

GEAR PLUS 2016 Vienna

- Presentation on the BBC and the current debate on the renewal of its Royal Charter
By Graham Mytton and Peter Menneer

Peter then went on to talk about

1. his home village project – Church House Crowcombe, and
2. setting up a fund in support of the choir of which he was formerly a member – the Chapel Royal at Hampton Court

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- The BBC and the renewal of its Royal Charter
- The current Charter expires at the end of 2016
- Charter renewal always requires the re-examination of its purpose, its funding and the way it is managed on behalf of the British public
- And today with the huge changes in the ways in which the media have changed and continue to do so, the challenges of justifying its place in the media market are greater than ever

Public Opinion

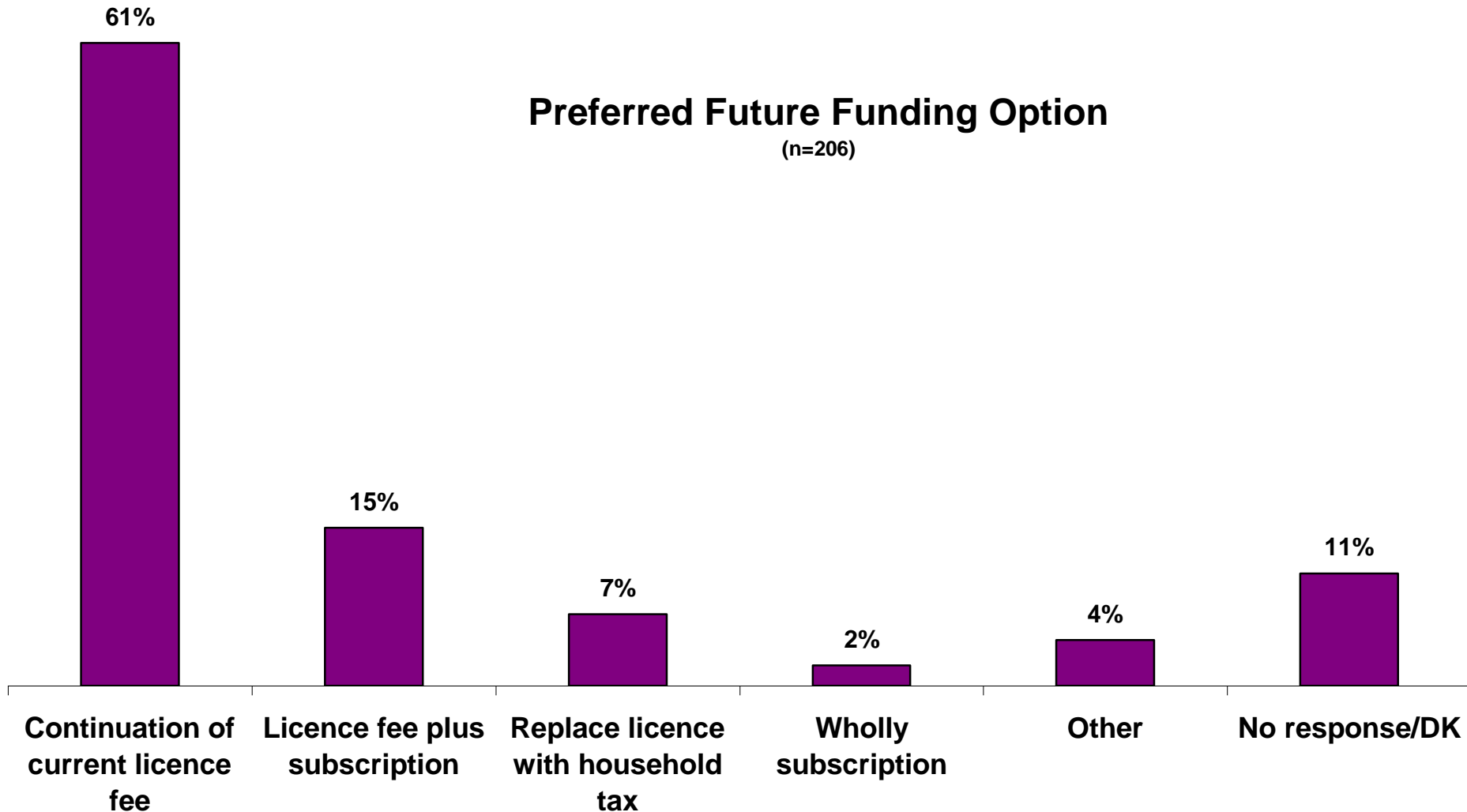
- What the public think about the BBC is of huge importance
- There is an important campaigning pressure group, The Voice of the Listener and Viewer
- It asked its members for their opinions about three major issues relating to the renewal of the BBC Charter

VLV members survey

The three major challenges are:

- Funding the BBC
- The BBC's Purpose
- The Governance of the BBC

Question1: Funding – How should the BBC be funded in the future? Choose one answer



Question2 The BBC's Purpose:

How important to you is it that the BBC remit includes the following? Please rank each entry on the chart on the next page in terms of their level of importance to you.

In the first column give a score Very Important 3, Important 2, Not Important 1, Unnecessary 0.

In the second, order them in priority.

(1 is your top priority, 2 is the second, 3 is the third and so on).

a. News and information free from political, commercial or any other bias or influence.

b. Providing the best in popular entertainment of all kinds and for all tastes.

c. Bringing our country together with content that reaches everyone.

d. Bringing us the very best in new art, new music, new writing and other new, often challenging and experimental work.

e. A global news and information service for people around the world.

f. Telling us about our country and our world – the good things as well as the bad, with all their variety and complexity.

g. Bringing us a wide range of sport from the UK and around the world.

h. Providing high quality programmes for children and young people.

i. Being innovative and inventive with new media seeking to be abreast of new communications technologies and services.

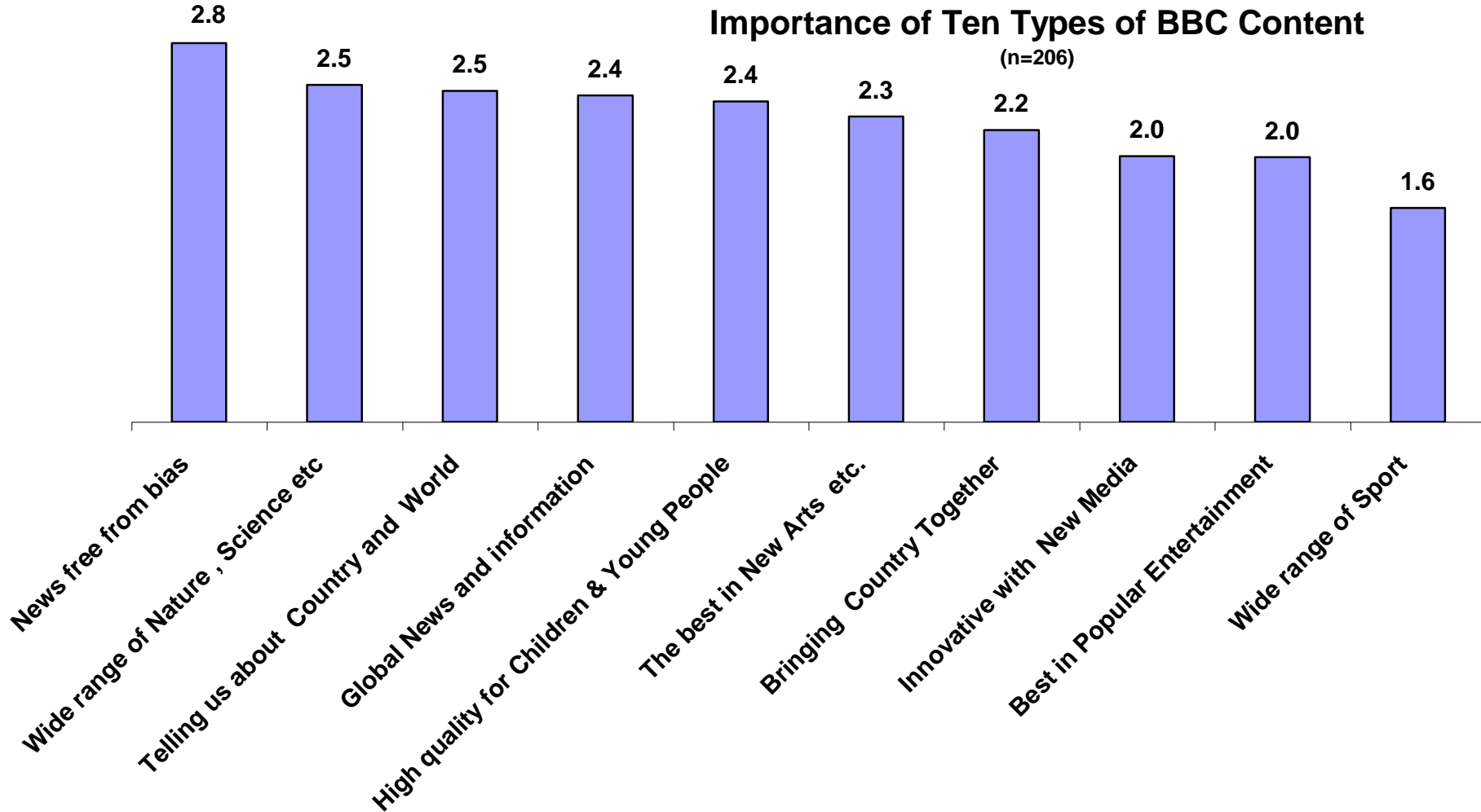
j. Providing a wide range of programmes on nature, science, the environment and all matters to do with the natural world and the universe.

- We asked what was important and then in what order of priority

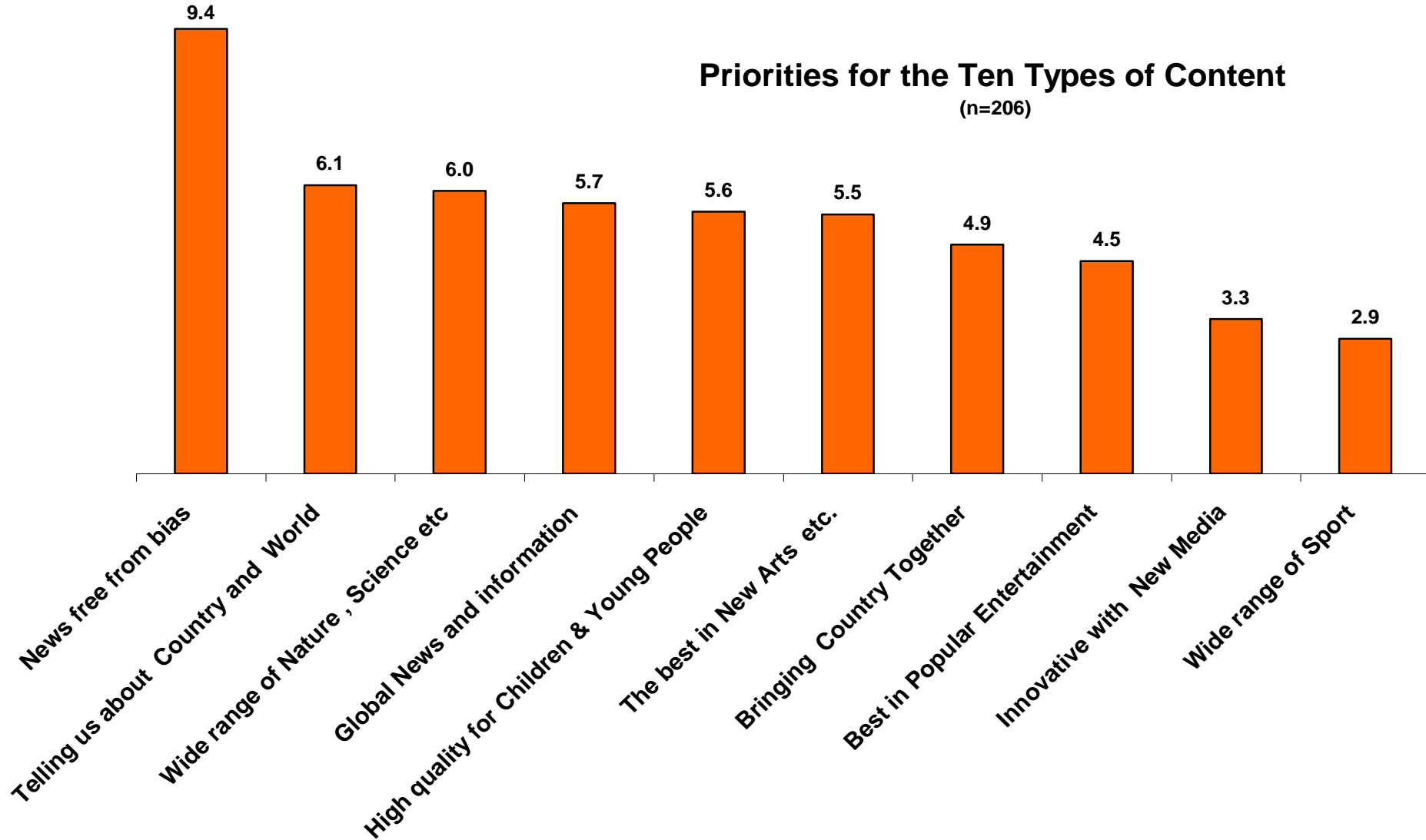
Simplified list of BBC priorities

- News free from bias
- Wide range of nature and science
- Telling us about our country and the world
- Global news and information
- High quality for children and young people
- The best in new arts
- Bringing the country together
- Innovation with new media
- Best in popular entertainment
- Wide range of sport

Importance



Priorities

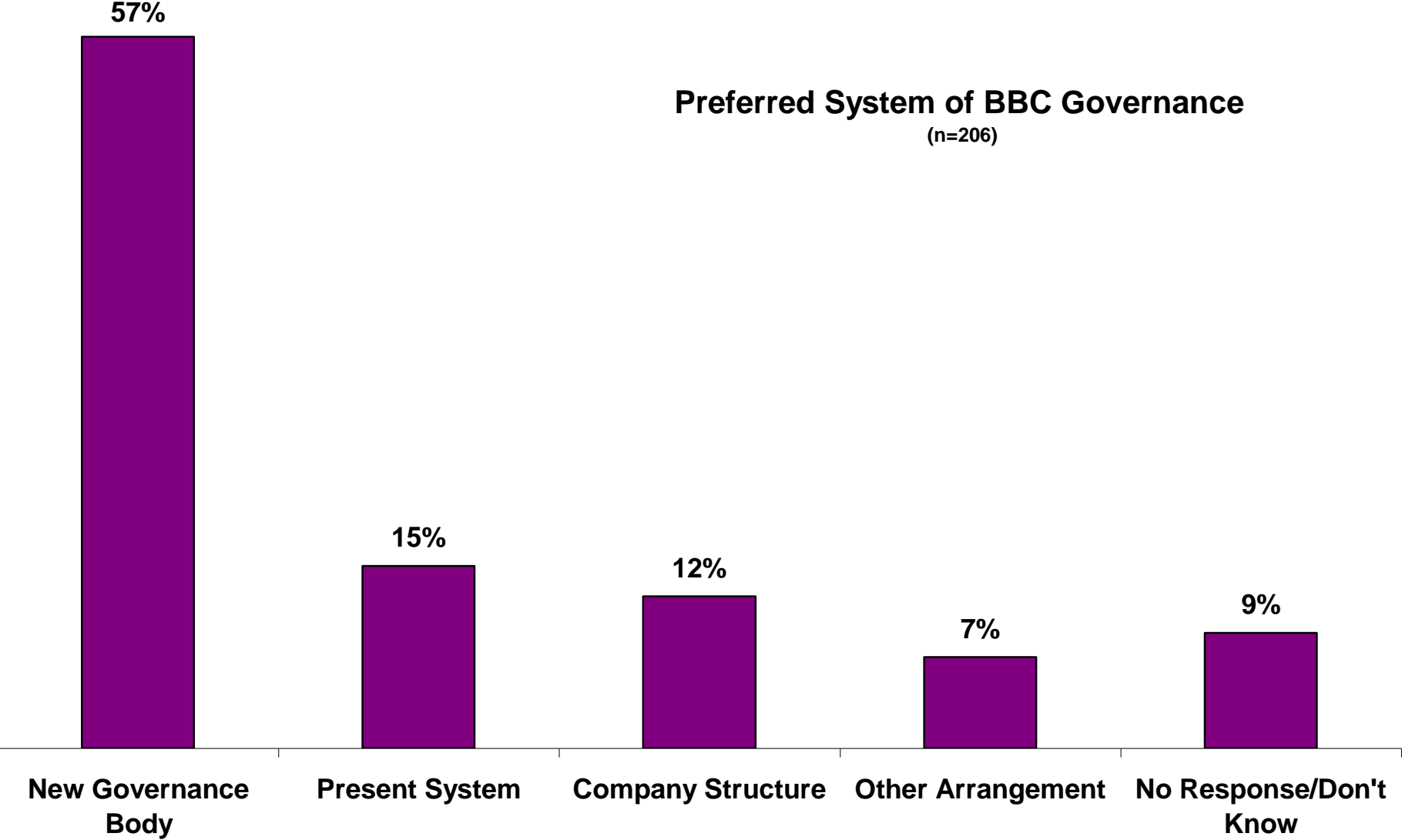


Question 3: BBC Governance

- **The BBC is presently overseen by the BBC Trust which is intended to represent the public interest and to “get the best out of the BBC for licence fee payers.” Until 2007 the BBC was overseen by the BBC Governors. Other options have been discussed or suggested. Which of the following would be your choice?**
 - **a. The BBC should continue to be governed by the present arrangement – the BBC Trust.**
 - **b. A new governance body for the BBC that represents the licence fee payer, and is more successfully distanced from the BBC Executive than the present-day Trust.**
 - **c. A company structure for the BBC, with non-executive chairman and non-executive directors to represent the licence fee payer, no separate BBC governance body, but regulation by Ofcom or a separate regulatory body.**
 - **Other arrangement**

Preferred System of BBC Governance

(n=206)



BBC Charter Renewal

**Political/Public Aspirations/Requirements
for a BBC
funded by the licence fee**

Universality

- **100% TV/R Weekly Reach**
 - All UK regions
 - All Demographics

BBC Productivity

- Despite steady decline in broadcast revenue share**
- Growth in services provided within static revenue**

Editorial even-handedness

- Impartial news provider**
- Public trust**

Quality

- **High quality programme output**

Distinctive programme content

- Programmes not realistic for ad/subscription-funded channels**
- Range of programmes offered to the licence payer**
- Scope for creative risks**

- **Hence, value for money**

The Licence Fee

- **Hence, continuing legitimacy of the licence fee as sole source of income**

Big Problem!

- The government minister responsible for media, culture and sport does not think the current BBC funding system has a future. He is one of several Conservative MPs who don't really like it. . . .



John Whittingdale once described the licence fee as “worse than the poll tax”

Then Peter took us to

- Church House Crowcombe

<http://www.churchhousecrowcombe.org.uk/>

- The Choral Foundation for the Choir at Chapel Royal Hampton Court

<http://www.chapelroyal.org/choralfoundation.html>