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BBC Trust

Charter Renewal Public Consultation: Feedback on the BBC's British Bold and Creative proposals

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A report by ICM on behalf of the BBC Trust

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1 Background and Methodology

1.1 About the Public Consultation

This report presents the findings from the second of two public consultations conducted by the BBC Trust as part of the Charter Renewal process. Phase 2 invited members of the public to share their views on the ideas set out in the BBC's *British, Bold, Creative* document on the future of the BBC:

<https://downloads.bbc.co.uk/aboutthebbc/reports/pdf/futureofthebbc2015.pdf>

In the consultation, the British, Bold, Creative proposals were structured around the BBC's three core purposes: Inform, Educate and Entertain. Respondents were invited to share their views through a series of open-text responses. Unlike the first phase of the consultation, phase 2 did not contain any closed quantitative attitudinal measures.

ICM Unlimited, an independent research agency, were responsible for logging, coding and analysing consultation responses.

1.2 About the methodology

The public consultation period ran between 10th September and 5th November 2015.

The primary means of participating in the consultation were online or by post, using the BBC Trust's official consultation document. The consultation questionnaire was co-designed by the BBC Trust and ICM. Respondents were instructed to complete as many or as few of the questions as they wished.

The consultation questionnaire also contained a series of demographic questions designed to help the BBC Trust understand the views of specific sections of their audience.

1.3 Collecting responses

Public consultations are a democratic exercise in the sense that any member of the public is eligible to take part should they wish. In order to engage with a broad range of licence fee payers, the consultation was made available through a range of channels. The consultation was promoted on BBC television and radio channels, through a link on the BBC Trust website, and Twitter (see below).

In total, 11,583 members of the public responded to the consultation.



Online (9,764) and mobile (821) responses

- The vast majority of responses were submitted online via the BBC Trust's online consultation platform, or by mobile on a platform designed by ICM.



Email responses (332)

- **Completed consultation questionnaires:** Some people downloaded a copy of the consultation questionnaire and emailed it to the BBC Trust via the dedicated consultation inbox.
- **Freeform:** Some people chose to complete a freeform response by email rather than submitting their response using a questionnaire format.
- **Campaign style responses:** A large number of people (2,215) chose to submit their views using a 'campaign style' email with a copied and pasted template. These emails have been analysed but have not been included in the main response count and are summarised in a standalone section in the appendix 6.2.



Postal responses (664)

- **Completed consultation questionnaires:** Some people downloaded a copy of the consultation questionnaire and posted it to the BBC Trust. Hard copies of the questionnaire were available by request via a publically advertised phone number.
- **Freeform:** Some people chose to respond by letter rather than submitting their response using a questionnaire format.



Telephone responses (2)

- To ensure that the consultation was accessible to everybody, ICM offered the option of submitting a response by telephone on request.
- ICM conducted 2 consultation interviews by phone.



Twitter Responses

- Tweets were accepted as consultation responses.
- At the end of the consultation, the BBC Trust used relevant search terms to log tweets intended as consultation responses.
- Due to the different nature of the Tweets, they have been analysed separately to responses submitted through the main consultation channels (see Appendix 6.3)
- Due to the difficulty in discerning the exact number of unique Twitter participants, consultation tweets have not been counted towards the total number of consultation respondents.

1.4 Grouping and analysing responses

ICM's expert team grouped all responses for each question into themes, enabling accurate analysis of each question.

A key element of the analysis process for any consultation is the development of a thematic analysis framework by which open questions can be analysed. An initial framework based on the first 1,000 responses was then refined and evolved throughout the rest of the consultation. The framework is a flexible document that changes as analysis progresses.

1.5 Interpreting results

This report presents the views of the 11,583 people who responded to this public consultation using any of the channels outlined in the 'collecting responses' section of this report.

The responses reported here represent the views of those who chose to participate in the consultation and may not be representative of the population as a whole.

ICM has analysed all responses to the consultation. Some respondents chose to give their views on more than one idea and some on just the one proposal which interested them.

In order to avoid repetition, this report presents feedback on each proposal thematically, rather than question by question.

2 Executive Summary

There is a great deal of support for the BBC among consultation respondents. People are passionate about the services that the BBC is perceived to be best at, most notably its news reporting and original drama, and this strength of feeling can generate nervousness about any changes to the services they already know and love. However, this support for the BBC also manifests itself in a desire for the corporation to continue to lead the field in broadcasting for years to come and, for the most part, people accept that this necessitates change.

The ideas outlined in the consultation are mostly welcomed by respondents. Although there is little outright opposition to most of the suggested changes, there are several questions over how the new services would work in practice, specifically in terms of their funding, accessibility, and the impact their introduction would have on existing services. The consultation also brings to light broader questions around what the BBC should look like in the future, for instance over the balance between local, national and UK-wide services and over the digitalisation and personalisation of services. Some of these issues are summarised below.

Consultation respondents were broadly enthusiastic about the new ideas and look forward to learning more about how the suggested services could work in practice. This feeling is particularly pronounced in relation to the BBC Newstream and Local Accountability Reporting service ideas, largely because people are very attached to the BBC's current news provision and are therefore concerned about major changes to these services. Similarly, many struggle to visualise how the new digital services in the Entertain section would work based on the description alone.

A perceived lack of clarity over how each of the ideas would eventually be funded generates uncertainty over existing services. In some instances, particularly in relation to World Service, there are questions over whether the BBC should fund certain services at all. But more often, the concern is that new services will be funded by cutting existing services. This is particularly evident in relation to the Inform proposals, where concerns are voiced that the additional investment in Newstream will lead to cuts to the BBC's existing news output.

There are a number of underlying themes relating to the issue of universality. Firstly, the concept of citizenship drives many to accept that although they might not use some of the new services themselves, others will enjoy them and therefore they are worthwhile ventures for the BBC. However, there are also those who oppose the creation of any new services that they themselves would not use. Citizenship also informs some of the debates over personalisation of services. While some respondents are excited by the possibility of more personalised services, a common argument raised in relation to the iPlay, the Ideas Service and the digital radio ideas is that too much personalisation could diminish the shared national experience that respondents currently associate with using BBC services.

Universality also informs discussions over the accessibility of new services. A moderate concern recurring consistently throughout the consultation is that digital services can be inaccessible to older generations, less affluent people, and those living in rural areas. Some

older people say they would not use digital services, but as long as existing channels remain intact they do not mind; others wish the BBC would place less emphasis on online services and fear that creeping digitalisation means they will be excluded from BBC services in the future.

Finally, universality underpins debates over how the BBC should strike a balance between local, national and UK-wide coverage. There is a widespread desire for the BBC to better represent the UK's different regions and nations rather than focusing on London, the South East and, to a lesser extent, other metropolitan centres, including calls for increased national coverage in Scotland, Wales and Northern Ireland. This enthusiasm is counterbalanced, though, by the belief that this region- and nation-specific broadcasting should not be introduced at the expense of UK-wide coverage - there is a strong feeling that the BBC is a national broadcaster and that it plays a role in uniting and educating the whole country.

The rest of this report outlines overarching themes, followed by detailed reaction to each of the proposals contained in the consultation.

- To ensure that the consultation was accessible to everybody, ICM offered the option of submitting a response by telephone on request.
- ICM conducted 2 consultation interviews by phone.

3 Recurring Themes

Several themes reappeared continuously throughout the consultation. They are summarised here to avoid duplication elsewhere in the report.

Funding

In response to specific ideas and when considering the document as a whole, the question of funding is raised frequently. Many mention having heard a great deal about tighter BBC funding and a significant number of respondents express opinions and concerns as to how the BBC is funded, and how funding is being allocated. These opinions focus on the protection of existing services (which some respondents feel will suffer cuts to fund new services) and updating the BBC's funding model to account for changes in viewing habits.

The introduction of new services, however promising, should not negatively impact on core BBC services

There is a strong feeling that new ideas, if realised, should come as additions to existing services, rather than replacing them. BBC1 and BBC2, BBC news provision and BBC Radio stations are accepted as core services by the majority of respondents, although there is some disagreement as to what other services should be regarded as central to the BBC's offer. Fear of possible cuts to existing services is enough to put some respondents off the new ideas entirely.

"If these ideas could be pursued as additions without affecting the quality of the BBC's present output that would be fine. If it were to be at the expense of, say, BBC4, that would be a very different matter."

(Female, 65 and over)

"There's not much on this page that strikes me as necessary. Lovely to do if you had loads of money, but not worth cutting other things for."

(Female, 35-44)

"I think the BBC should concentrate on its TV and radio output and programmes they can sell to make money rather than cutting some services to create a children's iplayer and broadcast to North Korea!"

(Male, 45-54)

Part of this can be attributed to the lack of clarity around some of the ideas; without a well-defined new service on offer as an alternative, respondents are naturally conservative and want to preserve what they already have.

The Licence Fee model needs to be updated to cover online viewing

This opinion is expressed by a wide variety of respondents of all ages and regions. Comments are often expressed in strong terms, especially in response to questions involving more online content and paid-for services, like Video On Demand. Among those

who do not use these digital services, there is a sense of unfairness caused by the perception that those who do use these services are receiving for free the services and content that others are paying for.

“If you are going down the mobile route (i.e. away from TV sets) then you need to charge people for internet delivery (at least as part of the licence fee) rather than allowing people who don't access your content through a TV set to get it for free.”

(Female, 35-44)

“The iplayer is currently the best product by far available to us, further flexibility and reduction of constraints can only improve it. What we must make sure of though is, every viewer of any of the content provided by the BBC in whatever form pays for that privilege. Today you are letting thousands have radio and web based content for free, most younger people are never going to pay for a licence as they don't watch TV.”

(Male, 45-54)

There is also a minority view that the licence fee should be entirely scrapped. While some expressing this view are generally critical of the BBC overall and object on principle, there are also supporters of the Corporation who feel the system is no longer appropriate and isn't generating the necessary funds. Some respondents propose alternatives, ranging from full commercialisation and the introduction of advertising to some kind of subscription model.

“Stop competing with organisations having a voluntary subscription; the licence fee is outdated and content should be offered to a voluntary subscription audience augmented by advertising.”

(Male, 65 and over)

“I like most of these proposals but I would urge caution in providing material to UK residents (licence payers) on a subscription basis. Make your minds up - no licence fee and income by subscription and/or adverts and selling rights.”

(Gender not specified, 55-64)

Universality

Respondents frequently query how universal the new ideas will be, both in terms of content and mode of delivery. There is an expectation that the BBC should provide content that is accessible, interesting and relevant to the entire UK population, regardless of age, location, or internet access.

Online content is not accessible to all

Internet access is the most commonly raised issue in terms of mode of delivery. Generally, older people express concerns at what they see as the prioritisation of online content over traditional broadcasting. As a group who generally use the internet less, some feel excluded and others feel they are unfairly paying for services they do not benefit from.

"I find new technology increasingly scary and difficult to understand and use. That's how I feel and I know many others of my friends and people of around my age and older just want the old things to remain."

(Female, 65 and over)

Some respondents also fear that poorer people (particularly children) and those in rural communities who do not have internet access at home will also miss out on online content. However, where older people express concern on their own behalf, fears in this regard are generally speculative; respondents are concerned on the behalf of others they imagine will miss out.

"I am concerned that in areas of extreme poverty, such as parts of my region, children still do not have access to media that allows online access and iPlay. Also, broadband is not as available as urban and South East folk think! For our isolated rural children, especially in poor households, children's TV is even more important than in other areas."

(Female, 55-64)

Personalisation of services can detract from a universal experience

Proposals such as iPlay and the changes to radio listening drew out strong opinions on the advantages and disadvantages of personalisation. While some appreciate being able to better tailor their services, others express concerns that this detracts from the shared experience of users. In the case of radio, respondents say they enjoy being guided by a DJ and discovering new things as part of a listening community. In the case of iPlay, concern was more frequently expressed that personalisation could result in some children missing out on content that other children had access to.

"Self-tailored programming is useful but access to communally shared experiences is an essential part of growing together as a country. Children should experience 'playground moments' their version of 'water cooler moments'. The BBC helps to bring the country together."

(Male, 45-54)

The BBC should provide content for everyone

Another strong theme relates to a belief that the BBC must provide a broad range of services and content that can offer 'something for everyone'. Generally, respondents who stress the importance of this range say the BBC is already achieving this and are keen to ensure it is continued.

"I don't watch Strictly Come Dancing but feel that it should be part of the BBC output in exactly the same way that Wimbledon in the summer, Wagner on BBC 4 and Newsnight are. Everyone contributes to the licence fee so there should be something for everyone, whatever your tastes, and I believe that the BBC currently offers this."

(Male, 25-34)

In the matters of educational and drama programming specifically, mentions are frequently made of the need to cater for viewers and users of all ages. This is probably in response to the proposals themselves making references to children (in the case of education) and younger audiences (in the case of drama).

"I really like the Ideas Service because of its educational potential for people of all ages."

(Male, 16-24)

"Good quality drama will appeal to all ages and does not necessarily need to be targeted as age relevant. Spooks, Luther and Doctor Foster are great examples of this. Please do not compromise drama for the more mature audience in an attempt to chase a younger audience."

(Female, 45-54)

The Nations

Ideas relating to the BBC's services to Scotland, Wales, and Northern Ireland appear in both the Inform and Entertain sections of the consultation and, in both cases, similar comments are made by respondents from all the home nations regarding the importance of a continued UK-wide service. To counter-balance these comments, however, there is also a consistent view that BBC output is too heavily focused on London and South East England and there is a common call for better representation of all of the UK. This includes better coverage for Scotland, Wales, and Northern Ireland, but also of other regions of England.

Comments on these ideas reflect the perceived importance of the BBC, as many respondents feel a separation of BBC services along national lines would make a profoundly political statement, and would be likely to exacerbate a sense of national differences. Many are keen that the BBC work to counter such feelings by continuing to serve to entire UK, and make users better aware of their neighbouring regions.

The BBC should represent all areas of the UK

While respondents in the respective nations are most likely to call for better coverage for Scotland, Wales, and Northern Ireland, there is also an appreciation among English respondents that the nations have specific needs which the BBC should cater for.

"More "devolved" news for the nations is vital to ensure that the BBC still reflects the needs and views of licence fee payers, especially in Scotland."

(Male, Scotland, 16-24)

"Strengthening BBC news in Scotland etc. is a good idea. For too long they have been swamped by English news."

(Female, England, 65 and over)

"The Nations should have their own access to iPlayer and particularly in the case of Scotland complete control of their own programming and financing."

(Male, England, 55-64)

English respondents are much more likely than respondents in other nations to call for better representation of other English regions, however.

"Strengthening BBC news in Scotland, Wales and Northern Ireland: great, but I think you also need to address the whole issue of London-centred news!"

(Female, England, 55-64)

The wider implications of further division along national lines concerns many

There is fairly strong opposition towards the idea of further separating services for the devolved nations. For some, this is purely financial as they don't want expansion to come at the expense of UK-wide programming. However, some respondents in all nations question the political motivations behind increasingly separate broadcasting services and there is a fear that this could enhance a sense of difference between UK nations. These concerns are voiced across all of the nations.

"And again with the 'Nations'. Stop caving in to Nationalist demands. Us Scots neither need nor want poor quality programming made in Scotland for Scotland, we want great TV made for the UK as a whole. Only Nationalists care about Scottish-only TV."

(Male, Scotland, 35-44)

"Please, remember that we are still a United Kingdom and share a great cultural heritage. Showing programmes based, for example, in Scotland to Scottish audiences only misses a huge opportunity to reinforce this shared understanding."

(Female, England, 55-64)

"The BBC is a fantastic resource and represents excellent value for money [...] It enables the UK to feel like a cohesive whole rather than 4 separate entities and for those of us in Northern Ireland that is really important...otherwise we are an isolated 6 damp counties on the edge of Europe."

(Female, Northern Ireland, 35-44)

"Don't like having a different BBC news page for each nation. The BBC's core identity is British (not English, Welsh, Scottish & North Irish separately) and you should continue to emphasise this."

(Male, Scotland, 25-34)

BBC content should be available to people in every region

The strongest overall theme, however, is that the BBC is a British broadcaster and respondents therefore expect it to provide an overall UK view. While better representation of the whole UK would be welcomed across both news and creative content, respondents generally feel that such content should not be available solely to residents of the region or

nation concerned, but rather to all of the UK. Again, this view is voiced consistently between nations.

Several respondents suggest this could help improve mutual understanding and that overly-localising services risks greater feelings of difference and isolation.

"The majority of people in Scotland think of themselves as British and value seeing BBC news and programmes as would residents of Newcastle or London"

(Male, Scotland, 55-64)

"Clearly as the various constituent parts of the UK have more independence they need to have relevant programming but all licence payers need to understand regional issues which should always be borne in mind."

(Female, England, 65 and over)

"More original drama is always welcome, as is more creative content coming out of the nations and regions, though these should then be made available UK wide"

(Male, Wales, 16-24)

4 Inform

Many of the proposals falling under the BBC's 'Inform' remit receive broad support from respondents. However, it is not always easy for respondents to envisage how the new services would work in practice, resulting in uncertainty over whether they would improve the BBC's provision overall.

As with other areas of the consultation, the strength of people's attachment to much of what the BBC does is evidenced by the widespread concern that proposals should involve additions to existing services rather than replacements. Many consultation respondents express interest in the ideas in this section and are keen to learn more about proposals as they are developed, but don't feel they could comment fully at this early stage. In some cases, this hesitancy was connected to concerns that current quality levels of radio and TV broadcasting must be maintained.

The **Newstream** idea appeals to those respondents who are already active users of online news. For the most part, there is acceptance that the news reporting landscape will evolve in coming years, and that the BBC should be at the cutting edge of these changes. However, there are also concerns about Newstream, both in terms of how it would work in practice and about its implications for the BBC's existing services. For instance, a recurring concern relates to data and connectivity requirements that might mean the service was not universally accessible. Nonetheless, providing that it does not impact negatively on existing BBC news provision, there is little opposition to the idea.

In relation to the **local news** proposals, there is widespread praise for the BBC's current local news provision, leading to major questions over the need for expansion. One recurrent theme involves concerns about the possible difficulties of partnering with outside organisations and the impact this might have on the quality and impartiality of BBC news. If viewers can be assured of consistency in these areas, they are broadly in favour of collaborations such as the shared data journalism centre and the News Bank.

When asked about improving services to the different **nations** of the UK, a strong theme is that people are concerned about the possible separation of BBC services. While there is a sense that the BBC should cover locally relevant stories, there is a feeling that the BBC predominantly is a UK-wide broadcaster. A strong theme is that people would like to see the BBC representing all parts of the UK outside London to a greater extent, rather than dividing services by nations.

The **World Service** is valued highly by many of the people who responded to the consultation. There is a feeling that the service acts as an important ambassador for Britain on the global stage. The most controversial aspect of the service is how it is funded and a fairly common view is it should continue to be funded by the British government, rather than licence fee payers. The proposed expansion into Russia and North Korea has some support, but others feel the motivations behind it are too overtly political and that it would see the BBC overstepping its mark. There is a general feeling that the BBC should focus primarily on the UK, especially if resources are scarce.

BBC Newstream

While many consider it important that the BBC keep up with new technologies, respondents are also concerned with how Newstream would be delivered. It is seen as important to many that the expansion of online services should not impact negatively on the BBC's existing output and older respondents in particular voice concern that the BBC is focusing too heavily on services that are not used by everyone.

Questions relating to mode of delivery are also raised by supporters of online content, generally highlighting the greater demands of video streaming in terms of time and mobile data.

BBC Newstream could be a good way for the BBC to adapt to changes in how people access the news

There is widespread acceptance that the BBC needs to adapt to advances in technology and update its news provision accordingly. BBC expansion in this area is supported both by those who actively use online news sources already, and those who do not.

"It is a relief that the plan is to engage with new platforms for delivery - otherwise it would be at risk of redundancy. I can't remember the last time I watched the news; instead I have an app. This should definitely be expanded."

(Female, 16-24)

"I support all of the above ideas. I am not at all, personally, interested in the idea of news being streamed to mobile devices, but I recognise that many people will value this as a service and that the BBC needs to look ahead and keep pace with developing technology."

(Male, 55-64)

People do not want the development of internet services to negatively impact on the existing provision of news

A major theme throughout the consultation relates to the level of attachment that people have to the BBC's existing news provision, including the news app. This generates a feeling of protectiveness, meaning that while people are keen for the BBC to remain at the forefront of improving news output, they also do not want to lose what is already in place.

"Newstream: if there is a real, and increasing demand for this it should be pursued as a medium for the dissemination of news and informed comment. However the mode of delivery necessarily encourages the brief sound bite format - it can be no substitute for the fuller more rounded delivery of news."

(Female, age not disclosed)

There is some concern that the BBC is concentrating too much energy on its online provision and that this will impact negatively on the TV and radio services upon which many people rely. This view is shared among supporters and critics of the Newstream idea, but is particularly prevalent among older people and those who do not frequently use the internet.

"Whilst I see merit in the idea of BBC newstreaming, I think that there is a mis-conception that everyone has a mobile phone which can pick up the newstream. My fear is that live streaming would eventually lead to the loss of news slots throughout the day. I could see that with live newsfeed there is a case for reducing the frequency of live news reports but please do not replace them."

(Female, 55-64)

"I broadly agree with the proposals but the needs of older people must not be overlooked. Many of these will not use mobile services, nor even internet services."

(Male, 65 and over)

Streaming video is less accessible than rolling text

Questions about the Newstream idea often feature objections relating to mode of delivery. Respondents feel that watching a video is more time-consuming than reading text and suggest that the data requirements for streaming video would make the service prohibitively expensive for some.

A common suggestion among those who support the Newstream idea is that it should not be entirely reliant on video as they often use mobile devices in situations where reading text would be more appropriate. Another minor argument is that people more commonly scan headlines than read whole articles, and are therefore unlikely to want to sit through a video clip.

"In terms of streaming news, I personally think that audio is of limited use, as if you are on a mobile device it is likely because you are in a public place, and so not able to play audio. Where videos are used, I would appreciate the option of a transcript so that the story can be followed without the video."

(Female, 16-24)

"Personally I prefer text and images to video for news content, it is much faster and easier to consume and more information dense per time spent than video."

(Male, 25-34)

Some respondents are also concerned that streaming video, as opposed to text, will require a considerable amount of mobile data. This may cause people to exceed their mobile data allowance, incurring charges, or may mean the service will only be accessible to those with the best coverage and unlimited data.

"I don't like content that's too video based because that requires me to use my data allowance so I like text based news on my phone."

(Female, 25-34)

“Your online offering should always be developed mobile first, but video-heavy? A lot of people are on limited data plans. I'd hold off on that until everyone is on cheap, unlimited data.”

(Male, 45-54)

Local and Nations News

The majority of respondents feel they would need more information on how this service would work in practice before they could make an informed judgement. If appropriately managed, there is a sense that people would be broadly in favour of better partnership with local news organisations and hope that this would improve the quality of local services. However, respondents have many questions about how the service would operate in practice and therefore struggle to support early-stage ideas that require further development over familiar and well-liked existing services.

“Local news remains important and these regional suggestion seem to have some logic but more understanding as to how they work would be needed to make detailed comment.”

(Male, 35-44)

The concerns expressed in relation to the Local Accountability Reporting service tend to focus on questions of impartiality and quality. The BBC's existing service is largely praised in both these regards and people are worried standards would diminish if the BBC relied too much on outside organisations.

“Outsourcing and tendering leads to the point of contact or service delivery being in the hands of people or organisations with different values, outlooks and standards than the BBC frontline. It's not necessarily all bad but it will be different and the great value the BBC has to audiences, public, and nation is its organisational culture and standards. Contract specifications cannot replicate these. They have to be learned by being part of the BBC.”

(Male, 55-64)

Outside organisations could impact negatively on the impartiality and quality of BBC news

Co-operation with local organisations is seen as offering exciting and mutually beneficial opportunities for BBC viewers to connect better with their local area and local news organisations.

“The local news ideas are great. Working in partnership with local news teams should give the exposure a story needs whilst gaining valuable traffic to a local organisation.”

(Male, 45-54)

However, there is also a strong sense of uncertainty around the BBC's partnering with outside organisation. Concerns are centred primarily on two issues: impartiality and quality.

The concern over impartiality stems from the belief that non-BBC organisations may not have the same standards of reporting in an unbiased and independent way. A minority suggestion is that other organisation may have vested interests, for instance if they are associated with commercial organisations.

"I am concerned with the proposal to allow "any local organisation" to provide news content. How would this guarantee impartiality?"

(Male, 65 and over)

There are also questions as to whether other organisations would report to the same high quality standard as the BBC.

"The quality of locally sourced (non BBC) news is not very good. Do not let them drag the BBC down."

(Male, 65 and over)

In addition to objections on the basis of impartiality and quality, there is a less common objection to the principle of the BBC partnering with outside organisations. A common complaint among objectors is that it sounds as though the BBC would be outsourcing for no good reason and respondents feel that the possible benefits of such partnerships have not been made sufficiently clear.

"I don't like the idea of "any local organisation, competing to win the contract to provide the reporting team for each area." Either it's BBC News or not..."

(Female, 35-44)

People look forward to learning more on the shared data centre and News Bank proposals, but broadly support them in principle

These ideas attracted less comment than that of the Local Accountability Reporting service and those who did comment frequently asked questions about how these services would function in practice. This being said, people are broadly in favour of the sharing of information and some feel this would result in a more efficient service.

"Would the 'sub-contracting' of local news to freelance local journalists be the case in your shared data journalism centre? Would this degrade the quality of the news to a more tabloid style reporting? In general, if the quality and perceived impartiality of all your services is maintained, then moving with the times makes sense, however, if this means that other commercial organisations benefit and the quality is not maintained, I am not so sure."

(Female, 65 and over)

"I support the BBC wholeheartedly and would pay more for its content, but I am conscious it needs to reduce some cost areas. If shared content can raise profile and limit costs then I believe you should take it forward."

(Male, 45-54)

There is support for increased coverage of local culture

While this section of the proposals attracted less interest than some other areas, those who approve of this measure are particularly vocal in their support. Opposition to this idea is almost solely based on financial considerations.

"I support the idea of better reflecting local culture though the introduction of arts producers in the English regions. Art and culture in the regions is facing an extremely challenging future as funding is cut further. The more the BBC can assist and work with other bodies, such as Arts Council England, the better. Arts coverage on the BBC is still too London-centric and often ignores some of the amazing work going on elsewhere in the country."

(Male, 35-44)

There is some opposition to the expansion of local news services

Perhaps due to the lack of clarity regarding how the new ideas would be delivered, many consultation respondents do not see the benefit from altering and adding to the current system. There is a consistent feeling that local news is already covered in sufficient depth and, where viewers desire more, other outlets are available.

The BBC's provision of local news is already adequate and should not be increased at the expense of national and international news

A recurring theme among both fans of local news and those who are less interested is that BBC's local news provision does not need expansion. Some argue against the BBC's assertion that "people care most about news which happens where they live", claiming it is not necessarily true. Those who are of this view are keen to ensure that local broadcasts are not increased to the detriment of national and international news.

"Don't lessen what we have now for low priority local news. I feel the local output is sufficient."

(Male, 55-64)

"I am most interested in national and international news and not "local news". I would not want the BBC news to focus more on local matters."

(Female, 65 and over)

Local news is better covered by other outlets

A small theme relates to a view that local newspapers (and associated websites), blogs, and twitter feeds provide a more relevant local service. The people holding this view tend to feel the BBC should not expend resources trying to compete in this area.

"Don't go too micro - we need national news and let local newspapers do the real local stuff - BBC is British foremost and that is Nationally before locally."

(Male, 35-44)

Coverage for different regions and nations must be balanced against coverage of the UK overall

The BBC should improve the relevance of their services in Scotland, Wales and Northern Ireland

Respondents both in England and in the devolved nations recognise the importance of catering for the particular needs of Wales, Scotland, and Northern Ireland.

"Strengthening BBC news in Scotland etc. is a good idea. For too long they have been swamped by English news."

(Female, England, 65 and over)

"More 'devolved' news for the nations is vital to ensure that the BBC still reflects the needs and views of licence fee payers, especially in Scotland."

(Male, Scotland, 16-24)

There is also a strong desire for greater regional representation across the UK stemming from a belief that the BBC's coverage is too focused on London and the South East, as well as major urban centres.

"Strengthening BBC news in Scotland, Wales and Northern Ireland: great, but I think you also need to address the whole issue of London-centred news!"

(Female, England, 55-64)

"Better local news sounds good - sometimes the national news gets too London-centred or South England -centred."

Male, Northern Ireland (55-64)

Viewers across the UK should receive news from all other regions

These views are counterbalanced by requests that, even if services for the devolved nations are 'strengthened', the BBC should maintain a common national service and keep viewers across the UK informed of news and events from all the different regions and nations.

"I am not particularly interested in very local news but would support the idea of strengthening the news service to Scotland, Wales and Northern Ireland. However living in England I would still want to know what is happening elsewhere in the UK. I would be concerned that we would all become more parochial and self-interested."

(Female, England, 45-54)

“Clearly as the various constituent parts of the UK have more independence they need to have relevant programming but all licence payers need to understand regional issues which should always be borne in mind.”

(Female, England, 65 and over)

“The majority of people in Scotland think of themselves as British and value seeing BBC news and programmes as would residents of Newcastle or London”

(Male, Scotland, 55-64)

Among those that raised an issue [about not allowing more focus on nations to impact on UK coverage], there was a strong belief that an expansion of services to the nations is not necessary, because the existing regional structure of the BBC news output provides enough content of specific interest to certain areas. These respondents believe that any news specific to the devolved nations should be included in existing local/regional programmes, without any need for new Nations programming or web pages to be introduced.

“Strengthening BBC news in Scotland, Wales and Northern Ireland - The wrong way to go. Concentrate on providing news appropriate to the whole UK and use regional slots for devolved nations, otherwise as devolved powers expand throughout the UK the BBC will become increasingly fractured in a futile attempt to represent each area and group that demands representation.”

(Female, England, 45-54)

“I agree with all the ideas, but I don't see the need for separate BBC pages for England, Scotland, Wales and NI, this is what regional news is for and as one united nation, I think we should share the same national news, otherwise this could be seen as supporting an independent Scotland, which may be controversial.”

(Female, England, 16-24)

The World Service

The proposals relating to the future of the World Service elicit strong reactions among respondents and polarise opinion. For some, the World Service serves as an important ambassador for the UK on the global stage and gives vital information to listeners deprived of reliable, independent information. For others, however, the World Service represents an expensive and outdated broadcasting model that has no place in the modern world.

Support for the work of the World Service is strongly represented in the consultation, but criticism relating to the service's funding is common among both its supporters and opponents. There is a strong feeling that licence fee payers, who generally make little use of the service, should not fund it at the expense of national broadcasting.

The proposed expansion of the World Service is also a divisive issue. Some feel the BBC is right to target its efforts at regions that are most likely to be deprived of impartial news, such as Russia and North Korea. Others question how accessible such a service would be, and there is a fairly strong feeling that the choice of these particular countries seems overtly political.

The World Service is widely supported and valued

The World Service is widely praised as a reliable, impartial, and high quality broadcasting service which serves as both a cultural and political ambassador for the UK as a whole. It is valued as a news source both for a global audience, and for a UK audience seeking a more global perspective. There is a strong feeling that the BBC is the only organisation offering this service and that it should be preserved.

"Probably one of the most essential and important roles of the BBC. I'm happy for part of my licence fee to contribute to this."

(Female, 65 and over)

"I feel the world service is an extremely valuable part of the BBC and should definitely have an increased level of support if we are to avoid becoming an insular society."

(Female, 45-54)

The World Service plays an important role providing impartial news to a global audience and is important both to the global reputation of the BBC and the UK

Whether they themselves listen to the World Service or not, many people appreciate the unique role it plays in the international dissemination of impartial news.

"Additional services in parts of the world that lack free and open news and information is a good thing for better understanding in the world."

(Male, 25-34)

"The World Service is a crucial lifeline for people in dark places - additional investment would be welcomed."

(Female, 45-54)

"I am particularly in favour of expanding the World Service as proposed above. In addition service to other areas which have been rolled back should be reinstated. If the BBC does not offer these services then the countries concerned will only be getting one side of the story."

(Female, 65 and over)

The contribution the World Service makes to the UK's global image, as well as that of the BBC, is also appreciated by many.

"The World Service is a crucial part of the UK's influence in the world and I'm keen that that's prioritised."

(Male, 45-54)

"The World Service is essential to keep funded, the BBC are the most respected and reliable news service in the world, they should be supported."

(Female, 65 and over)

People enjoy listening in the UK and feel the World Service should be better promoted

Those relatively few UK-based respondents who do mention tuning into the World Service say they listen because it offers unique and informative programming.

“Strongly support investment into the World Service. I really enjoy listening to the documentaries it produces.”

(Female, 16-24)

“I value the BBC's international coverage more than almost any other part of its output. Programmes like 'From Our Own Correspondent' and 'Crossing Continents' are invaluable in closing the gap between people across the world.”

(Female, 35-44)

Among World Service listeners there is also a view that it should be more widely promoted and made more accessible to UK listeners.

“Much more development of the World Service is needed globally for the benefit of the UK as a whole, but should be made more easily available in the UK too, as it's hard to access.”

(Gender not disclosed, 35-44)

It is not the role of the BBC to provide a worldwide service and it should focus on the UK

Despite this expression of support, there is also a minority view that the idea of the BBC as a worldwide broadcaster is outdated and no longer appropriate. Some respondents object on principle to a service that they associate with the ideas of the former British Empire. Others suggest that alternative information sources exist for people in other countries to access news and, even when that isn't the case, it is not the role of the BBC to supply it.

“Britain is no longer an empire. Our news service doesn't have to be the biggest voice in the world.”

(Male, 45-54)

“I think the BBC cannot be all things to all mankind. Correcting failed States is not the job of the BBC. Why should the BBC see its role as compensating for a lack of reliable and impartial news and information provision in Russia, Africa, Middle East, Turkey, North Korea, Thailand and so on? Citizens of such States must - and will - find other means to learn and discover the truth - the internet being the most important. The World Service belongs to an old Civil Service like BBC, not a 21st century, modernised BBC.”

(Male, 55-64)

"Where in the charter does it say that the BBC's remit to educate, inform and entertain applies to the whole World?"

(Age and gender not disclosed)

Funding the World Service¹

While relatively few respondents are critical of the service itself, there is a widespread view that the World Service should not be funded by the licence fee. Among those expressing this view, some feel that UK services should be prioritised, while others argue that the funds generated by the UK licence fee should never be used for international services. Those suggesting changes to the way the World Service is funded are passionate in the view that the service should be financed by the UK Government, as it was up to April 2014.

National services should be prioritised over the World Service when it comes to licence fee funding

A common concern among respondents that funding the World Service will detract from the BBC's UK services. Particularly when resources are scarce, the BBC's role as a national broadcaster is seen by these consultation respondents as the priority. This is often the only reason for opposing continuation and expansion of the World Service.

"On the world service - yes in theory it is an amazing service. But adding more money there is going to mean less elsewhere and I'm not sure I'd trade it vs BBC Four."

(Female, 35-44)

"The expansion of the world service would be at the moment a frivolous waste of money which could be spent improving core BBC services and offerings in the UK and not abroad, the BBC should stop the world service until the services and content in the UK are at the best they can be and self-funded and then consider expanding into a world service for others from the surplus money that has been raised."

(Male, 25-34)

A minority view is that services funded by the licence fee should not be available to non-fee payers internationally. Those expressing these views are most likely to be critical of the current funding situation, as well as opposing expansion.

"I completely disagree that any of my licence fee should be spent on the world service, so I am totally against increased funding."

(Male, 45-54)

"I pay my TV license to enjoy TV in this country. I do not wish my money to be paying for people in North Korea or Russia to see the news. What a joke. If the BBC wishes to do that, then scrap the licence fee, then spend the money how you wish."

¹ It should be noted that the consultation closed in September 2015 and therefore predated the announcement of renewed government funding for the World Service made in November 2015.

(Male, 25-34)

The World Service should be funded by the UK Government

Among both supporters and critics of the World Service, there is a common shared feeling that the service should be funded by the UK government. The value of the World Service as a political and cultural ambassador for Britain is broadly acknowledged within this group and they are highly critical of the changes to its funding.

"I understand why the BBC feels that the World Service is important but as it's listened to outside the UK, I think the government should fund this service rather than the licence payer."

(Female, 55-64)

"World Service is hugely important: so many people worldwide are gaining their LOCAL information from the BBC as a trusted source. Protect as a priority...and get the [Foreign Office] to realise that it is doing their work, and should be on their budget."

(Male, 65 and over)

"I feel the decision to move its funding from the Foreign Office to the Licence Fee was a terribly craven political decision. Moving the funding to the licence fee means there will be constant pressure to diminish or undermine the principles of this service, which by nature was never going to be funded by those who rely upon it the most. If there were ways to bring the World Service funding back into some other protected area of diplomatic or international funding that would make much more sense but I expect the damage cannot be undone now."

(Male, Age not disclosed)

A minority view is that the World Service should be self-funding through revenue generated by advertising or an access fee. Both critics and some admirers of the service support this idea.

"The BBC World Service is rightly a respected global institution but unless it is raising finance globally to pay for itself it should not be grown from the domestic licence fee funds."

(Male, 35-44)

Expanding the World Service

Targeting areas most in need is understandable, but difficult

Supporters of World Service expansion often cite its importance as an international source of impartial news and feel that the BBC is right to target its efforts at those areas that stand most in need of this service, including North Korea and Russia. Some also cite the increased visibility of news sources with a strong state influence, e.g. the Russian state-sponsored network RT.

"The World Service is a cornerstone of international life and certainly needs to be protected. The initiative re. Russian speakers and North Korea now seems more important than ever."

(Male, 45-54)

"I also support the BBC World Service and the work it does throughout the world most especially in Russia and North Korea."

(Female, 55-64)

"Russian language news expansion is definitely a good idea, particularly as a riposte to RT expansion - showing what impartial news can be like."

(Male, 16-24)

However, respondents often question whether the average person in these areas is likely to be able to access these services. They believe such broadcasts will be blocked by the Russian and North Korean authorities and the audience therefore very small.

"Why does this need expanding? Who in North Korea (apart from the authorities) will have access? Total waste of money."

(Female, 55-64)

"I like all of the ideas, but would the services for Russia and North Korea just get censored by their governments?"

(Male, 35-44)

5 Educate

The 'Educate' proposals receive widespread support from respondents. Education is widely regarded as one of the most important functions of the BBC, and people generally agree that these ideas support this role. Among those respondents who addressed individual services in their responses, the majority of comments in each case voice support. Throughout the consultation there is also praise for current educational services such as CBBC, CBeebies, Bitesize and Open University content, and support for the expansion of such services.

Overall there is strong support for the **Ideas Service** suggestions. It is widely felt that this service will be a useful educational resource for both independent adult learning and for teachers who can use the resources in lessons. Respondents who support the idea appreciate that the service would be in keeping with technological advances. There are mixed views regarding the collaboration of arts and science, with some believing that this will be an effective collaboration, and others favouring one over the other. Despite overall support, a small minority express concerns that these services would target a limited audience.

There is also strong support for the proposed **iPlay** service which is thought to be a good resource for children. Many highlight their appreciation of the current childrens' services and welcome further improvements. Respondents in favour of the service appreciate the fact that children will not be able to access adult content, as they can on iPlayer. There are mixed views regarding how children access online content; some note that it is on trend with children's use of technology such as tablets, while others argue that television or face-to-face interaction is better for education.

While some respondents are indifferent to the **Curriculum Support** idea, those who support it assert their appreciation for the current services such as Bitesize and say they would appreciate the proposed changes. The proposal is popular with teachers and parents. However, a minority of respondents argue that these services should not just be for young children, and that all adults (from young adults to the elderly) would appreciate these services if they wish to continue learning after school years. There are mixed views regarding whether the services should be available in other languages, and which languages they should be in, with some arguing English-speaking licence fee payers should only pay for English-speaking content.

The principal concerns raised in relation to the 'Inform' ideas return again in discussion of the 'Educate' agenda. Both supporters and opponents are keen to ensure that these proposals do not impact on existing services and questions of funding and modes of delivery return. Some respondents argue that it is not the duty of the BBC to educate the public and licence-fee money should not be spent on online services which are not available to all.

Lastly, there are also concerns regarding the effectiveness of personalisation, with some arguing that if these services are personalised this will lead to users missing out on content and not being able to explore new interests.

There are concerns over the mode of delivery for the Educate proposals

Concerns about the universal accessibility of online services are expressed throughout consultation responses, but are most strongly expressed in response to the 'Educate' proposals. Respondents are keen to ensure that children and adults with limited access to the internet, who would possibly stand to gain most from increased educational support, should not lose out to others when paying the same licence fee.

"Not all families have access to the Internet in the home so I would not support the move of children's content to iPlay."

(Female, 65 and over)

"The Ideas Service appears to be available only to those who have unlimited access to the internet. The BBC should remember that it is not an internet based organisation."

(Male, 65 and over)

These concerns also tie in with the question of preserving existing services, as some respondents argue that more widely accessible broadcast services are of particular importance for young audiences.

"I am concerned that in areas of extreme poverty, such as parts of my region, children still do not have access to media that allows online access and iPlay. Also, broadband is not as available as urban and South East folk think! For our isolated rural children, especially in poor households, children's TV is even more important than in other areas."

(Female, 55-64)

The Ideas Service

There is strong support for the Ideas Service proposal as a useful educational resource

Overall there is widespread support for the idea, with many believing that it would be a useful service in allowing the public to learn. Many respondents suggest the Ideas Service would provide a useful educational resource for independent adult learning, allowing people to learn from home. A considerable minority highlight Open University content which was previously appreciated.

"The Ideas Service is brilliant and a great way for allowing people to get into subjects they love or as yet have to discover."

(Male, 55-64)

"Many of us who don't live in London regret the fact that we can't get to lectures or events where the foremost proponents are speaking or performing. To make such expertise available to us all would be wonderful."

(Female, 65 and over)

"Using the BBC to bring together the best of British knowledge and culture in the Ideas Service makes sense. Partnerships and collaborations with universities, museums, theatres etc. should be an integral part of the BBC's future."

(Male, 55-64)

Others also note that the resources will be useful for teachers, for instance using the resources in lessons for a more interactive experience that may be more captivating for children.

"If this was the beginning of my secondary teaching career I would build my history and humanities lessons around the resources from all three settings: Ideas Service and iPlay to enrich learning in the classroom; Bitesize for reinforcement, revision, exam technique."

(Female, 55-64)

Another small theme among supporters of the idea is the recognition that this online service would be in line with technological advances, and the appreciation that the BBC is keeping up with the times.

"I am definitely pro an increase in education and support provided by the BBC especially in an increasingly technological world. The ideas service sounds like a brilliant online platform."

(Female, 16-24)

People are keen to see more detail on the Ideas Service

Some believe that they do not yet have enough information on the Ideas Service to make a definitive judgement. For example, some are unsure of the difference between the new service and what is currently provided by the BBC.

"The Ideas Service sounds like a potentially good idea, but the current description resembles a foggy mist. It needs to be defined more clearly."

(Male, 55-64)

There are mixed views regarding the collaboration of arts and science

For some, bringing together leading institutions in the Arts and Sciences will be an interesting and useful collaboration.

"I like the idea of bringing together culture from the archives and UK Arts and UK Science. Sounds like a good way of working collaboratively."

(Female, 35-44)

A considerable minority, including some who note their scientific background, express their appreciation of the inclusion of science subjects in the Ideas Service, since there is a feeling that they have been traditionally overshadowed by the Arts.

“As a scientist, I think it's very important to give the public opportunities to learn more about science and it would be brilliant if the BBC could work more closely with universities to do this.”

(Female, 25-34)

However, a small minority of consultation respondents do not believe that arts education is as important, relevant or interesting as science education and should not be focused on as part of the Ideas Service.

“I agree with bringing sciences / engineering to the TV, but arts, I don't think there will be that many people interested.”

(Male, 55-64)

The Ideas Service is not the role of the BBC

A minority disapprove of the proposal. One theme among these respondents is concern about whether the service would be included in the licence fee due to questions about whether this should be seen as part of the BBC's core services. The general feeling among this group is that the BBC should be spending its money on improving its existing output, and that the government should fund educational services.

“The Ideas Service: We have Google, why do we need this? If you want to find out about anything, art, science, engineering, politics you can search for it. Wikipedia does an outstanding job and it is free to the world. Why does the BBC want to create an inferior product and make the British taxpayer pay for it?”

(Male, 65 and over)

“I think these ideas such as the Ideas Service are completely outside the BBC's core remit. I am not happy to fund these.”

(Female, 35-44)

There is concern regarding personalisation

Another theme among critics of the idea is concern about personalisation of the service. While many respondents see the potential benefits of increasing personalisation, others are worried that it could lead to users missing out on programmes or services that they are 'paying for' via the licence fee. Another reason for the concern is that personalisation might prevent users from 'stumbling upon' interesting content or developing new interests.

“There is a danger in making output too 'personalised'. I accept that I seek out material of particular interest to myself but have benefited from being, for want of a better word, 'distracted' by different material on my way to finding 'my' interests. That distraction has enriched and informed my wider learning.”

(Male, 65 and over)

“Personalisation is all very well, but surely this would mean that you would no longer stumble across something you would not normally have expressed an interest in that you find is in fact very interesting.”

(Female, 55-64)

The Ideas Service sounds elitist

A more minor theme is that the Ideas Service would be elitist and would only target a specific audience, and therefore would not be a good use of the licence fee.

“Sounds like a re-vamped BBC Four/Radio 3 - rather than providing a public service, it sounds like niche pandering.”

(Male, 45-54)

“The Ideas Service sounds like an elitist channel.”

(Male, 65 and over)

There is concern regarding biased content

Another minor theme relates to concern that by curating the content, the BBC may open itself up to accusations of bias (whether warranted or not).

“In terms of the Ideas Service, while this is a very interesting proposal, it raises questions in relation to impartiality.”

(Male, 25-34)

“Diversity of opinion is crucial in education and arts but this risks the growth of an unintended colouring of all comment with a 'BBC-approved' view.”

(Male, 65 and over)

iPlay

There is support for the iPlay proposal as an expansion of the existing high quality children's services

Consultation respondents mostly welcome the iPlay proposal and believe it would be a great resource for children.

“iPlay sounds good and would be something I would be interested in hearing more about for my young children. I believe mobile technology is fast becoming a useful medium to educate children through play and I hope to see this idea develop further.”

(Male, 25-34)

Many highlight their appreciation of the current CBBC and CBeebies channels and online platforms, and note their appreciation of the continued investment in children's services.

"We use CBeebies a lot, and to me the licence fee is absolutely worth it for CBeebies alone. I'm not sure how much I would access it online, but I'm pleased to see children's content will continue to be invested in. The quality of programs is fantastic, and it's reassuring to know my children will never be exposed to advertising while they are viewing."

(Female, 35-44)

"The CBBC and CBeebies subwebsites already provide a decent service, and consolidating this into one coherent service makes sense."

(Male, 16-24)

There is support for separate adult and child content

One fairly strong theme in comments supporting this idea is that of separating adult and child content. Some respondents feel that having all children's content in one place will create a convenient and valuable educational tool which is also separate to adult content, thereby making it less likely that children will access age-inappropriate content.

"iPlay is a fantastic idea, all children's content in one place so they can't stumble on programming for adults."

(Male, 35-44)

Some suggest that parental controls should be implemented allowing parents to control what content the child is able to access as well as at what times. Others suggest that parental control would be useful to be able to monitor children's learning progress.

"I think the iPlay service is a very good idea. Some form of parental controls may be useful, e.g. to monitor viewing habits or learning."

(Male, 35-44)

The iPlay service should supplement current services, not replace them

As previously mentioned, although there is majority support for the iPlay proposal, many of those in support note that iPlay should supplement current services such as CBBC and CBeebies rather than replace them.

"In terms of iPlay, this should be in addition to the existing CBBC and CBeebies. It should not replace the TV services, and/or CBeebies Radio. Existing services should continue as now with this as an additional resource for those that want to use it."

(Male, 35-44)

"I don't have children myself but friends tell me that CBeebies and CBBC are very valued by their children. They shouldn't just be available online. Keep them as they are. Children deserve to have their own channel."

(Female, 35-44)

There are mixed views on children's use of digital services for education

Some respondents argue that a digital educational platform is appropriate for young people because they tend to be digitally savvy.

"iPlay would appeal to children, many of whom are already very computer-savvy and enjoy this type of learning."

(Female, 65 and over)

"Children now use iPads etc, the BBC should provide children learning experiences in a format that they are comfortable with."

(Female, 65 and over)

However, in contrast, others are concerned that children already spend considerable amounts of time on the computer and the internet in an increasingly technological world. Some parents note their preference for TV services, as they appreciate 'TV time' as a family, or so they can monitor what their child is watching.

"iPlay in particular sounds like a fantastic idea. The advert free, education focused children's content is one of the biggest strengths of the BBC. My concern though, is that this will be laptop/tablet focused, not TV focused. We prefer to watch TV together, rather than use separate devices - so that it is more of a shared experience. I wonder how we would integrate iPlay with the TV."

(Male, 35-44)

A small minority express concern that technology might replace the face-to-face interaction they believe is important to education.

"I just hope parents don't just "plug their child in" and forget how important interacting is too."

(Female, 55-64)

Personalisation of iPlay is seen negatively by a minority

As with other ideas raising the prospect of increased personalisation, a minority of respondents express concerns that this detracts from the possibility of iPlay to provide a shared experience to all users and may result in children missing out on new content they may enjoy.

"I am extremely concerned, as an academic and a parent, that excessive personalisation will mean repetition, and reduction."

(Male, 55-64)

A small minority also comment that all children develop at different rates and so content should not be age-specific.

"Children develop at very different rates and I can't see how you could make it specifically age-relevant."

(Female, 55-64)

Curriculum Support

Most are in favour of the Curriculum Support proposal as an expansion of current BBC provision

A significant theme in response to this idea is praise for the current curriculum support provided by the BBC, notably the BBC Bitesize service. Many consultation respondents have used it themselves, either for personal study or for helping their students or own children and welcome an extension of the service.

"I use BBC Bitesize regularly in my role as a tutor and find it an invaluable summary and starting point for further study. It is a very useful point of reference especially with the continual changes inflicted on the early key stages."

(Female, 55-64)

The new Curriculum Support idea receives particularly strong praise from teachers and parents. Teachers comment on their ability to use the interactive resources in lessons, and parents note that Bitesize can be used to help children with their homework, and therefore improvements are welcomed.

"As a teacher, I used the BBC curriculum support services, especially clips in my lessons. I welcome the extension of this."

(Female, 55-64)

Education services should not just be focused on children

While there is overall support for the Curriculum Support idea, a considerable minority note that, while education is important for young children, these services would also be appreciated by other audiences such as adults.

"I don't see the need to concentrate on "stuff" for children. After all they are in full time education so they should be getting educated 5 days a week. We older ones aren't, so maybe actually a bit more thought should be given to older audiences."

(Male, 55-64)

A minority also note that these services would be appreciated by those who have just finished formal education but still wish to learn, such as young adults.

"Many who are 17+ may also want to be educated - so why not do some research and find out what kind of educational programmes/courses they would like? 5-16 years olds have tons of resources and opportunities to learn and a whole massive infrastructure to support them and it is all freely available. For 17+ the situation is different - more of them have the motivation to self-teach and yet they have fewer opportunities to learn."

(Male, 55-64)

There are mixed views regarding whether the services should be available in other languages, and which languages they should be in

The reference to providing Welsh language content in Wales prompted more general comments on the BBC providing content in UK languages other than English, which is a divisive issue. Some respondents, particularly those in Wales, are keen to ensure that Welsh language provision continues.

“As I live in Wales I firmly believe in the value of Welsh language content.”

(Female, Wales, 55-64)

“Broadcasting in the Welsh language and other languages within the UK [...] are all part of the strength of the BBC and should be protected.”

(Male, Wales, 65 and over)

However, a small minority of respondents from other nations argue that if Welsh content is being provided, other UK languages should also be included.

“If Wales get Welsh, why shouldn't Scotland get Scottish Gaelic, Ireland get Irish Gaelic, and Cornwall get Cornish etc?”

(Gender not disclosed, Northern Ireland, 55-64)

In contrast, a minority of respondents from all nations also oppose increased content in languages other than English. While this is slightly more common among English respondents, who often suggest such content should be funded by the nation concerned, it is also frequently mentioned by those in Wales and Scotland where the respective Welsh/Gaelic lobby has a much higher profile.

“Funding for programmes in Gaelic or Welsh should be funded by those nations and not subsidised by solely English speaking licence fee payers for whom the services are of no benefit.”

(Gender not disclosed, England, 45-54)

6 Entertain

The proposals around investment in drama receive support more or less across the board and many approve of the suggestions to give BBC One and BBC Two more distinct identities. However there is some uncertainty around the rest of the 'Entertain' ideas.

With regards to an On Demand video service, some are excited by the idea, but many are uncomfortable with the concept of the BBC providing any pay-to-watch services. This is largely due to a fear of 'paying twice' for services, i.e. making an additional payment on top of the licence fee.

As with the 'Inform' proposals, the idea of improving services to the Nations meets with a mixed reaction. Many respondents stress that all BBC programming should be available to all licence fee payers, regardless of location, and some fear the possible consequences of any further separation of BBC services.

The planned changes to radio listening and expansion of the Playlist service are less widely commented on – many respondents simply say they would like to learn more as the ideas are developed. Many of those who do respond on this idea are familiar with other existing music service providers and strongly suggest that the BBC would be unwise to go up against established commercial rivals in this area.

Like other parts of the consultation featuring a move to online content, this set of ideas attracted criticism from some older people who feel such content would be inaccessible to them. Some dislike the idea of paying for services they won't use, while others fear expansion online could impact on the quality and quantity of traditional broadcast services.

Changes to TV channels

People are keen to see more distinctive, original programming

There is widespread support for the BBC's commitment to distinctive, original programming. This idea prompted several respondents to cite areas (such as reality television and light entertainment programmes) where they feel the BBC is copying its commercial rivals, and to show their opposition to such programming.

"I warmly welcome the BBC's commitment to provide more investment for original programmes which are new and innovative, too much emphasis has been put on light entertainment shows which are available on all channels and not distinctive to the BBC alone."

(Female, 55-64)

"I particularly welcome [these] plans. Putting it simply you just don't get this from the myriad of other independent channels that are now available, most of whom focus on replaying old content. There are some real gems that have surfaced as consequence of the BBC's drive to be innovative which would otherwise never have surfaced"

(Male, 45-54)

There is general support for the use of BBC2 as a 'showcase'

Several respondents express their pleasure at BBC2 returning to what they see as its original role, as an arena for testing new talent. Many are excited for the greater diversity of programming this offers.

Sounds good to me, the original ideas but brought bang up to date: BBC2 coming full circle."

(Male, 65 and over)

"I love the idea of giving BBC 2 a new creative platform to encourage the best of British talent."

(Female, 25-34)

There is also a minority view, largely among older viewers, that originality 'for its own sake' can be dangerous. They are keen to ensure continued high quality in BBC programming.

"I would encourage the BBC to steer clear of 'INNOVATIVE'. This over used word merely encourages experiment for experiments sake."

(Male, 55-64)

"Broadening its horizons is good as long as quality remains a key to this."

(Female, 55-64)

People want to know what the proposals mean for BBC3 and BBC4

These ideas prompted some respondents to ask where BBC3 and BBC4 fitted into the new system. Their omission from the proposal seemed suspicious to some who are keen to see the services continue.

"No mention of BBC4. This is an important channel and needs to be nurtured and developed."

(Female, 55-64)

"I notice that BBC3 and BBC4 are not mentioned on this list. I absolutely agree with the continuation of these channels as they serve audiences different from the norm and more 'niche' markets that BBC1 and BBC2 shouldn't really cater for."

(Female, 25-34)

Drama

There is widespread support for increased investment in BBC Drama

There is very widespread support across all age groups for increased investment in BBC Drama. Many respondents were excited by the prospect of the BBC striving to be more creative and innovative.

"I think focussing on drama is a great idea as the BBC's dramas are world-renowned."

(Female, 25-34)

"Drama is the BBC's special gift to the world. Let this be developed further."

(Male, 65 and over)

A diverse range of drama programmes is necessary to cater for a variety of tastes

Respondents largely praise BBC Drama and many cite programmes they have enjoyed in the past. The broad range of programmes mentioned shows what a diverse audience the BBC has, and suggests a need for varied drama programming in the future to cater for their varied tastes.

"Sherlock and Dr Who are fantastic and with these the BBC shows everyone how drama should be done. I think they should make more drama programmes such as this but NOT period dramas as I feel there are far too many of these on TV as it is."

(Female, 35-44)

"Keep period dramas, they're brilliant. Cut out reality."

(Female, 25-34)

"A broader range of genres - more quality fantasy and science fiction would be good."

(Male, 35-44)

The reference to 'younger audiences' in the proposal attracted the attention of many respondents who urge the BBC not to forget its older viewers too. Given the older age profile of respondents, this is perhaps not surprising. Several said that good quality drama programming should appeal to all ages.

"Not sure about this constant focussing on the "younger audience". Good Drama will appeal to all age groups. There is no need to be trendy...just good"

(65+, Female)

"I think one obstacle is that the licence fee is largely paid by older viewers. By all means develop programmes which appeal to youngsters, but don't forget those who pay for the BBC."

(Female, 35-44)

Video on-demand

Those who regularly use other online services are excited by this idea

The strongest support for this idea comes from younger people and those who already use iPlayer on a regular basis.

"The Video on-demand ideas have a lot of potential and if done well would probably be used by the whole population."

(Male, 25-34)

Some respondents also feel that charging for an On Demand service would be a good way for the BBC to generate more revenue.

"Video on demand is a great idea and could provide much needed income. People are prepared to pay to view with other services so why not through to BBC."

(Male, 45-54)

Online expansion continues to concern non-users

As with the idea to attract younger audiences to BBC Dramas, there are concerns that older people do not benefit from online services that they often do not use. Respondents talk of being 'forgotten' and 'left behind'.

"I think you have to be careful not to leave the older licence payer behind who are not so technology savvy."

(Male, 65 and over)

The emphasis on digital services also causes some concern among those who would like the BBC to focus on its 'offline' offering. Respondents are keen to ensure that TV and radio programming is not neglected in favour of online services.

"I like all of these ideas, but BBC needs to consider its older audience more, these are the ones that are actually paying for the service and accessing TV and radio. There needs to be balance between the new and expanded online and iPlayer service and the Broadcast."

(Female, 35-44)

Some feel the BBC should not supply paid-for content or compete with commercial providers in this area

There is a recurring view that pay-to-view television is not the province of the BBC and that the commercial element is a threat to what the Corporation stands for.

"I don't think the public should have to pay to view any BBC content. That's what the licence fee is for. It keeps the content free from the profit motive and allows it to be creative and innovative and supportive of riskier ventures."

(Female, 45-54)

"Video on demand, I think the BBC should stand alone and not be influenced by commercial stations whose objectives seem to be quite different to those of the BBC."

(Female, 55-64)

These respondents also sought clarification that the introduction of paid-for content would not result in licence fee payers paying “twice” for BBC programmes.

“Great care needs to be exercised so that licence payers do not feel they are “paying twice” because of the quantity of pay to watch content.”

(Female, 65 and over)

Some also feel that the BBC should not expend resources trying to compete in an area with strong existing commercial competitors.

“On Demand TV - why go into this market when others in the commercial sector do it so well... Netflix etc. But for the BBC to sell the programmes to Netflix etc. means an income which can be used to do what the BBC does best and make brilliant programme which Netflix etc. want to buy!”

(Female, 65 and over)

Some people want iPlayer access to be restricted to licence fee payers

There is a recurring minority view that there are many people accessing BBC programming online without paying their licence fee. Those who hold this view often suggest a log-in requirement for iPlayer as proof of payment. Several also suggest this could be used to allow access to iPlayer when fee payers are abroad.

“Paying for iPlayer in certain circumstances (including overseas) must be the way forward. I travel for work and can't look at iPlayer when in the US / Europe. A sensible payment model would help me (and yes I do pre-download programmes to watch when travelling).”

(Male, 45-54)

“The TV licence fee is a huge issue at the moment and I really feel to access IPlayer people need to log in with a password which proves they have paid for their licence. It is very annoying that people who don't pay for a licence can watch a programme fairly soon after it's broadcast that I have paid for!”

(Female, 55-64)

One central On Demand service for all channels would be convenient, but most doubt its feasibility

This idea appeals to respondents on the grounds of convenience, but many question whether cross-broadcaster collaboration is likely to be successful. There is also a minority concern that removing an element of competition would result in less drive for quality in online platforms.

“One iPlayer for all channels would be brilliant but I'm not sure it will happen. It might also reduce competition, slowing development.”

(Male, 55-64)

Strengthening services in the Nations

There is some support for improving services to Scotland, Wales, and Northern Ireland. However, as in responses throughout the consultation, there are concerns relating to further 'fracturing' of BBC services and a common desire among respondents for shared content across the UK.

There are also frequent calls for improved service to regions across the UK too, moving away from what some viewers perceive as a 'London-centric' focus.

Scotland, Wales, and Northern Ireland could be better served by the BBC

Some respondents, both living in these areas and in England, agree that better services should be provided to constituent nations of the UK and issues specific to those areas could be covered better.

"The Nations should have their own access to iPlayer and particularly in the case of Scotland complete control of their own programming and financing."

(Male, Scotland, 55-64)

"I would be glad to see more coverage of events in the nations."

(Male, England, 25-34)

A minority of English respondents had questions about whether this would involve increased funding for these regions, and raised concerns about England being 'forgotten'. Several of these complaints suggest resources should be allocated on the basis of viewing population and/or contribution to the licence fee.

"Nations - don't forget England (and that also means that London is not the main focus)."

(Female, England, 55-64)

It is important that people across the UK can access content from other nations and regions

There is a strong feeling that all licence payers should be able to access all BBC output and some respondents argue that further division of services would lead to an increased sense of separation. Others are concerned that these proposals could result in less representation of each nation and region, as those outside Wales would be deprived of Welsh content, for example.

"And again with the 'Nations'. Stop caving in to Nationalist demands. Us Scots neither need nor want poor quality programming made in Scotland for Scotland, we want great TV made for the UK as a whole. Only Nationalists care about Scottish-only TV."

(Male, Scotland, 35-44)

"Please, remember that we are still a United Kingdom and share a great cultural heritage. Showing programmes based, for example, in Scotland to Scottish audiences only misses a huge opportunity to reinforce this shared understanding."

(Female, England, 55-64)

"More original drama is always welcome, as is more creative content coming out of the nations and regions, though these should then be made available UK wide"

(Male, Wales, 16-24)

There is a lack of consensus regarding programming in British languages other than English

When asked about services to 'the Nations', a minority of respondents mention broadcasting in other British languages, such as Welsh. Few are convinced of the audience for such programmes, and feel it could be using up resources unnecessarily.

"It cannot be cost effective to produce and broadcast in Welsh, Celtic or anything else other than English. It is a total waste of time, money and valuable [space] and the continued use will only create further divisions within the country. I guess that it is a sop to the narrow politicians that want to promote their own local views and agenda but it really is stupid in such a small country to have content promoted in ancient languages that are only understood by a small minority."

(Male, Jersey, 55-64)

Some, however, think these services should be preserved.

"Broadcasting in the Welsh language and other languages within the UK [...] are all part of the strength of the BBC and should be protected."

(Male, Wales, 65-64)

New ways of listening to radio

More detail is requested on how this service would work

Given that these ideas remain at an early stage of development, many respondents said they would like to see how the ideas will be developed and to learn more about how they would work in practice in order to give a detailed response.

"To be honest it is difficult to understand this bit. I am concerned that this may mean we end up getting less of what we like and want. For instance does new ways of listening to the radio mean that there will be less stations and options? If so I would be concerned about it."

Female (45-54)

"My only other comment is that I don't understand 'listeners creating their own radio channels'. How is that possible?"

(Female, 65 and over)

Personalisation of radio services appeals to some, but not all

Some respondents like the idea of being able to better personalise their radio service.

"I like the idea of personalising my listening list to my favourites with a virtual online channel."

(Male, 55-64)

However, many feel that personalisation is an unnecessary addition to radio services and, as with the 'iPlay' personalisation idea, some respondents express concerns that this would actually limit the range of music people listened to, rather than diversifying it.

"You diminish the value of your radio channels by allowing listeners to programme across them. You also undermine the potential of music based stations to surprise and delight by bringing regular listeners into contact with new and unexpected artists and performances."

(Male, 25-34)

Radio music discovery service

People like the idea of being able to access new music more easily

Among those who do support the idea, there is excitement over the prospect of the BBC expanding its music services.

"Like the sound of the expanded PlayLister Service. PlayLister is currently a great way of 'tagging' occasional tracks so that they can be investigated at a later date / time."

(Male, 45-54)

Some people question whether the BBC can or should attempt to compete with commercial organisations in this area

There is a recurring view regarding this idea that, attractive as this service sounds, it would be very difficult to deliver in practice. These comments, most commonly expressed by those who are familiar with existing commercial music services, include questions of copyright, funding, and, as with the proposed On Demand services, competition from pre-existing commercial services in this area. There is also opposition from those who do not see that services like this should be a priority for the BBC.

"This would be fantastic, but I think you'd find it un-doable in real life. Effectively you'd be competing with the paid-for music services and they wouldn't take that lying down."

(Male, 35-44)

7 Appendices

7.1 Demographic profile of consultation respondents

	Number of respondents	Percentage of respondents
TOTAL*	10,585	100%
Age		
Under 15	24	*
16-24	242	2%
25-34	616	6%
35-44	1063	10%
45-54	1824	17%
55-64	2736	26%
65+	3146	30%
Refused/ Not given	934	9%
Gender		
Male	5795	55%
Female	3810	36%
Refused/ Not given	980	9%
Region		
England	8788	83%
Scotland	648	6%
Northern Ireland	83	1%
Wales	426	4%
Other	137	1%
Refused/ Not given	503	5%

*Includes online and mobile respondents only

7.2 Summary of responses submitted as campaign emails

2,215 campaign emails were received in response to the new proposals. The vast majority were variations on a single email, the dominant themes of which were:

- The BBC should not be launching new services while simultaneously claiming there are insufficient funds to keep BBC3 on television.
- These proposals, in addition to the closure of BBC3 as a broadcast channel, show the BBC is out of touch with the 16-34 demographic and is ignoring their needs. As future licence fee payers, the BBC cannot afford to neglect this age group.

7.3 Summary of responses submitted by Twitter

The BBC Trust logged 666 tweets made to @TomorrowsBBC during the consultation period. Tweets in response to this consultation tended not to engage with any of the individual proposals in detail. Instead, people voiced general views about the BBC and the idea of new services. The strongest themes were:

- Opposition to the current BBC funding model and License Fee, support for a subscription model.
- Opposition to the introduction of new services when existing services (such as BBC3) are under threat.