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**VeeSee TV Response to Ofcom**  
**British Sign Language Broadcasting Trust Proposal**

**The Trust and its Members**

1. The Trust should not only be seen to be, but equally in practice be, an independent and impartial body, showing no favoritism and being flexible and open-minded in its approach
2. Board should be made up of no more than 60% deaf members in order to share skills and knowledge and learn new skills and knowledge from hearing professionals and trainers in the field of television and film-making. This would allow networking and partnerships to develop
3. Members should include deaf organizations such as the British Deaf Association, Royal National Institute for Deaf People, National Deaf Childrens Society, Sense, Deaf Blind UK.
4. Selection of Trust Members should be made through a proper interview and selection process and if possible include a famous renowned Deaf and Hearing Programme Maker – to give the Trust kudos and recognition
5. Members should be elected for a fixed term and then re-elected. Terms to be decided by the Trust members.
6. Membership should not exceed 12 members, in order to ensure timely decision making and smooth running of the Trust processes
7. The Trust members should include a balanced group of deaf and hearing broadcasting professionals and representatives of the deaf community audiences

**Trust Ethos and Behaviour**

8. Trust Ethos should be one of openness, transparency and fairness

9. Positively promote the deaf community and the value of their talent to mainstream programme-making
10. Allow large and small organizations and individuals to make bids to create deaf programmes/films
11. Encourages young and fresh talent
12. Encourages diversity of genre and content
13. Carry some power to prevent closure on the direction of deaf programming by other broadcasters. Have the ability to prevent loss of funds when broadcasters call time on a particular deaf programme series. The Trust should have the power to use and reallocate budgetary funding to other deaf programming streams. The Trust should have influence over such broadcasters and budget-makers. Programmes incurring these budget demises are: Open Eye, Sign On, Vee TV, The Vibe. Those budgets were never reallocated back to the deaf community and should have been.
14. Allow and encourage collaboration with overseas present and potential programme/film-makers.
15. Be seen to be altruistic
16. Offer a training budget for up and coming artists, technicians and producers
17. Offer work placements
18. Establish a website to share information with the world-wide deaf and hearing communities – allow feedback to be received directly on to the website
19. Positively research the needs and desires of the deaf community.

### **Trust Fund Allocation**

20. Develop funding categories for Adult, Children, Age, Gender, Sexual Preference, and Culture Difference
21. Allow equal access to SMEs and Independents to bid for Trust Funds for programme-making
22. Develop a training category to allow those less well off to access training, via sponsorship or internship

### **Programming**

23. Allow foreign deaf programmes to be shown on the Sky Sign Zone
24. Create a budget for Adults and Children's programming
25. Allow experimentation in the form of animation, graphics and sound
26. Encourage broadcasters to move away from in-vision sign translations to contributing towards the Trust Fund
27. Develop User Forum Groups to allow feedback on what deaf audiences want to see
28. Include variety of age, gender, cultural and sexual preference appropriate programming
29. Set up processes ensuring fair access to bid for funding from a variety of organizations and companies promoting deaf access and deaf programming

## **Advertising**

30. Will any advertising revenue that Sky collects for adverts placed on the Community Channel be shared with the Trust for future deaf programme-makers?
31. How and who will determine this revenue share?
32. An information DVD/CD should be created by the Trust to inform the deaf community of their future in broadcasting and access to programmes
33. Look at and develop other formats of presenting information to ensure access for all deaf community members

## **Accountability**

34. What happens if broadcasters refuse to pay their fees to the Trust?
35. What happens if broadcasters are late payers, or reluctant to pay the whole amount?
36. Who is the Trust accountable to?
37. How will administration charges be determined and will they have a ceiling?

There is some concern that there is no obligation or power built into the legislation. The Trust should lobby parliament to ensure its right to continue to serve and provide for the deaf community's programming needs.

Additionally there shouldn't be a restriction held on the designated broadcaster being the Sky Community Channel. The Trust should keep its options open to having time shared for programming on other platforms such as VeeSee TV, which is broadcast 24/7/365, with pure deaf programming content.

VeeSee TV looks forward to working with the Trust and creating programmes by and for the deaf community in collaboration with the world's expert programme-makers.

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