

Title:

Mrs

Forename:

Kath

Surname:

Worrall

Representing:

Self

Organisation (if applicable):

Email:

What additional details do you want to keep confidential? :

No

If you want part of your response kept confidential, which parts? :

Ofcom may publish a response summary:

Yes

I confirm that I have read the declaration:

Yes

Additional comments:

As a resident of the Border ITV region my main concern is with the proposals for this licence.

I am a former Director of Broadcasting at border when it was an independent plc, and a former member of the Ofcom Content Board.

Question 1: Do you agree that the existing obligations on Channel 3 and Channel 5 licensees in respect of national and international news and current affairs, original productions, and Out of London productions should be maintained at their current levels? If not, what levels do you consider appropriate, and why? :

Agree.

Question 2: Do you agree with ITV's proposals for changes to its regional news arrangements in England, including an increase in the number of news regions in order to provide a more localised service, coupled with a reduction in overall news minutage? :

Agree.

Question 3: Do you agree with UTV's proposal for non-news obligations should be reduced to 90 minutes a week? If not, what alternative would you propose and why? :

Agree - it is both fair and proportionate.

Question 4: Do you agree with the proposals by STV to maintain overall minutage for regional content in the northern and central licence areas of Scotland at 5 hours 30 minutes a week, as detailed in Annex 3? If not, what alternative would you propose, and why? :

Agree.

Question 5: Do you agree with the proposals by ITV to maintain the overall minutage for regional content in Wales at 5 hours 30 minutes a week, as detailed in Annex 3? If not, what alternative would you propose, and why? :

Agree.

Question 6: Do you agree with the proposals by ITV to reduce the overall minutage for regional content in the Channel Islands from 4 hours a week to 3 hours 20 minutes as detailed in Annex 3, while maintaining the present provision of a 30 minute early evening regional news programme? If not, what alternative would you propose, and why? :

Agree.

Question 7: Do you have any views on any other aspects of the nations and regions programming and production obligations of the Channel 3 licensees? :

See 8 below.

Question 8: Which option would you prefer in respect of the news and current affairs in the Border region, and why? :

Option 1 would be my preference as it in effect restores much of the pre-1999 status quo. The region will be better served by a tailored coverage that is not unduly weighted by metropolitan conurbations, be they Tyneside or the Central Belt of Scotland.

However to be effective there will need to be a political editor, based in the region. This is essential. If ITV attempts to continue to run the show from Tyneside there will be a distortion on both sides of the Border.

Question 9: If option 2 were to be adopted, should ITV be required to provide separate transmission for the Scottish and English parts of the region on DTT? :

This is one of the drawbacks to option 2 - the plumbing.

If the region isn't split it will be difficult to provide a proper balance of coverage for Scotland. If it is, ITV may go for the cheap option of relaying the STV coverage which will be out of kilter with the needs of the Scottish side of the Border licence.

For the reasons outlined in 8 above, option 2 is the less attractive choice.

Question 10: If you would prefer a different option to those set out in Questions 8 and 9 above, please explain what, and why:

Question 11: Do you agree that the Border licence should be amended to reduce the proportion of regional production required to a sustainable level? If not, what proposals would you like to make? :

ITV's accounts of what is a "sustainable level" constantly modify.

If the Scottish side of the licence area is in line with the other devolved licences, the English side should be at par. 60% of the population in this TV region live in England.

There should at least be parity in news and current affairs coverage for the region. Otherwise there is a blatant bias and democratic deficit.

Question 12: What views do you have on the proposal by STV and UTV to extend peak time to 11pm, which would extend the window in which they could schedule regional content that must be shown in peak time? :

Agree