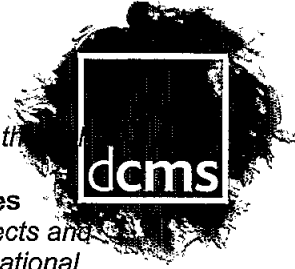


Role of the BBC: Public Purposes

The BBC is a public service and is paid for by the licence fee. Because of this, we propose in the Green Paper that the BBC should have a number of very clear public purposes which can be seen in the programmes and services the BBC provides.

The five purposes listed in the Green Paper are:

- **Sustaining citizenship and civil society**
Keeping the public informed and increasing their knowledge of the world through news and current affairs.
- **Promoting education and learning through programmes and services**
Encouraging the public's interest and knowledge of a wide range of subjects and issues through general programming as well as providing specialist educational programming for all ages.
- **Stimulating creativity and cultural excellence**
The licence fee should be used to encourage UK creativity. The BBC should also enrich the country's culture through providing distinctive and original programming, fostering creativity and nurturing talent, and encouraging participation and interest in cultural activity among new audiences.
- **Reflecting the UK, its Nations, regions and communities**
Provide programmes and services that reflect the UK's different regions and communities and that make the public aware of the different cultures and alternative viewpoints seen in the UK.
- **Bringing the world to the UK and the UK to the world**
Making UK audiences aware of international issues and of the different cultures and viewpoints of people living outside the UK as well as bringing high quality international news coverage and showing the best of UK creativity, culture and talent to global audiences.



Q1a - Do you think it is helpful to create a set of specific purposes for the BBC?

Yes	✓
No	
Don't Know	

Q1b - Do you agree with this list?

Yes	✓
No if no, why not? (max. 800 characters)	
Don't Know	

Q1c - Is there anything you think is missing?

Yes, if yes please give details (max. 800 characters)	FURTHER EMPHASIS ON REGIONS
No	
Don't Know	

Role of the BBC: Programme Characteristics

The Green Paper proposes that not all BBC programmes and services have to demonstrate the purposes listed in Question 1. In exceptional circumstances, we think that it is enough for some programmes and services to be produced because they are:

- High Quality
- Challenging
- Original
- Innovative
- Engaging



Q2a - Are these the right characteristics?

Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>
Don't Know	<input type="checkbox"/>

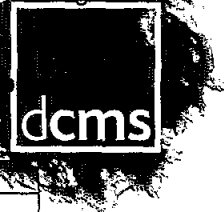
Q2b - Are there any other characteristics you would like to see added?

Yes, if yes please give details (max. 800 characters)	
No	
Don't Know	<input checked="" type="checkbox"/>

Building Digital Britain

The Government and industry want all UK households to benefit from the digital future and in order to do this television broadcasting must all be switched to digital signals. This could start to happen as early as 2008 and be completed by 2012. The Green Paper proposes that the BBC should be a responsible leader in helping the public to adopt new technologies, including digital television.

Q3 - Do you agree that the BBC should be a responsible leader in helping the public to adopt and use new technologies, including digital television?



Yes	<input checked="" type="checkbox"/>
No if no, why not? (max. 800 characters)	
Don't Know	

Funding

At the moment, the BBC's publicly funded services – including radio, TV and BBC online services – are paid for by households with a television, through the TV licence fee. During our first phase of consultation the licence fee was still seen as the best – or 'least worst' - way to pay for the BBC. However, digital switchover will mean that audiences will be able to watch more TV channels and in a number of different ways, such as over the Internet or through mobile phones. This might change people's views about how the BBC's services should be funded.

The Green Paper proposes that the licence fee should be used to pay for the BBC during the next 10 year Charter - until the end of 2016. We also suggest that a review of how we pay for the BBC takes place before then, so that we can be sure that the licence fee is still the best option in the longer term.

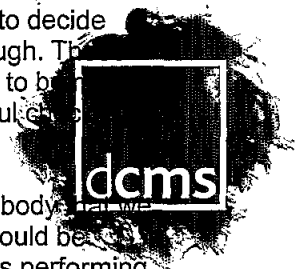


Q4 - Do you agree that a review of funding methods should take place before 2016?

Yes	<input checked="" type="checkbox"/>
No if no, why not? (max. 800 characters)	
Don't Know	

~~Governance and Regulation: Governance Model~~

The BBC Governors currently decide what the BBC should do in every area – they develop its detailed programme strategy, and are involved in overseeing day-to-day management of the BBC, working with the current management board. But the Governors also have to decide whether that strategy is satisfactory and whether the BBC is performing well enough. The two roles sometimes contradict each other and it is now widely agreed they need to be clearly separated. We want to reform the system so that there can be more careful consideration of whether the BBC is fulfilling its public purposes.



The Green Paper proposes to replace the BBC's Board of Governors with a new body we have called a 'BBC Trust' (although that might not be its final name). The Trust would be there to represent licence fee payers by keeping a close eye on how the BBC was performing and taking the big decisions about how the licence fee was divided between different services.

The day-to-day management of the BBC and the day-to-day delivery of TV, radio and internet services would in future be overseen by a separate Executive Board. The Chair of this Board would be appointed by the Trust, but it would be free to take its own decisions about more detailed spending and programming issues.

Q5 - Do you think the separation of functions between the proposed BBC Trust and the Executive Board is clear enough?

Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>
Don't Know	<input type="checkbox"/>

PROVIDING THE TRUST MEMBERSHIP IS GENUINELY DIVERSE

Governance and Regulation: Membership of the Proposed Trust

The current board of Governors at the BBC is made up of 12 people with a range of skills and expertise. Each Governor is recommended for appointment by the Secretary of State for Culture under Nolan principles (of honesty and openness amongst others) and appointed by the Queen. Included on this board is a national Governor for each of the devolved administrations of Scotland, Wales and Northern Ireland. Each Governor is appointed for a term of up to 5 years and may be re-appointed to serve additional terms.



The Green Paper proposes that the members of the BBC's Trust reflect the interests of a wide range of different UK communities, including members with the knowledge and experience to understand and articulate the interests of the individual devolved Nations, and to have a range of experience in:

- Broadcasting and media industries
- The financial, legal and corporate aspects of overseeing a large and complex business that spends significant sums of public money
- Organising public opinion research and consultation

Q6a - Do you agree that these are the correct skills and expertise needed by the members of the Trust?

Yes	<input type="checkbox"/>
No	<input checked="" type="checkbox"/>
Don't Know	<input type="checkbox"/>

Is there anything else you would like to add? (max. 800 characters) **TOO MANY PROFESSIONALS!
YOU SHOULD INCLUDE ONE OR TWO AMATEURS (IN MY AGE GROUP 70)
USA OR AGE CONCERN**

Q6b - Are there any communities or interest groups you feel should be represented on the BBC Trust?

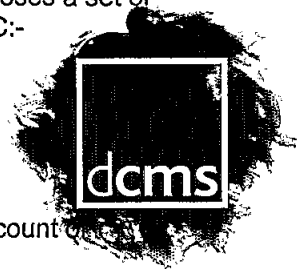
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FOR STUDENTS FROM UNIVERSITIES

Governance and Regulation: Public Interest Duties for the BBC Trust

The BBC Trust has a duty to look after the public interest. The Green Paper proposes a set of public interest duties for the BBC Trust. The BBC Trust must ensure that the BBC:-

- Fulfils its public purposes;
- Sets standards for other broadcasters;
- Is editorially independent of Government or any commercial company;
- Doesn't unfairly damage commercial media businesses;
- Is efficient and provides value-for-money to licence fee-payers; takes account of audience opinion.



Q7a - Do you think this list is helpful in defining what the BBC Trust should do?

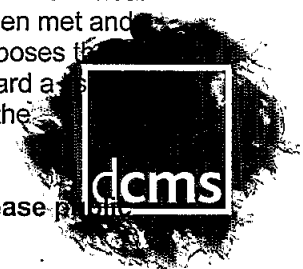
Yes	✓
No	
Don't Know	

Q7b - Is anything missing?

Yes, if yes please give details (max. 800 characters)	SHOULD CONCENTRATE ON SETTING GOOD STANDARDS - WHAT OTHER BROADCASTERS IS UP TO THEM
No	
Don't Know	

Accountability

In future, what you can expect from each BBC service (e.g. BBC1, Radio 5 Live) will be written down in a document called a BBC service licence. The BBC Trust should have a clear system in place to judge whether people's expectations for each service have been met and should also have a strong system for handling complaints. The Green Paper proposes that the public should have an important role in both of these systems, and puts forward a list of ways in which the public could influence the BBC, and a list of ways to increase the accountability of the BBC to licence fee payers.



Q8a - Please select any ideas that you would like to see introduced to increase public ownership and influence over the BBC:

- There should be a rolling programme of quantitative and qualitative research designed to track audience opinions about the BBC's performance, and to measure the impact of its programming.

Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>

- Such research should be accompanied by open consultation of viewers and listeners through a number of different forums. These might include reconstituted Regional Councils, which might be elected by local licence fee payers and given a role in formally advising the Trust, new e-forums and open meetings or AGMs.

Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>

YES YES YES!

- When key decisions have to be taken by the BBC Trust, they should be informed by deliberative research among representative groups of viewers and listeners.

Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>

Q8b - Please select any ideas that you would like to see introduced to increase transparency and accountability in behaviour and decision-making:

- For the BBC Trust to meet in public

Yes	<input type="checkbox"/>
No	<input checked="" type="checkbox"/>

- To webcast its meetings and any open meetings or AGMs that it holds

Yes	<input type="checkbox"/>
No	<input checked="" type="checkbox"/>

- To publish the minutes of every meeting and the results of every piece of research

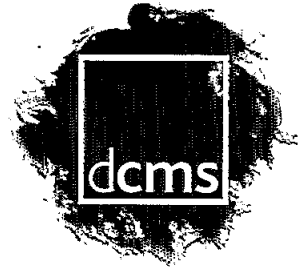
Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>

- To publish the voting records of each Trust member

Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>

- Trust members to be put through an external, independent appraisal process (licence fee payers might be given the opportunity to score Trust members as part of this process, and any member with a particularly low score could be replaced)

Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>



An important part of the accountability framework for the BBC is its complaints handling process. The BBC are already reforming this process. The aim is to give complainants fair and equal access to a transparent process. In this model the BBC Trust would be responsible for final decisions in relation to any complaint. (Ofcom will continue to have the final decision on complaints about standards of harm and offence, privacy and fair treatment).

Q8c - Do you agree with this approach?

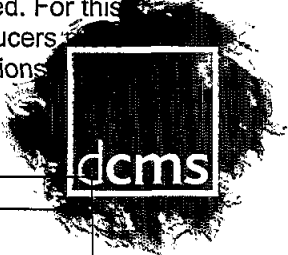
Yes	<input checked="" type="checkbox"/>
No if no, why not? (max. 800 characters)	
Don't Know	

BBC Organisation and Infrastructure

At the moment, the BBC airs a range of programmes on TV and radio, some of which are made by the BBC itself, and some of which are made by other producers. The Green Paper proposes that the most important thing is that the best programmes should be aired. For this to be achieved, the Green Paper proposes that the BBC needs to give other producers the opportunity to compete against BBC programme-makers for programme commissions.

Q9 - Do you agree with the idea of more competition?

Yes	<input checked="" type="checkbox"/>
No if no, why not? (max. 800 characters)	
Don't Know	



Scope of Publicly Funded Services

The BBC's current range of publicly funded services (e.g. BBC One, Radio 5 Live etc.) has broad support and we do not propose to shut down or privatise any of them.

The Green Paper proposes that the BBC should be able to add to, or decrease the number of its services over the next 10 years. However, as any change to the BBC's services will have an impact on the rest of the broadcasting market, we believe that the BBC should have to prove that any significant change to its services is in the public interest, once market impact has been taken into account.

Currently, any proposal for a change in a BBC service has to be judged and approved by the Secretary of State for Culture. The Green Paper proposes that when considering a new BBC service (or changing an existing one), the BBC Trust should do the judging by:

- Testing and taking account of potential market impact
- Testing and listening to public opinion about the change
- Considering the proposal in public

The Trust would then make a public recommendation to the Government, which the Secretary of State for Culture would only be able to reject if the process for making the decision had been flawed in some way.

Q10 - Do you agree that the BBC should be able to propose changes to its range of services over the course of the next 10 years in this way?

Yes	<input checked="" type="checkbox"/>
No if no, why not? (max. 800 characters)	
Don't Know	

Scope of Commercial Services

The BBC's commercial services generate income from commercial activity - for example by selling BBC programmes overseas, and by publishing a number of books, DVDs and magazines.

At the moment, there are few constraints on what the BBC publishes. For example, magazines - like Radio Times and Top Gear - are closely related to their programmes; some - like BBC Homes and Your Hair - are less closely related. Other examples of magazines are: BBC Learning is Fun; Bob the Builder; BBC Parenting Magazine; BBC Wildlife; BBC Homes and Antiques; The World of Cross Stitching; BBC Gardeners' World.

The logo for the Department for Culture, Media and Sport (DCMS), consisting of the lowercase letters 'dcms' in a white sans-serif font inside a black square.

The Green Paper proposes that the BBC should be encouraged, as now, to generate income from commercial activity. However, we also propose that continuing activity should be related in some way to the BBC's public purposes and should have a direct connection to publicly-funded programmes or services. For instance, magazines should have sufficient links to BBC content.

Q11 - Do you think that the BBC's commercial services should be closely related to its public purposes (outlined in question 1) and its public services (i.e. its programmes)?

- **Sustaining citizenship and civil society**
- **Promoting education and learning through programmes and services**
- **Stimulating creativity and cultural excellence**
- **Reflecting the UK, its Nations, regions and communities**
- **Bringing the world to the UK and the UK to the world**

Yes	<input checked="" type="checkbox"/>
No if no, why not? (max. 800 characters)	
Don't Know	

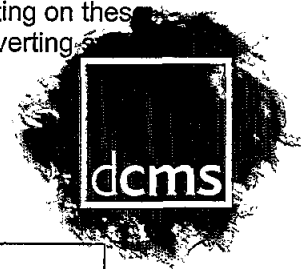
Beyond the BBC

In addition to the BBC, ITV, Channel 4 and Channel 5 have public service broadcasting responsibilities. Ofcom has suggested that, with the growth in the number of TV channels increasing competition for media users, there is risk that public service broadcasting on these channels might decline. Ofcom has suggested that the Government considers diverting public funding, possibly including the licence fee, to other channels.

In the next 10 years, we intend to review the way we might respond.

Q12 - Do you agree that this review should take place?

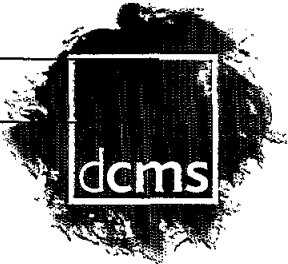
Yes	<input checked="" type="checkbox"/>
No	<input type="checkbox"/>
Don't Know	<input type="checkbox"/>
Other (max. 800 characters)	<input type="text"/>



Have your say

Please use the space below to submit any further comments.

(max. 800 characters)



Tel: (0117) 924 7825
Keith Anderson
21 Carnarvon Road
Redland
BRISTOL BS6 7DT

Both the dcms and the BBC depend upon licence holders and tax payers.

It might be more rewarding to think of BBC licence holders as shareholders but instead of a financial share, a share in how the BBC is run could be allotted?

In spite of your best efforts to sound democratic towards licence holders the tone is slightly proprietorial - as I have already intimated we are 'shareholders' and we increase our holding each year!

Yours Sincerely

A handwritten signature in black ink, appearing to read 'Keith Anderson', is written over the typed name. The signature is fluid and cursive, with a large loop at the end.

Keith Anderson

www.
crispandcheerful.
co.uk