

From the National Council of Women Education Committee

The future of BBC's Digital Television and Radio Services

It is essential that British children have the opportunity to access programmes, which do not set out to exploit them commercially. Programmes, which reflect their own rich cultural heritage of speech, language, literature and music; which inform them about their own country and traditions but also help to develop their understanding of the world they live in; which are made to suit different age groups and interests, stimulate the imagination, and help our young people to grow up to become informed, caring and active citizens.

We believe that the BBC's children's channels generally succeed in this. They form part of a public service, which is funded by a universal licence fee and publicly accountable to Parliament and to licence fee payers.

Paul Robinson of Disney Corporation, supported by McDonalds and Coca Cola, has said that their desire was "to reach the young consumers of tomorrow". Their main purpose is to satisfy the financial demands of their shareholders.

We are concerned about the health of our children and the effect of their health upon the economy of the country, the Health Service, family life, etc. Commercial companies need regulating with these matters under constant review.