

23<sup>rd</sup> March 2005

Dear Sirs

BBC CHARTER REVIEW

I refer to your recent advertisement in respect of the above mentioned review in the Telegraph and as requested return herewith the questionnaire duly completed.

In addition to what I have said in the replies I would like to say that I have just reached the age of 60 and wish to thank the BBC for all the enjoyment entertainment and stimulation which I have received from the BBC throughout my life. This started with childrens programmes in the 1950's such as Henry and Norman Bones through such classics as the Forsythe Saga in the 1960's down to the current programmes offered by the BBC such as BBC4 BBC2 under its new management and above all Radio 4 Radio 3 and the World Overseas Service.

I appreciate the radio even more now since I have now retired and therefore can even more to appreciate the quality of their programmes and especially in the afternoon the radio plays which have always been of a very high standard. Perhaps the best programme of all is the Today programme which always provides high quality balanced discussion on all matters as well as providing a wide mix of religious perspectives.

If there is to be any improvement then I think that this should be in television and especially in respect of BBC1. It seems to me that it would be better to model the television on Radio 4 because at present there are an excessive number of American programmes which are of poor quality as well as soaps such as Eastenders which serve as a bad role model for children and adults alike. We need to have far more English produced plays and drama and if inspiration is needed which it must be at times then there is an enormous range of plays produced for Radio 4 which would be suitable for adaptation for TV which could be broadcast live or as prerecorded items.

The fact that quiz programmes are so popular shows that there is thirst for cultural programmes generally rather than the repetitive serials which we see on Saturday night and it would greatly improve the quality of BBC if it jettisoned the programmes introduced ostensibly to increase ratings and concentrated far more on its remit of public service broadcasting. There ought to be a greater degree of public participation in the choice of programmes if only to reduce the burden of thinking up new ideas which must be considerable for those who are responsible for doing this at present. If those responsible for such tasks took a higher view of the intelligence of the average viewer than perhaps is the case at present then I believe that you would be pleasantly surprised at the result.

If we are to have foreign programmes then these ought to be more European orientated because it is in the Government's interest to ensure that the cultural bias against Europe that presently exists is lessened and the medium of television especially mainstream BBC1 would be a very effective instrument in achieving this objective. The fact that programmes about buying property in Europe are so popular indicates that there would be a market for such programmes and films. These could include made for TV movies and both modern and relatively old movies of perhaps the vintage which are shown in the afternoon. Furthermore because of our appalling record in respect of learning languages BBC TV should be seen as an instrument to overcome this barrier and to show that it is not as difficult as is commonly supposed and indeed it is great fun.

Whilst much attention has been paid to the structure of the BBC and in particular the management it also extremely important to pay attention to the recruitment of the programme makers generally because what they produce creates the impression the public have about public service broadcasting.

Once again I cannot thank you enough for all the pleasure and stimulation that the BBC provides and I hope that my modest contribution as set out here may assist in this respect.

Yours faithfully

R.L.Coward

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:

- 1 Sustaining citizenship and civil society**  
*Keeping the public informed and increasing their knowledge of the world through news and current affairs.*
- 2 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.*
- 3 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.*
- 4 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.*
- 5 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	YES
No	
Don't Know	

**Q1b - Do you agree with this list?**

Yes	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)	
No	
Don't Know	

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:

- 1 High Quality
- 2 Challenging
- 3 Original
- 4 Innovative
- 5 Engaging

**Q2a - Are these the right characteristics?**

Yes	<b>YES</b>
No	
Don't Know	

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

Yes, if yes please give details (max. 800 characters)	<b>I WILL EMAIL SEPARATELY</b>
No	
Don't Know	

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	<b>YES</b>
No if no, why not? (max. 800 characters)	
Don't Know	

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

Executive Board is clear enough?

Yes	
No	<b>NO</b>
Don't Know	

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. These two roles sometimes contradict each other and it is now widely agreed they need to be more clearly separated. We want to reform the system so that there can be more careful checking 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 that 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**

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 expertise to understand and articulate the interests of the individual devolved Nations, and to have a range of experience in:

- 1 Broadcasting and media industries
- 2 The financial, legal and corporate aspects of overseeing a large and complex business that spends significant sums of public money
- 3 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	
No	NO
Don't Know	

Is there anything else you would like to add? (Please use the back of this page if necessary)

Is there anything else you would like to add? (max. 600 characters)

**I FIND THAT IT IS DIFFICULT TO SEE WHAT DIFFERENCE IN PRACTICE THE NEW ARRANGEMENTS WOULD MAKE BECAUSE IT SEEMS THAT THE TRUST IS BUT ANOTHER NAME FOR THE EXISTING BOARD OF DIRECTORS**

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

(max 800 characters)

**ACTORS WITH EXPERIENCE OF MANAGEMENT IN THE THEATRE MEMBERS OF RELIGIOUS GROUPS PARENTS WITH CHILDREN**

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:-

- 1 Fulfils its public purposes;
- 2 Sets standards for other broadcasters;
- 3 Is editorially independent of Government or any commercial company;
- 4 Doesn't unfairly damage commercial media businesses;
- 5 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	<b>YES TO A POINT</b>
No	
Don't Know	

**Q7b - Is anything missing?**

Yes, if yes please give details (max. 800 characters)	<b>PLEASE SEE SEPARATE EMAIL</b>
No	
Don't Know	

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

Yes	YES
No	

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

Yes	YES
No	

4 To publish the voting records of each Trust member

Yes	YES
No	

5 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	YES
No	

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	<b>ONLY TO A POINT BECAUSE THERE OUGHT TO BE IN ADDITION TO OFCOM SOME OTHER POWER BY SAY DCMS TO INTERVENE IN ORDER TO ENSURE THAT THE PUBLIC HAS A MEANS TO EXERCISE INFLUENCE ON THE FINAL RESULT</b>
No if no, why not? (max. 800 characters)	
Don't Know	

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:**

- 1 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	<b>YES BUT THERE OUGHT TO BE A SYSTEM WHERE BY THE PUBLIC SHOULD BE ASKED FOR IDEAS ABOUT PROGR AMMES IN ORDER TO ENSURE THAT WHAT IS PRODUC ED ACCOR DS WITH WHAT THEY WANT.</b>
No	

- 2 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	
No	

- 3 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	
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**Q8b - Please select any ideas that you would like to see introduced to increase transparency and accountability in behaviour and decision-making:**

1 For the BBC Trust to meet in public

Yes	<b>YES</b>
No	

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 more opportunity to compete against BBC programme-makers for programme commissions.

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

Yes	
No if no, why not? (max. 800 characters)	<b>I DO NOT THINK THAT THE QUESTION MATTERS. What does matter is the quality of the programmes and if you were to compare television 50 years ago with what you get now then it does not seem that competition has produced better quality programmes.</b>
Don't Know	

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:

- 1 Testing and taking account of potential market impact
- 2 Testing and listening to public opinion about the change
- 3 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	<b>yes provided that this does not interfere with the overall quality of what is produced</b>
No if no, why not? (max. 800 characters)	
Don't Know	

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 some 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	yes
No	
Don't Know	
Other (max. 800 characters)	

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, some magazines - like Radio Times and Top Gear - are closely related to their programmes, and 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 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)?**

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

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

Please use the space below to submit any further comments.

(max. 800 characters)

The most important thing is that the quality of the programmes must be maintained and indeed improved and by way of example I would refer to radio 4 which has excellent programmes and is not dependent on american programmes which are very poor quality and in the case of the Today programme which is the best there ought to be religious programmes in the manner there is in that progamme regularly reflecting the cultural diversity of the country in which we live. If we are to have programmes from abroad then these ought to be from Europe in order to stimulate interest in language and customs of Europe and not programmes about moving to and buying houses in these countries as at present. Furthermore programmes such as Panorama should be at peak times instead of East Enders in order that young people can be interested in politics and voter apathy can be stopped.