

Title:

Prof

Forename:

Robert

Surname:

Beveridge

Representing:

Self

Organisation (if applicable):**Additional comments:**

Question 1: Do you agree that our proposed quota of 9% from 2020 appropriately balances the costs and benefits of the out of England production quota for stakeholders? Please provide reasons for your view and any supporting evidence you may have.:

No.

9 per cent is unreasonable as it applies to the nations out with England as a whole. On the basis of population proportionality and appropriate economic and cultural investment in diversity and plurality of supply, the quota should be set at 17 per cent with a floor of 9 per cent for Scotland.

Moreover, I am far from convinced that the target of 2020 is fair or acceptable. One of the arguments made in favour of the independent sector is that, unlike large business, SME's are more flexible and able to respond to changing market conditions..

Given this claim, why is it not possible to have an earlier date for the quota to be introduced. I am far from convinced by Channel 4' arguments and in particular, their claim to have an aspiration to go beyond the quota etc.

The issue of production in the nations and regions has been 'live' for a number of years now and Stuart Cosgrove and the Channel 4 board have seen what the BBC has been able to do, including outsourcing via the WOOC , in and with the independent sector.

It is not a matter of lift and shift. It is a matter of choosing priorities and implementing policies.

The current proposals by Channel 4 and OFCOM are nowhere near acceptable in terms of addressing these issues.