

BBC Charter Review Consultation  
Department for Culture Media and Sport  
2-4 Cockspur Street, London,  
SW1Y 5DH

30th March 2004

Response to - Your BBC Your Say

Dear Madam / Sir,

#### WHAT DO YOU VALUE MOST ABOUT THE BBC ?

I value the breadth of programme subject matter and the quality of production and content. I also value the fact that the BBC does not seek to be solely <sup>to popularise</sup> populist and does not simply to maximise viewing figures. I believe it does a good job in serving different nations (particularly through the excellent World Service), regions and communities. Personally, I would like to see an improved sport coverage, although I realize this is now economically difficult, and I would also like to see an improvement in drama presentations which now seem to be predominantly crime based; perhaps we could return to the quality of The Wednesday Play, Dennis Potter etc. Plus seasons of 'classic' films.

#### SHOULD THE BBC RUN COMMERCIAL SERVICES ?

I think that the BBC should do all it can to raise additional revenue through commercial operations (with the additional benefit that the spread of BBC programmes to other countries might to a lot to improve TV output worldwide) but with the strict proviso that programmes should never be produced with the intention of raising revenue overriding programme quality.

#### HOW SHOULD WE PAY FOR THE BBC ?

I believe that the present payment of a License Fee by all those viewing television is the best method of ensuring quality programmes free of bias, cheap popularising and advertising content.

#### IS THE BBC ORGANISED IN THE MOST EFFECTIVE AND EFFICIENT WAY ?

Probably not, but then could any organisation say it was? I do not have sufficient knowledge of the BBC's internal workings to comment on efficiency or suggest improvements but, from my position on the other side of the screen, what is produced suggests that little is wrong.

#### HOW SHOULD THE BBC BE RUN ? HOW SHOULD IT BE REGULATED ?

The present system with a Board of Governors is probably a satisfactory method so long as the governors are appointed free of political influence and represent a fair balance of the wider public together with some members who have expertise in relevant disciplines, e.g. the media, the arts, sport, politics, etc.

'Your BBC Your Say' cont....

## HOW DO WE ENSURE THAT THE BBC IS PROPERLY ACCOUNTABLE TO THE PUBLIC AND PARLIAMENT ?

I believe there is a case for some sort of BBC Ombudsman who should have oversight of the BBC's impartiality and balance particularly when reporting on current affairs. This person would be an integral part of the Corporation but must have some final power to refer unsolved disagreements where he feels the Corporation are acting unreasonably to a Minister who could arbitrate. The Ombudsman would also have the responsibility of ensuring that proper procedures were in place to deal with complaints and that they were dealt with fairly, including making sure that there are effective feedback programmes on TV and radio ( I feel the present 'Points of View' is too short and lighthearted to be effective). Having said that, I would not wish the BBC to come under an oppressive regime where it was afraid to make any mistakes and tried to please everyone to the point of producing a mundane ~~populism~~ popularised output or was under the control of the government of the day. The BBC's strength is its independence from which comes its confidence to produce high quality radio and television output. I would not wish to see any loss of this independence as a result of this Review.

Yours faithfully,



Ron Kipps