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Dear Mr Quentin Davies ,

As you may be aware, both the House of Commons' Culture, Media & Sport Committee and media regulator Ofcom have recently issued major reports identifying a serious threat to public service broadcasting for children.

Investment by most of the major broadcasters in home-grown children's television has collapsed. ITV, Channel 4 and Five have all cut back or withdrawn completely from investing in new UK children's programmes. As a result, there is very little choice for children other than imported shows that obviously do not speak to them in their own cultural language. As Ofcom's report revealed, new UK programmes now account for just 1% of all the children's shows broadcast in the UK, and the situation is getting rapidly worse.

Other than the BBC, where are the shows that reflect the diverse lives UK children live today, that encourage UK children of all backgrounds to engage with the world and the society around them? The BBC does a great job, but children should not grow up in a world where television offers them only one view point on their own culture and society.

I am writing to you to ask the Government what intervention it is planning, and when, to ensure that UK children of all ages have access to high quality, UK-made children's programmes on a choice of channels that reflect different viewpoints. There will also shortly be a new Early Day Motion in support of this, and I would be very grateful if you would sign it, if you agree with my views.

Yours sincerely,

Barbara Prestt

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