

The Rt Hon Tessa Jowell MP
Secretary of State for Culture, Media and Sport
Department for Culture Media & Sport
2-4 Cockspur Street
London SW1Y 5DH

8th March 2004.

Dear Secretary of State,

The Future BBC

It is impossible for one organisation to have the culture, knowledge, infrastructure and appropriate level of overheads to be "all things to everyone".

1. BBC Future

The BBC should be restructured as a public sector broadcasting organisation for the benefit of the nation with an option to cover a number of tiers:-

1.1. National and International News and Affairs

1.2 Matters affecting the well being and quality of life of the nation

- Human Enrichment
 - Education, Health, Social Services etc
- National Security
 - Forces, Police, Prisons, Justice, etc.
- National Wealth Creation
 - Business and Employment etc.
- National Infrastructure
 - Transport, Utilities, Communications, Information, Environment, Housing etc.
- Cultural and Religions
- The Voluntary Sector
- National Expenditure and Taxation

1.3 Areas of Interest and of Genuine Recognition and Quality

- Art, literature, opera, theatre, classical music, quality jazz, choral.
- Major sports.
- Science
- Fashion

By the nature of the third tier some control is needed by both percentage of viewing time and spread. In any event setting priorities will be difficult.

2. The consequences of restructuring to three tiers is that many current programmes would not continue, allowing the BBC to be a smaller more focused operation, with lower costs, and an opportunity for many other channels or cable to take over many successful programmes.

To help finance the transition of the BBC some of their programmes could be sold to alternative providers by auction.

3. **Financing the BBC**

As a public sector broadcasting organisation for the benefit of the nation it should be financed out of the public purse and thus available to the public. This could also be beneficial in terms of encouraging people to watch programmes, which may not be their first thoughts.

To enable the BBC to remain independent and not become a political tool, its franchise reward should be based on a percentage of GDP for the previous year. The BBC would, like many other organisations have to plan with some tolerances if revenue changes occurred for whatever reason.

Yours sincerely,



Mark H.J. Radcliffe