

March 30 2004

BBC Charter Review Consultation
dcms, 2-4 Cockspur Street
London, SW1Y 5DH

Dear Sirs re Your BBC Your Sav

I value most the National and Regional/Local broadcasts which also could provide a National communication network in case of emergency or other National concern.

The News services generally serve us well, and the World Service is highly regarded. The Education services generally are of sound, National standard, but I do think that written words shown in other broadcasts should observe the correct grammatical form - eg upper and lower case and punctuation.

This National availability is, I consider, of the greatest value in making the same information available to all parts of the country and, with signing and subtitles, to almost all of the population. Subtitle translation might be considered for other languages - eg English for news items in European languages, or Asian language for certain programmes for which it might be appropriate.

I think the BBC should adopt new technology only as appropriate to its broadcasting - ie contact numbers in postal, telephone and Ceefax forms as well as internet - but should not be in the forefront of leading or developing technology. The BBC should reflect changes in society, but not lead them. The national dumbing down in recent years is offensive to such a large proportion of the people I speak to. There appears to be so much broadcast that reflects the mindset of immature 20 years olds. I would like the British BC to hold standards of dress, speech and behaviour that is acceptable to the majority of British people of all ages. I am particularly concerned that children's programmes should show proper respect for adults, and the watershed be better observed. The behaviour of young people in public has declined to a state that is causing concern to the police as well as to the public. Humans learn by copying, and I believe that the BBC has a responsibility to observe standards of behavior that are Nationally acceptable.

I think that the BBC should be ~~only~~ broadcast on only one National and Regional/Local services in TV. Radio services should be the World Service and National and Regional/Local of a standard acceptable to the Nation as a whole and broad enough to include our 'New Citizens' in order to help them to integrate. Generally I feel that ethnic or religious groups should be responsible for their own broadcasts, and standards subject to the same regulation as others.

I think that all commercial services should be franchised or licenced, especially as the products offered by the BBC are so very expensive. I feel very strongly that the BBC should not spend our money on commissioning new 'music' or 'block buster' programmes such as those that require a team to spend 3 years to produce 6-8 hours of broadcasting. Again a job for private ~~fort~~, but the BBC could offer the security of a guarantee of the first right to ~~broadcast~~.

As the BBC provides National coverage of the whole country in the event of an emergency or crisis, it seems reasonable that the State should provide at least some funding, but guaranteed in advance (a rolling 3-5 years perhaps?) but totally free from Government interference. I would like to know more about the cost effectiveness of Licencing - fees' revenue vs costs of collection and evasion. I do not know how efficient the BBC is but there does seem to be a lot of unnecessary expenditure eg changes in sets and introductory 'in-fill' sequences cont/

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No man can serve two masters. The Governors should NOT both Govern and regulate. The BBC should be run as a non-profit company. It should live within its income (from whatever source/s) and annual Accounts published. The Governors would then become effectively Directors and there should be both executive and non-executive Directors as in any other company. There is already, I believe, Regulation overseeing other broadcasting, and this should apply equally to the BBC.

To sum up, I believe that the BBC has grown too big and cumbersome, and even arrogant. It should provide a lean, efficient National service.

Its business should concentrate on a restricted range of World, National and Regional/Local broadcasting services, without sponsorship or other commercial services.

Its Board of management and accounts should be exposed to public view/scrutiny, like any other company. It should be free from Government interference, but subject to Regulation like all other broadcasters.

Its funding needs more detailed investigation/discussion, but some State funding might be appropriate. Licensing might be shown not to be cost-effective. Advertising should, as now, continued to be banned.

In concluding, I have to say that I do resent the poor distribution of the invitation to give our views. I consider that the future of the BBC is of such importance to every citizen that the leaflet should have been posted through every door in the country, or, at the very least, well publicised in all the free newspapers that circulate in almost every area of the country. It should not be assumed that everyone uses the internet. About 50% of the population probably do, but these are mainly those at work or school. The non-working population are much less likely to, which means that there will be little contribution to the debate from eg the large number of retired people who are probably most dependent on broadcasting for contact with the outside world. They are probably also the most concerned about the drop in the BBC's standards over the past few years.

Yours faithfully

A handwritten signature in cursive script, appearing to read "Shirley Evans".

Shirley Evans

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