

27 March 2004

Dear Review Panel,

When the BBC Charter is reviewed I hope you will consider the view that broadcasting of radio and television is firstly a service and that it serves a geographical area.

By retaining the licence fee per household as at present for the BBC, a basic level of service is ensured and this includes a non-commercial radio service.

I have worked for the last five years on collecting audience figures for the National Radio Listening Survey (rajar) and have general contact with public opinion within the region where I work (East Anglia).

Many members of the public express irritation and extreme dislike of advertising on the more commercial radio stations (for example Classic FM).

Without a basic service channel, the public would be entirely at the mercy of commercial + market forces — not a hopeful prospect. Potentially Standard would be reduced to lowest common denominator.

Standards can be retained by levying a licencing fee. Households who do not have sufficient funds for basic fee should be able to pay a reduced licencing fee.

many older folk in East Anglia prefer radio to television and in country areas prefer peace and quiet and "nothing at all !!". This speaks volumes.

(2)

I hope that analogue radio services will be retained for radio.

I feel that older folk, and especially those suffering from dementia are supported by having access to tuneable radio which they recognise and helps them to retain memory and orientation.

Pace and style of radio is important for such people and their families.

Hope that these comments will be helpful.

yours Sincerely,
Jane Farrel-Brookes