

15<sup>th</sup> March 2004

The BBC Charter Review  
Consultation  
Dept for Culture, Media & Sport

Dear Consultants,

The BBC is a wonderful national institution which, as we all know, has a long history of serving us well.

I think it is a pity that in recent times it has been forced to participate in the gruelling ratings game, and whilst a degree of competition can be a good thing, ever more persistent market forces have undoubtedly brought about an unwelcome "dumbing down" in some of the BBC's output.

Such an important area of excellence as the BBC, which influentially enters all our lives is deserving of protective measures in excess of the present; providing these are

administered in such a way that its independence is never compromised

By common consent our heavily threatened and beloved countryside is now in receipt of a subsidy of care.

I think the license fee must be maintained but with, perhaps, a proportional topping-up state subsidy to strengthen the dynamics of the public service ideal on which the Corporation was founded.

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Yours sincerely

Vera Evans (Mrs)