

Dear Ofcom,

With my fellow-Brits, I have inherited Lord Reith's strictly principled yet invaluable inception; a public service in sound & vision, funded by its users & beneficiaries - a service that after eighty years, is still essential & central among its newer partners & rivals. I am appalled at threats to the future quality of broadcasting in Britain.

The principles & practice that guided the 'world-trusted' BBC to become a pillar of our social cohesion, our culture; shaper of our national identity, exemplar of responsible freedom in civil & political expression; educator of our generations: The BBC that has subsequently set standards for developing, rival broadcasters throughout this nation & beyond: We viewers, listeners, bank-rollers, who appreciate this legacy, are appalled at the cynical options being mooted as a solution to current pecuniary challenges.

We who truly appreciate the unequalled value of British PSB broadcasting must surely support only your 'Evolution' option, that so aptly suggests worthwhile progress without discarding any of the proven aspects of past success, nor withdrawing the financial lifeblood from our indispensable & beloved 'Auntie Beeb', whose continuing brief must surely be 'setter of standards'.

Notwithstanding recent unfortunate lapses, the BBC is our best hope of championing best practice in partnership with her sister broadcasters. Please, let this 'evolution' achieve its natural fruition.

Yours faithfully, Art Duncan, Westonzoyland, Somerset, November 2008