

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

Very strongly. Independent television was created as a vehicle for PSB. This should continue to balance out what the BBC offers. Regional programming - i.e. content made in the area, for people in the area should be strengthened.

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

The one that allows all stations to concentrate on PSB - five for children's content and ITV should be responsible for regional broadcasting; however should NOT be allowed to reduce the regions and dilute new bulletins. The IBA (a regulatory body with strength!) was insistent in regions being fairly supported with content - i.e. creation of dual regions such as Anglia East and West; Central East and West and South.

**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?:**

Channel 4 has always had an important role in broadcasting. "IBA2" has always been pioneering and has strived to be individual - highbrow and edgy. Funding should be allowed to progress this innovation and let it continue.

**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?:**

I agree that ITV1, Five and Teletext should continue to have public service obligations well past 2014. Channel 3 licenses need to go to auction. The current structure; i.e. a painfully unfair monopoly controlled by ITV plc is ripping the heart out of regional broadcasting. I remember the days when licenses were very strictly awarded on content. ITV1 is a dumbed down station which has lost its heart. Inject some new blood, have a licensing round which allows regional control again. ITV1 should be told to schedule and make Children's programming again - there is a huge void since this was allowed to stop.

**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?:**

Public and government funding will be needed. Reverting back to previous standard such as control from a government body like the Independent Broadcasting Authority did should be considered again. Lottery funding could be an option; but only for a strong regional PSB format.

**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?:**

I strongly agree; I feel that regions should be pushed back to how they were - there should not be any deletion of sub regions, redundancies of news teams etc. Loyalty to channels from viewers must be one of the most important factors; how on earth can ITV1 think they can sustain this when ripping to pieces its regional content??

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

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

Yes, but with some stringent monitoring as mentioned above. Regulation.

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

Yes.

**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?:**

As mentioned before, government funding and lottery funding - but with strict stipulations of quality and content attached.

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

Government and PSB attached funding.

**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?:**

I agree.

**Additional comments:**

Please think very carefully when looking at the whole PSB structure. We need to have something to be proud of.

