

Question 1: Do you agree that public service provision and funding beyond the BBC is an important part of any future system?:

Yes - most definitely.

Question 2: Which of the three refined models do you think is most appropriate?:

I do not think that any of the refined models are appropriate - as they are all based on the historic and existing systems.

There are problems with all the refined models offered.

The whole system for funding public service broadcasting needs a complete overhaul. The models offered as solutions do not recognise emerging media and channels, and are based on the PSB remit written into the 2003 Statute.

Question 3: Do you agree that in any future model Channel 4 should have an extended remit to innovate and provide distinctive UK content across platforms? If so, should it receive additional funding directly, or should it have to compete for funding?:

No.

On the whole, Channel 4 has failed to deliver in providing quality programming. "Innovative and distinctive UK content" has resulted in down-market, celebrity focused and reality TV.

It should not receive additional funding directly.

Question 4: Do you think ITV1, Five and Teletext should continue to have public service obligations after 2014? Where ITV1 has an ongoing role, do you agree that the Channel 3 licensing structure should be simplified, if so what form of licensing would be most appropriate?:

Yes, ITV1, Five and Teletext should continue to have public service obligations. The Channel 3 licensing structure should be simplified.

Question 5: What role should competition for funding play in future? In which areas of content? What comments do you have on our description of how this might work in practice?:

There may be a role for competition for funding in the future.

However tendering processes can be unwieldy and unfair - it is hard to ensure that like is compared with like, and that "quality" should be as important as a lower cost.

A better way would be for a budget to be allocated, and then applicants to state what they could provide for that.

Competition in television thus far seems only to have resulted in over-inflated fees being paid to so-called "celebrities" such as Jonathan Ross, and to sporting bodies for a monopoly on screening particular sporting events.

Question 6: Do you agree with our findings that nations and regions news continues to have an important role and that additional funding should be provided to sustain it?:

Yes, local news important - but it should be relevant to the geographical region of the viewer.

Maybe there should be less local news (sometimes there seems a lot of "filling"), but it should be of better quality.

Question 7: Which of the three refined models do you think is most appropriate in the devolved nations?:

I don't think any of them are appropriate.

Question 8: Do you agree with our analysis of the future potential for local content services?:

New broadband platforms offer an opportunity for local video content, but also for national content.

Again, quality of content production should be important.

Question 9: Do you agree with our assessment of each possible funding source, in terms of its scale, advantages and disadvantages?:

N/A

Question 10: What source or sources of funding do you think are most appropriate for the future provision of public service content beyond the BBC?:

N/A

Question 11: Which of the potential approaches to funding for Channel 4 do you favour?:

N/A

Question 12: Do you agree that our proposals for 'tier 2' quotas affecting ITV plc, stv, UTV, Channel TV, Channel 4, Five and Teletext are appropriate, in the light of our analysis of the growing pressure on funding and audiences? priorities? If not, how should we amend them, and what evidence can you provide to support your alternative?:

N/A

Additional comments:

The Country Channel (www.countrychannel.tv) has been providing a public service for two and a half years, with no government or public funding. The Country Channel was established to broadcast programming of relevance to an audience who feel let down by the mainstream broadcast channels, who are all still city-centric. Our viewers are looking for programming that is informative, high quality and of interest to them. We have a very strong educational remit, and also have our own charitable educational trust to help fund that area of our work. Just because we are a small channel, doesn't mean that we aren't doing an important job. Which other TV channels cover topics such as Open Farm Sunday, Music in Country Churches and The Calor Village of the Year?

I have already spoken to David Cameron, Hilary Benn and John Gummer - all of whom recognise the value of our work, and agree that PSB funds should be made available to us. I would welcome the opportunity to talk to the Minister for Media and Culture about this.