

From: Rory Coonan  
Sent: 11 December 2003 20:52  
To: BBC Charter Review  
Subject: BBC Review consultation

Dear Mrs Jowell,

"If you give people what they want, they will already have had it."

And:

" Often we end up liking that which we first dislike."

In reviewing the BBC, please bear in mind these two maxims. Together they define the BBC's continuing obligation to provide a public service that is not led by any market, but which can bring into being things that markets are unlikely ever to create but which they may later take up.

The BBC's compulsory, monopoly tax is in effect a licence to give people what they do not know they lack.

It is your job to articulate the educational and cultural values which underpin this excellent, far-sighted monopoly.

If you do, you will give greater confidence to BBC governors to honour their obligations.

Rory Coonan

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Rory Coonan FRIBA  
CFD Developments Limited