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Her Royal Highness
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CHIEF EXECUTIVE
ANNA HOME. OBE

12 July 2001

Vanessa Brand
Head of Public Service Broadcasting Policy Branch
Department of Culture, Media and Sport
2-4 Cockspur Street
London
SW1Y 5DH

Dear Ms Brand

I am writing in support of the BBC's proposed new children's channels. As a one-time head of BBC Children's Television, I am well aware of the benefits these new channels will bring in the current scenario of children's broadcasting.

The BBC's programming will have a cultural and educational remit that cannot and should not be provided by its commercial competitors. The emphasis on British-made programming is important both in cultural terms but also in terms of the production industry in the UK.

The BBC's Children's programmes have an enormous reputation world-wide. The problem has always been insufficient air time on the terrestrial channels and constant schedule changes, particularly in the summer for sporting events. The new dedicated channels will obviate these problems. The amount of money that the BBC is proposing to invest in the new channels will also reflect on richer programming for the terrestrial channels. The proposed digital channels can only be a bonus for the children of the United Kingdom.

I confirm that I give you permission to make public any information that I have provided in this letter.

Yours sincerely

ANNA HOME