

Invitation to Tender:

Radio 1 Weekday Early Breakfast



Radio 1 Weekday Early Breakfast	
PiCoS Number: 100101	
Commissioner:	Aled Haydn-Jones
For enquiries please contact:	Kate Davy Joe Harland
Guide price:	£600 per episode in total - 'Guide Price' does not include presenter fees, which will be paid directly by network
Anticipated duration/number of episodes/slot:	Radio 1 Early Breakfast – 245 x 180' Mon – Fri: 0400-0700, Live
Anticipated transmission period:	From January 2027
Production location:	Salford - Access to all necessary broadcast production systems, as well as studios to enable the broadcast/recording of the show (including prep time where possible), will be made available in BBC buildings at no cost to the successful supplier throughout the contract.
Deadline	Short proposals and completed production eligibility questionnaires must be submitted via PiCoS by midday on 15th September 2026 .

Creative opportunity
Radio 1 Early Breakfast (Monday-Friday 0400-0700) Radio 1 Early Breakfast is a show of two halves which begins with a loyal army of (often solo) listeners and becomes a companion to a larger audience who are waking up and are using Radio 1 to kickstart or uplift them. This slot is key for the Network as mass audiences begin their daily routine. Radio 1 Early Breakfast should serve as a warm companion to overnight or early morning workers, provide an easy to consume soundtrack to those waking up and be a share driver to Radio 1 Breakfast (Monday-Friday 0700-1030). The show should keep output upbeat and pacey while providing warmth through listener interaction and light/easy to digest talking points. Programme Content Radio 1 Early Breakfast should be relatable and tonally in keeping with the types of day-to-day conversations that our listeners would be having. It should use audiences to provide the humour and content. There should be no more than one topic per half hour and no substantial features are required. Speech should be pacey and energy should gradually increase as the show progresses. The appeal for the show needs to be UK wide and care of assumed knowledge is to be given if referencing the local area on air. This show does not require any guests or social media/multimedia content – the focus should be pace, energy and reflecting or promoting guest content in Radio 1 Breakfast. There are no expectations for this slot to be the subject of a One Week One Message.

Music Policy

The show is programmed by the Radio 1 Music Team and the tracks are to be played in the order scheduled. To maintain pace, there should be 80% music in the 4 and 5am hours and 75% music in the 6am hour (due to news).

Key deliverables

Radio 1 Early Breakfast

- Radio 1 Early Breakfast should set the bar in how to share drive to Radio 1 Breakfast (Monday-Friday 0700-1030).
- All scheduled trails and micro-trails must be played.
- To ensure the show in BBC Sounds looks enticing with accurate programme descriptions, photos, track-listings and information for future episodes.
- To deliver additional or reformatted content for BBC Sounds when needed
- To work collaboratively with network departments and other suppliers across BBC Music to maximise key strategic moments and wider station messages.
- A representative from the team should be present at Radio 1's Station Editorial. The representative should cascade messages from Station Editorial/Network to the presenters.
- Deliver all necessary production related administration in a timely fashion – e.g. Music Reporting, Proteus.
- Attendance at audio reviews (snoops) of the show.
- Regular catch up with R1 Commissioning

Socials

There is no requirement for multiplatform or social media content from this show however Network support may be provided around key priority moments.

Success Measures

Growing live listener numbers of youth audiences (as measured by RAJAR) and increase Sounds consumption of youth audiences for the slot.

Additional Information

- 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.
- The production team will be expected to adhere to all relevant editorial and copyright guidelines in place; and deliver all necessary production related administration in a timely fashion – e.g., Compliance Forms, Music Reporting, Proteus.

Important Information

- In order to pitch your company must be an approved supplier and be registered on PiCoS. You can find more information on how to do this on the [BBC Radio Commissioning website](#)
- We do not anticipate that TUPE will apply in the tender.

- The incumbent producer (BBC Audio) intends to pitch for this opportunity
- This title will be contracted on a work-for-hire basis, and producers will be expected to assign all rights in the programme to the BBC.
- **BBC Audio Music Policy:** [Using Music in BBC audio programmes.](#)
- Your proposal should consider how the editorial and production methods contribute towards the BBC's [Sustainability strategy](#) and the BBC's [Diversity & Inclusion strategy](#).
- The [BBC Editorial Guidelines](#) set the editorial values and standards of the organisation. The guidelines apply to all BBC content wherever in the world it is broadcast or published.
- The BBC has issued [Information and Guiding Principles](#) to ensure the responsible use of Generative AI technology in BBC programmes. Note that if you intend to use Generative AI in the production and delivery of your programme, this will need to be discussed with the commissioner, who will consult Editorial Policy as appropriate.
- The BBC reserves the right, at any time prior to the award of a commission and without incurring any liability to affected producers to accept or reject any proposal or to cancel the commissioning process.
- **Please do not approach the presenters attached to these shows – unless asked to by the commissioners.**
- When submitting please include the following details:
 - The name and contact details of your nominated representative
 - The planned location for the production team who will produce the show should you be successful.
 - Breakdown of your proposed budget:

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

TENDER TIMELINE		
Stage	Date	Action
Deadline for short proposal	15th Sept 2026	Submit short proposal (a brief outline of your idea - up to 500 words per show- showing how it meets the editorial brief) <i>All submissions will be reviewed and the strongest proposals shortlisted. Producers will be notified whether or not they have been shortlisted. No feedback is provided at this stage.</i>
Shortlisting Decision	21st September 2026	Suppliers shortlisted, notified of outcomes, issued with relevant programme production information and asked to prepare a pitch.
Briefing of eligible tenderers	From 21st Sept	Opportunity to discuss brief with Commissioners prior to pitching
Pitching	w/c 12th Oct 2026	Suppliers will be invited to an in person pitch in Salford. They may be asked to provide additional material (for example, an updated running order). Proposals are then reassessed and a preferred supplier is selected.
Conditional commission and contracting	By w/c 2nd Nov 2026	Tender award decision made, commissioning specification completed and contract issued. Agreement of all programme related deliverables and technical specifications.
Feedback	20th Nov 2026	Feedback will be available in PiCoS to unsuccessful applicants who reached the pitching stage.

Assessment Criteria	
The BBC will assess the [pitch/full proposal] according to the criteria below. More details on how the BBC will make its assessment will be given to shortlisted producers.	
Criteria	Percentage
Editorial	65%
BBC's strategic priorities including Across the UK and Diversity & Inclusion	20%
Value for money	5%
Risk	10%