

Dear, *****

I'm signing this letter as a member of the media industry that works serving UK children, a genre and section of our society that has lost 83% of its first run original content over the last 12 years, due to multiple economic factors including the regulation of advertising and deregulation of PSB's.

We were pleased to see that the Ofcom and now the Government have recognised that the decline is very serious indeed, and while Tax breaks have really boosted the children's production industry, the commissioning of UK originated content for children continues to decline.

The suggestion in the green paper that a contestable funding model be assessed, has at last provided us with some hope there could be a positive change for our industry and the children it serves.

However, we do have some thoughts and concerns about contestable funding which we have highlighted below:

- We feel very strongly that the contestable funding needs to be **in addition** to the budget currently allocated to BBC Children's by the BBC. It would be a disaster if the BBC Children's budget were cut further to fund this.

We suggest this could be done under the green paper recommendation of ring fencing money for certain genres. We would suggest that **no less than 10%** of BBC programming spend should be attributed to the under 16 audience - who make up 19% of the population.

- That the commercial PSB broadcasters **are required to match fund** any moneys received and they should clearly demonstrate how they will use this new money to increase programming, not to merely supplement their current offering.
- The range of programming covered by this contestable fund help **meet the needs of all children**, and should be focused on areas where there is a recognised under-provision.
- For ease of administration, and building a **sustainable model** for children's content provision, the fund needs to operate over a long period, much like the Licence fee, but with regular audits.
- The amount of money invested in the contestable fund needs to be of a scale that meets the decline in spend, since 2002 when the government recategorised children as to a tier 3 program, and later heavily regulated the food industries advertising. This amount is **55 million pounds per annum**.
- If the BBC does ring fence **additional money** for commissioning original children's content then it like everyone else should be able to compete for the contestable funding pot.

The kids audience is underfunded and under served; it needs a range of content from a range of providers. The kids production industry is struggling to survive, it needs a radical injection of finance if it is to thrive, give UK kids the quality of content that they deserve and be a world leader in terms of creative exports.

We hope that together we can push your green paper initiatives through, or find other suitable solutions to secure high quality children's content for years to come.

Your sincerely, the undersigned,

Adam Shaw
Helen Brunsdon
Sarah Baynes
Simon Forest
Oliver Ellis
Alison Warner
Olivier Dumont
Jocelyn Stevenson
Marion Edwards
Angela Harrison
Miles Bulough
Andy Williams
Dan Berlinka
Dave Ingham
Ginger Gibbons
Greg Boardman
David Sproxton
Phil Chalk
Domanic Gardner
Jamie Badminton
Adam Bailey
Joe Elliot
Shaun Blake
Erica Darby
Ian Mackinnon
Catherine Robins
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Mark Taylor
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John Lomas-Bullivant
Rob Hunter
Ian Liddle
Simon Hall
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Alison Rayson
Phil Davies
Oli Hyatt
Genavieve Dexter
Vanessa Hill
Ruth Fielding
Colin Williams
Jonny Ford
Lucy Goodman
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Keenan, Christopher
Brian Jameson

Neville Astley
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Danny Stack
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