



Information Rights

[bbc.co.uk/foi](http://bbc.co.uk/foi)      [bbc.co.uk/privacy](http://bbc.co.uk/privacy)

Charles Ghose

[request-673915-56958f37@whatdotheyknow.com](mailto:request-673915-56958f37@whatdotheyknow.com)

31 July 2020

Dear Mr Ghose,

### **Freedom of Information request – RFI20200893**

Thank you for your request to the BBC of 02 July 2020 seeking the following information under the Freedom of Information Act 2000 ('the Act'):

*This is a Freedom Of Information Request, regarding the commissioning of :Lambie Nairn to create BBC Idents for the below date ranges. I have put three different date ranges because Lambie Nairn created three different BBC Ident packages for those date ranges.*

*February 18th 1991 - October 4th 1997*

*October 4th 1997 - March 29th 2002*

*March 29th 2002 - October 7th 2006*

- 1. What was the process that the BBC took when looking for a design agency to create an Ident package, for the BBC ident re-branding, for the above date ranges?*
- 2. Why was Lambie Nairn chosen in each above date range to create idents for the BBC? Please if possible include reasons from meeting minutes.*
- 3. How much did it cost the BBC to have Ident packages created during the each above date range? Please provide if possible, totals for each date range.*
- 4. Who are the copyright owners of each BBC Ident package for the above date ranges?*
- 5. When the BBC stopped broadcasting these Ident packages for the above date ranges, what has now become of these Ident packages?*
- 6. What was Lambie Nairn's role in the creation of each Ident Package for the above date ranges?*
- 7. Was the music in each of the Ident Packages for the above date ranges provided by Lambie Nairn?*
- 8. Why after October 7th 2006 onwards did the BBC not commission Lambie Nairn to create an Ident package for the BBC?*
- 9. If possible please provide the storyboards for each Ident package for the above date ranges.*
- 10. If possible please provide all the technical specifications/details of each Ident package for the above date ranges. For example Ident Package names, titles of clips, length of clips etc.*

The information you have requested is excluded from the Act because if held it would be held for the purposes of 'journalism, art or literature.' The BBC is therefore not obliged to provide this information to you and will not be doing so on this occasion. Part VI of Schedule 1 to FOIA provides that information held by the BBC and the other public service broadcasters is only covered by the Act if it is held for 'purposes *other* than those of journalism, art or literature'. The BBC is not required to supply information held for the purposes of creating the BBC's output or information that supports and is closely associated with these creative activities<sup>1</sup>.

The limited application of the Act to public service broadcasters was to protect freedom of expression and the rights of the media under Article 10 European Convention on Human Rights ("ECHR"). The BBC, as a media organisation, is under a duty to impart information and ideas on all matters of public interest and the importance of this function has been recognised by the European Court of Human Rights. Maintaining our editorial independence is a crucial factor in enabling the media to fulfil this function. However, the BBC makes a huge range of information available about our programmes and content on [bbc.co.uk](http://bbc.co.uk).

## **Appeal Rights**

The BBC does not offer an internal review when the information requested is not covered by the Act. If you disagree with our decision you can appeal to the Information Commissioner. Contact details are: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, tel: 0303 123 1113 or see <http://www.ico.org.uk>

Please note that should the Information Commissioner's Office decide that the Act does cover this information, exemptions under the Act might then apply.

Yours sincerely,

Information Rights  
**BBC Legal**

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<sup>1</sup> For more information about how the Act applies to the BBC please see the enclosure which follows this letter. Please note that this guidance is not intended to be a comprehensive legal interpretation of how the Act applies to the BBC.

## **Freedom of Information**

From January 2005 the Freedom of Information (FOI) Act 2000 gives a general right of access to all types of recorded information held by public authorities. The Act also sets out exemptions from that right and places a number of obligations on public authorities. The term “public authority” is defined in the Act; it includes all public bodies and government departments in the UK. The BBC, Channel 4, S4C and MG Alba are the only broadcasting organisations covered by the Act.

## **Application to the BBC**

The BBC has a long tradition of making information available and accessible. It seeks to be open and accountable and already provides the public with a great deal of information about its activities. BBC Audience Services operates 24 hours a day, seven days a week handling telephone and written comments and queries, and the BBC’s website [bbc.co.uk](http://bbc.co.uk) provides an extensive online information resource.

It is important to bear this in mind when considering the Freedom of Information Act and how it applies to the BBC. The Act does not apply to the BBC in the way it does to most public authorities in one significant respect. It recognises the different position of the BBC (as well as Channel 4 and S4C) by saying that it covers information “held for purposes other than those of journalism, art or literature”. This means the Act does not apply to information held for the purposes of creating the BBC’s output (TV, radio, online etc), or information that supports and is closely associated with these creative activities.

A great deal of information within this category is currently available from the BBC and will continue to be so. If this is the type of information you are looking for, you can check whether it is available on the BBC’s website [bbc.co.uk](http://bbc.co.uk) or contact BBC Audience Services.

The Act does apply to all of the other information we hold about the management and running of the BBC.

The BBC's aim is to enrich people's lives with great programmes and services that inform, educate and entertain. It broadcasts radio and television programmes on analogue and digital services in the UK. It delivers interactive services across the web, television and mobile devices. The BBC's online service is one of Europe's most widely visited content sites. Around the world, international multimedia broadcaster BBC World Service delivers a wide range of language and regional services on radio, TV, online and via wireless handheld devices, together with BBC World News, the commercially-funded international news and information television channel.

The BBC's remit as a public service broadcaster is defined in the BBC Charter and Agreement. It is the responsibility of the Ofcom (the BBC’s independent regulator) to ensure that the organisation delivers against this remit by setting key objectives, approving strategy and policy, and monitoring and assessing performance. Ofcom also safeguard the BBC's independence and ensure the Corporation is accountable to its audiences and to Parliament.