

BBC Charter Review Consultation  
Department for Culture, Media & Sport  
274 Cockspur Street  
London, SW1Y 5AH.

17<sup>th</sup> February 2004

Dear Beeb,

I am aware that the whole organisation has had extremely adverse publicity as a result of the journalistic clash with the Government in particular our Prime Minister Tony Blair for which he received an apology resulting in your Chairman and Director-General's resignation. The review and in practice renewal of the Royal Charter is an opportune time to emphasise the best of your activities after we have had the worst conducting on constructive change for the future that are beneficial to the general television viewing and radio listening public therefore I am pleased to answer the questions in your leaflet and comment as follows.

Past practical experience as an ex-associate of the BBC's when supervising the now closed Classical Music Department in Liberty & Co. Regent Street, we determined I am qualified to judge, give an opinion, make suggestions for alternatives and advise this is based on one successful business relationship. I did in fact promote Celebrities there in 1980 and was acknowledged with a diary as a gift after selling 600 units of the recording "Magic of Dance" for the Kate Dame 1990 got Lontye CBE this was on the P45 label distributed by Polygram with an accompanying book by Macmillan and later Archie Pearson

the maestro's recording "Sounds of the Orchestra" for  
Eon, with accompanying book. The promotion was  
arranged with tapes. Planning the then sale  
& marketing manager for Classical Records & Tapes  
based at the Langham near Broadcasting House  
I visited him out of mutual interest in his  
office before the Langham was returned to its  
former use as a luxury hotel during the Edwardian  
era his successor was Noel Laver. I am uncertain  
who is in the position now (it would be mostly  
C.D.'s) at the time I sighted the then unlabeled  
recording for the late Poitiers Diaries and Poiret  
Charles Wedding in 1981 this was a selection of  
glorious Baroque music for the Ceremony in  
St. Paul's Cathedral. Your questions are  
answered in numerical order on the list

1. My opinion is that the BBC's overall coverage in  
the U.K. is adequate and excellent & value most  
news, arts and education. This includes music,  
history and religion. All these programmes are  
superb quality viewing that is informative and  
engrossing. The equivalent radio listening is of  
the same high calibre. I regularly listen to 3  
for classical, World Routes (Latin America) and Jazz.
2. As I am not on the internet and do not have  
digital television by choice and am not seriously  
interested in new technology I deliver a negative  
on these subjects and decline to make any  
suggestions.

3. Although I have not availed myself of online services, there is no doubt that they are adequate and professionally delivered.
4. The BBC is very competent running Commercial services and state this from personal knowledge and experience of it with BBC Enterprises Ltd the Commercial arm responsible for the second I promoted similar to BBC Ventures Ltd and BBC Worldwide Ltd please continue to do so.
5. Payment of a licence fee to raise revenue for the funding of the BBC is logical but I question the present method of collection by a bureaucratic hierarchy in Bristol administratively that is now an antiquated system through the Banks, Post Office and Detector Vans resulting in a pointed document that is the subject of threatening letters i.e. a £1000 fine and imprisonment if it is not obtained, in my opinion this is very bad public relations, there is a preferable source that is practically possible to implement and reduce the amount charged i.e. levy the retailer with a percentage at point of sale for sold and rented TV and radio sets, this could be calculated from gross annual receipts or the total number of licences sold and annual TV and radio sales and rental figures, its effect would be an additional tax say 15% similar to VAT at 17 1/2% simple to operate for which the retailers should receive a surcharge for transacting it say 2% thereby abolishing what is now an unnecessary and elaborate much too costly method. The redundant staff could be redeployed in other revenue

producing areas.

- 6. Generally I think the BBC is competently organised but licence fee collection is not cost effective it is inefficient, undesirable and must be changed as previously clarified.
- 7. The running and regulation of the BBC by the Board of Governors is satisfactory and do not think this should be changed.
- 8. The recent debate has proved the organisation has been properly accountable how it operates internally was exposed to the public I think that the prevailing situation means no change is needed.

I have read your report and accounts for the year 2002-2003 in the library and would appreciate receiving a copy annually. There appear to be too many deficits and decreases all this would need much more analysis but at this juncture I object mostly to the payment of a fee, percentage or commission to contractors for licence collection to include detection of evasion and an add-on. All this is bad psychology make it fine and easy for the general public this puts them on your side by responding accordingly evasion would be minimal or non-existent collected by the method I should and do suggest is acted on.

When replying please send me updated facts on this area regarding your classical music representative

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with whom I could arrange retail signings by celebrities of C.D.'s etc. I could promote again as an entrepreneur in a specialist small business. I have met many artists on the concert circuit in the past as a result of the work I have done including Josie Quagell the organist at the Royal Festival Hall, Sir Edward Heath at St. John's Smith Square, Phyllis Belbeck the pianist at the Wymore Hall separate from this. I have been close to several Church Organists being as I am an Anglican these include the late John Gosling at St. Thomas the Apostle, Hansell, York, 1967 and the late Leel Peacock of Castle Bolton, Wensleydale, North Yorkshire he played at Wensley, St. Matthews, Leyburn and in Swaledale so you will deduce that I have had many social musical connections. I now worship at St. Euthbert's this has been on "Jungo of Poise" £400,000 is needed for restoration of the organ consecutive celebrity appearances here would be a big fund raiser, successive events by singers and/or orchestra are practically possible in this venue it is an ancient building rather like a small Cathedral all this would be organised in the name of Jesus Christ to continue his work I would appreciate your noting this as a serious proposal and hope it can be realised. I expect an appropriate reply at your convenience and thank you for the attention.

Yours sincerely,  
Tony Raymond  
Mr Raymond David Raymond