

Response ID ANON-GYMH-G4S5-R

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The BBC – its programmes and services

1. Thinking about the range of services and programmes paid for by the licence fee, in your opinion, do you think that:

b. The BBC should provide a little more

2. Please briefly tell us why you have said this

Please briefly tell us why you feel that :

The BBC currently fails to serve the 10 - 16 year old audience and has a duty to do so with programming that is specific to their life-stage needs. Not "family programming" and not just Radio 1. These are young people undergoing significant transition in their lives who are underserved by all the major broadcasters. They need content which addresses their thoughts and feelings as much as anyone else in society. And in terms of social inclusion and cohesion, one might say - more so. Recent announcements of plans to approach older children with age-specific content through the new iPlay service are welcome. But without the funding to create long-form narrative content, both fictional and factual, the services will fail to capture an audience.

3. What ONE thing, if anything, would you most like to see the BBC do more of?

What ONE thing, if anything, would you most like to see the BBC do more of, or do less of?:

See response to question 2.

4. What ONE thing, if anything, would you most like to see the BBC do less of?

Q4. What ONE thing, if anything, would you like to see the BBC do less?:

No response

5. The BBC's Charter says that its role is to represent and provide services for all of the UK's diverse communities and audience groups across all the UK's regions and nations. How well or poorly do you think the BBC does this at the moment?

b. Quite poorly

6. Please briefly tell us why you think this.

Q6. Please briefly tell us why you think this?:

The BBC in general is a broad and inclusive service. However BBC Trust's own research indicates a failure of the CBBC service to address older children, boys and young people in lower socio-economic groups. To do that requires a bold plan to capture these children where they are viewing. So we support the vision and strategy behind iPlay. But the audience needs unique and high-quality programme offers - equivalent, in terms of its impact, to the drama, factual and entertainment on offer to adult audiences. To launch a new "service", however it is to be distributed, is a waste of time unless there is a real commitment to pay for the content it needs. Currently the BBC shows no sign of accepting this principle. The recent decision to extend hours on the CBBC Channel as a result of the free time presented by the removal of BBC THREE, is a case in point. No money has been allocated for new programming, despite over 350 hours of additional airtime needing to be filled. And the Trust makes no reference to our previous observations about this in their recent report on the BBC Three plans. If the 10+ audience are treated as second class citizens (as they are by Channel 4 despite its commitments) then is it any wonder that they behave as though they are marginalised? A new drive towards this audience will increase the credibility of the BBC in the eyes of all young people, lessons learned will feed back into programming for the 8-10's, more money will mean a wider demographic base can be addressed both in terms of geography and social status, greater diversity will bring more wide-ranging approval the BBC and its services in general.

7. On a scale of 1-10, where do you think the BBC should strike the balance between continuing to deliver everything it currently does and providing something for everyone who pays the licence fee (1) as opposed to adopting a new approach and narrowly focusing on programmes and services which are not provided by other broadcasters and online content providers (10)?

2

8. The BBC is supposed to offer content and programmes which are high-quality. They should also be distinctive (fresh, new, original and different) from that provided by other broadcasters. Please tell us what you think about the quality and distinctiveness of the BBC's content and programmes.

Q8. The BBC is supposed to offer content and programmes which are high-quality. They should also be distinctive (fresh, new, original and different) from that provided by other broadcasters. Please tell us what you think about the quality and distinctiveness of the BBC's content and programmes.:

The range of children's programming on CBBC Channel is inevitably constrained by the need to address a wide audience. As we move in to the VoD age - programming can be more niche, more targeted, more specific to the needs of particular groups and age-ranges. But to achieve impact in this - money is required to pay for quality content.

9. And as technology changes, how much of a priority do you think it should be for the BBC to continue providing and developing its services on newer platforms such as the internet and via mobile phones?

d. A high priority

Independence

10. How important is it that the BBC operates independently from Government and politicians, and from any commercial and business interests?

e. Very important

Future funding of the BBC

11. We would like to understand your attitudes towards these different approaches. Please tell us how positively or negatively you feel about the following, where 1 = very negative and 10 = very positive.

a. The existing television licence fee system, updated so that it also applies to catch-up services such as BBC iPlayer:

5

b. A new universal household levy (where all households would be asked to pay the same flat fee, regardless of TV ownership or which media they use):

9

c. A licence fee system 'topped up' by BBC subscription services that would only be accessible to those who paid an additional fee:

1

12. Please tell us briefly why, on balance, you rated the option(s) most positively.

Q12. Please explain briefly the option that you chose above.:

The BBC needs to reflect modern realities of viewing, and needs to engage with younger audiences who access BBC services exclusively through IPlayer and therefore have no connection to the service provider, or worse are placed in a position where they believe that to take BBC content free of charge is legitimate. Some form of household charging will at least draw in all users to an understanding of the "public service compact".

Public values

13. Please tell us, in your opinion, how important or unimportant you think the following values are:

Independent:

Very important

Impartial:

Very important

Highest quality / highest editorial standards:

Very important

Efficient:

Important

Value for money:

Important

Transparent:

Very important

Distinctive:

Very important

Diverse and representative:

Very important

Innovative:

Very important

14. Are there any other values you feel the BBC should represent?

Q14. Are there any other values you feel the BBC should represent?:

15. What if anything, do you think the BBC needs to do in order to further involve licence fee payers in decision-making about the Corporation?

Q15. In your own words, please tell us if there is anything else that you would want to see changed at or about the BBC? This can be linked to the questions in this consultation, or any other opinions you have.:

Create a Children's and Youth Board or Assembly and consult regularly. Make this public and be proud of it. Make it representative, diverse and include young

people who don't use BBC services. Listen and react in a timely manner, and make changes on screen where necessary - i.e. empower them.

16. In your own words, please tell us if there is anything else that you would want to see changed at or about the BBC? This can be linked to the questions in this consultation, or any other opinions you have.

Q16. And finally, In your own words, please tell us if there is anything else that you would want to see changed at or about the BBC? This can be linked to the questions in this consultation, or any other opinions you have.:

The children's and youth services of the BBC, whether they be delivered as linear channels or as on-demand, need to be enhanced with ADDITIONAL funding.

Currently 19% of the population are young people (under 18) and they benefit from approximately 5% of the BBC's budget. After years of under-funding, children's budgets start from a lower base-line, in comparison with other genres and audience segments.

To address the points we have made above, to ensure range and quality in 6-10's content on CBBC services, and to maintain the hugely powerful CBeebies brand, MORE money needs to be spent on children's content than previously.

The CMF advocates a simple plan to increase the children's budget by a few percentage points each year, through commitments in the annual service licences over the next Charter period. These increases could encompass provision for additional content for 10s+ in the new iPlay service, and enhancements to the CBeebies and CBBC budgets.

A phased delivery over ten years would be manageable, and show long-term commitment to redressing under-funding, while also emphasising the BBC's care for the younger audience. It would push back against the government suggestion of imposed ring-fencing of the children's budget. It would build public service audiences of tomorrow, by maintaining a relationship with an entire generation over the decade, who would otherwise be increasingly inclined to desert to YouTube, and other commercial competitors, losing the "habit" of public service content, and potentially failing to appreciate the importance of the public service compact as they become adults.

About you: equality and diversity

1. Location

Other (please state below)

Other location:

National Organisation so n/a

2. Age

Prefer not to say

3. Gender

Prefer not to say

4. Sexual Orientation

Prefer not to say

5. Disability

Prefer not to say

7. Ethnic group or background

Any other Asian background (please state below)

Asian/ Asian British - other:

N/A

Any other Black/ Black African/Caribbean background (please state below)

Other Black/ Black African/Caribbean background :

N/A

Not Answered

Any other White background:

N/A

Prefer not to say

Other ethnic group:

Not Answered

Other religion:

Prefer not to say

Keeping in touch

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