

Question 1: Do you have any comments on the general analysis and conclusions of the report?:

It is an excellent report which addresses all the major issues that will have long term repercussions if immediate action is not taken.

Question 2: Of the policy approaches suggested by stakeholders, which, if any, do you consider the most appropriate to address the conclusions made in this report?:

I support a combination of 3 & 4 with the inclusion of the suggestion made about the BBC Trust in option one. In short they should ring fence the BBC's Children's budget.

Question 3: If they are appropriate, should any of the policy approaches be tailored to different age groups (for example to pre-school, younger children, older children and young teenagers), or to different types of children's programming (like drama, factual, entertainment and animation)?:

There should be long term provision made for all genres because budgets, cuts/slots have already diminished and I believe will continue to do so. However the necessity of programmes for 6-15 year olds need the most consideration as there is a major threat to factual and drama programmes as many of the slots have already disappeared.

Question 4: What is the role and importance of UK-originated programming for children?:

A simple personal experience which illustrates this fact is letters I have received this year from children age 10/11 after viewing my BBC film 'Coming to England'. In the letters children wrote and openly admitted that they were racist but promised that after seeing the film they would never be racist again as they now understood the issues which were dealt with in a frank and emotional way from a child's perspective. Others wrote to say they were experiencing similar issues dealt with in the film but now felt confident enough to cope. That is the power of television which reflects emotionally children's lives and the world they exist in.

Question 5: What is the role and importance of plurality in the provision of children's programming?:

Plurality is important because without the BBC having healthy and robust competition it would be left vulnerable to budget cuts as other genres encroach on available funds to defend their ratings. It cannot be left up to the BBC only to reflect the diversity and variety that helps to broaden children's minds and widen their perspective on the world.

Question 6: Should further consideration be given to provision of public service content for children over platforms other than linear television?:

Yes this is in keeping with the modern world and advances in technology which children are familiar with and respond to.

The fact is that broadcasters are already providing content for adults so why not for children.

Question 7: Does the policy approach for children's programming need to be different to the policy approach taken to public service broadcasting overall?:

Yes children's programming should be treated as a special case because these programmes form the basic cultural understanding of their lives and have a direct influence on their development and behaviour. If left up to commercial pressures no adequate provisions will be made and UK productions will almost certainly cease.

Additional comments:

This issue is not about the past or the perceived quality of programmes past or present which the press and other commentators seem to be wrongly concentrating on. It is about the FUTURE of children's television production in this country. If nothing is done there will be virtually no programmes of any kind made here and there will be no option for parents and children to watch home grown programmes.

This crisis will have a direct and profound effect on British society long term unless a visionary approach is taken.