

THE WHITELEY HOMES TRUST

Registered Charity No 222042

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

19th March 2004

Dear Sirs

Thank you for asking for our opinion on the future of the BBC.

The Whiteley Homes Trust runs a charitable village of some 600 residents, tasked with looking after the elderly of limited means. We have almshouses, an extracare unit, residential homes and a nursing home.

What do you value most about the BBC?

Quality – of productions, news, arts and educational coverage. It should not lower its quality to try to attract a mass audience.

Should the BBC adapt to change?

Of course, but over a period of time, so an elderly population can adjust.

What do you think of television, radio and online services?

Fine.

Should the BBC run commercial services?

Yes, provided, through total transparency, they are profit-generating, do not distract from the main purpose of the BBC, and there is absolutely no subsidy from the licence fee.

How should we pay for the BBC?

Current system. The quality of the BBC is the envy of the world.



INVESTOR IN PEOPLE

Is the BBC organised in the most effective and efficient way?

It is important that the governors are in regular contact, through surveys, with the general public, not just those involved exclusively in the "arts and media world".

How should the BBC be run?

As it is. We saw a good example recently of the Chairman acting honourably when the governors had made a mistake. This is often the best method.

How should be ensure the BBC is properly accountable to the public and Parliament?

I hope this means that it is only accountable to the public, and by "Parliament" we mean the representatives of the people as opposed to the Government - a most important part, of which the governors must be the custodians.

In general the BBC is the envy of many other nations because of the quality, impartiality and accuracy of its services. To change the structure would not necessarily mean that these standards would be more easily maintained.

Yours faithfully



~~Colonel (Ret'd) AC Ward, OBE~~
~~Chief Executive~~

