

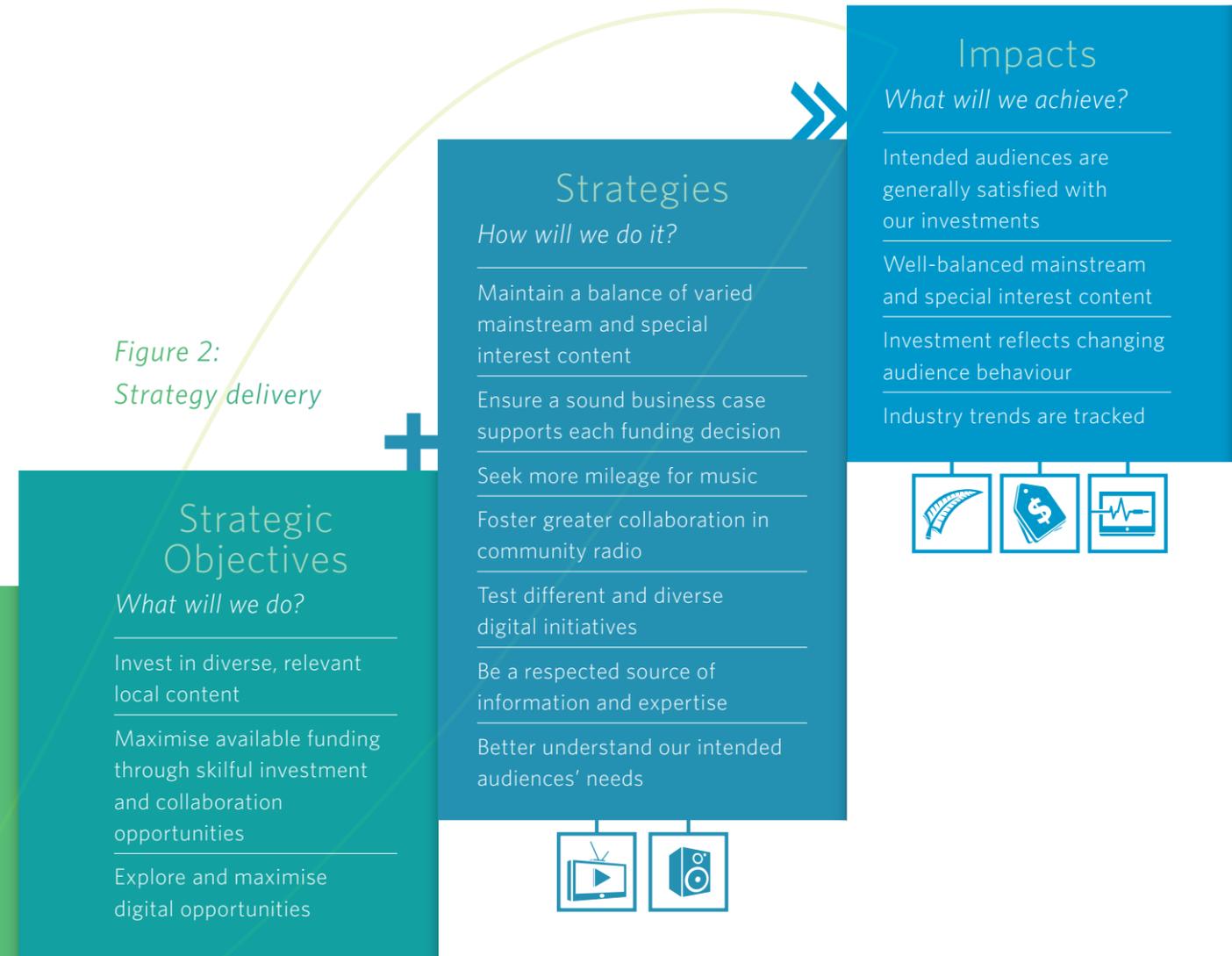
Framework

Our strategic framework describes our **long-term focus**: careful *adaptation* to environmental change.

Figure 1: Strategic framework



Figure 2: Strategy delivery



Delivery

We deliver our strategies by way of an annual work programme. We divide investment into **screen** content (television and digital media) and **sound** content (radio and music).

We use a mix of investment models ranging from fully contestable content funding rounds; to issuing specific requests for proposals; to considering annual funding for selected entities to provide related services such as captioning or online content curation; to ring-fenced and monitored funding for public radio.

We continually seek to improve performance and service delivery so we remain abreast of change. We summarise our strategy delivery in Figure 2.