not for resale' and should not be auctioned or offered as prizes for anything that involves money changing hands. Tickets will bear the name of the individual to whom the ticket has been issued or a reference number of that individual so they can be identified on site. In times of high security audience members may be asked to bring photographic identification to prove they are ticket holder.
- Following the design of any ticket, the audience service provider will submit the design to the BBC for its prior written approval and such tickets shall include no information of programmes or promotions beyond that for which the ticket is designed.
- The BBC's name or any logo or any other trade mark or copyrighted material of or associated with the BBC (whether registered or unregistered) must only be used on ticketing or elsewhere by any third party where approved in writing in advance by the BBC and only on the terms of the Trade Mark Licence.

Stewarding Requirements

- The production team will highlight in their risk assessment who is responsible for the health and safety of the audience, including first aid provision and emergency evacuation. Those responsible for looking after audiences to be aware of the emergency procedures for the venue.
- Those responsible for looking after audiences to agree with production teams the number of stewards required to safely look after an audience at each venue, taking into account numbers of audience members, positioning of fire exits, seating arrangements and routes in and out of the venue.
- Those responsible for looking after audiences to have completed mandatory BBC training in Working with children, Emergency First Aid, Fire Safety, Disability Awareness and Security Awareness.
- Those responsible for looking after audiences to have completed Personal Disclosure Forms, to be updated annually.

Other Requirements

- The provision of the audience services will comply with all laws, regulations and any BBC Guidelines and/or policies <http://www.bbc.co.uk/guidelines/> and any updates or amendments to such guidelines and/or policies (as notified to the Service Provider by the BBC from time to time) relevant to the provision of the services .
- All audience services must be performed to a high professional standard with such due care, skill and diligence as would reasonably be expected of a competent audience service provider.
- The audience service provider will gain any necessary consent, permissions and/or clearances in third party rights (including any Third Party IPR) necessary to enable it to provide the audience services and (if so required) assign or licence such rights to the BBC.
- The audience service provider will not advertise or publicly announce that it is providing services to the BBC, nor make any public statement in respect of the BBC or any aspect of the audience service, nor refer to the BBC in any advertising, promotional or published material without the prior written consent of the BBC.
- Any provider of audience services will arrange and maintain with a reputable insurer adequate and appropriate Public Liability Insurance and, where applicable, Product Liability Insurance and/or Professional Indemnity Insurance which will be no less than three million pounds sterling (£3,000,000)
- Any complaints directed to the audience service provider will be notified to the BBC Procurement Contract Managers, Scott Harvey (scott.harvey@bbc.co.uk) and Justin McLoughlin (justin.mcloughlin@bbc.co.uk) as well as the Programme producer and be handled in accordance with the BBC Complaints Procedure <http://www.bbc.co.uk/complaints/>.

All complaints will be answered within ten (10) days and a record of complaints and how they were resolved will be kept and submitted to the BBC. The BBC reserves the right to access to audit processes and practices with prior written notification during normal working hours.

- The service provider will make its best endeavours to ensure that any individual attending a recording is not discriminated against and that any access needs for audience members are established and managed in advance of the recording. These provisions should include but may not be limited to; provision of disabled parking, access ramps / handrails and/or offering assistance to those that require it whilst on the studio grounds.

This is a BBC policy, in respect of handling audiences, whether by the BBC or independent production companies and/or their agents, whether the audience-finding service is handled by BBC Studio Audiences or by an external company. It covers areas where the BBC's reputation for courteous treatment of the public is involved.

The overriding aim of such a code of practice is to enhance the whole audience experience, providing more satisfied audiences for the programme makers and enhancing the reputation of the BBC.