**What is BBC Britain?**

BBC Britain is BBC.com’s series of (mostly written, but also visual) stories for fascinating, fun, quirky and in-depth content illuminating today’s Britain – which, for our purposes, includes England, Wales, Scotland and Northern Ireland. The Britain we explore isn’t your usual Queen-and-crumpets caricature. Instead, it’s the multicultural, complex, contemporary Britain of right now. The site seeks to answer the two big questions of an international audience: What is today’s Britain… and what exactly makes it so extraordinary?

**What should writers pitch us?**

We’re working across all of BBC.com’s verticals: [Future](http://www.bbc.com/future), [Culture](http://www.bbc.com/culture/), [Travel](http://www.bbc.com/travel), [Autos](http://www.bbc.com/autos), [Capital](http://www.bbc.com/capital) and [Earth](http://www.bbc.com/earth). That means that there’s a huge range of topics we can potentially cover.

As for any piece of BBC.com content, the story should be 1) fresh (what makes it different from coverage on other outlets?) and 2) pertinent (why do we care about this story?). The best way to figure out what works is, of course, to read Britain ([bbc.com/britain](http://www.bbc.com/britain)). It’s only visible from outside of the UK. If you’re within the UK, check our content out instead on our Facebook page at [facebook.com/bbcbritain](http://www.facebook.com/bbcbritain).

Before you pitch, ask yourself the following questions:

1. *Does it illuminate, in some way, what Britain’s all about?* It’s not enough for the story to feature a source or a trend that happen to be British. So, for example, a story on Britain’s best fashion designers wouldn’t work – Britain alone doesn’t corner the market on fashion design. But a story on how fashion designers in Britain are creating a modern revival for some of the classic silhouettes the country is well-known for could work.
2. *At the same time, do people outside of Britain care? If not, why should they?* Our audience is mostly international. So go *too* British-specific and we’ll lose them – unless, that is, you can make a compelling case for why they should care. A piece on the history of Fawlty Towers, for example, probably wouldn’t work; a piece on the show’s international cult following, or making a case for how it shaped sitcoms around the world, could.
3. *Is this about something stereotypically British? If so, how are you approaching it in a fresh way?* Is your idea about the royal family or James Bond, tea or the Tube, Harry Potter or Downton Abbey? If so, it could still work for us – but the bar will be higher in terms of it needing to be a very fresh angle or counterintuitive approach.

**Recent ideas pitched and published:**

Here are some examples of recent stories that have hit the mark…

The secret life of Beefeaters (BBC Travel): Having guarded the Tower of London since 1485, the Yeoman Warders welcome 3 million visitors a year. But the Tower doesn’t shut down when the tourists leave – nor does its hidden pub. <http://www.bbc.com/travel/story/20151023-the-secret-life-of-beefeaters>

The ticking time bomb of the Thames (BBC Future): The WWII-era SS Richard Montgomery sits just 1.5 miles from shore – and locals fear that its 1,400 tonnes of potent explosives could go off at any time. <http://www.bbc.com/future/story/20151027-the-ticking-time-bomb-of-the-thames>

The weirdest rock classic ever? (BBC Culture): Bohemian Rhapsody has remained Queen’s most beloved – and weirdest – pop song. Greg Kot looks back. <http://www.bbc.com/culture/story/20150824-the-strangest-rock-classic-ever>

**Who will we work with?**

Our bar is very high not only for the quality of the idea, but also for which writers we work with. All of our contributors must adhere to the highest standards of journalistic ethics and accuracy.

It is very rare that we work with a freelancer who is not already an experienced, trained, professional journalist. We pay at rates reflective of this.

On a related note, we do not accept pitches that have come out of press trips or other kinds of freebies (something that is particularly, but not exclusively, relevant for Travel stories).

**How should you pitch us?**

Have an idea that fits the bill? Please send a paragraph (3-5 sentences is fine) fleshing out your idea, with a potential title if possible, as well as a line or two about who you are and a link to your work, to [amanda.ruggeri@bbc.com](mailto:amanda.ruggeri@bbc.com).

**Thanks – we’re looking forward to your pitches!**