

Consultation response

This is a collective analyses from research carried out by me and a research team during 2020-2022 on opinions on the BBC, from July 2020 to March 2022.

There is a strong belief from the public that BBC Local Radio should be protected as local radio and not allowed to network from 6am-10pm, a period of 16 hours local, weekdays and weekends.

BBC Local Radio is filling the gap left by local stations, such as when 2-TEN FM became Heart in 2009 and then Heart Thames Valley and now Heart South.

What the BBC needs to do is let its radio stations play to their strengths of being local now that Greatest Hits Radio and Heart/Capital have replaced most of their competitors.

Having networked mid-morning, drive etc. shows would be alienating to the audience as many of them equate BBC local stations e.g. BBC Radio Berkshire or BBC Radio Gloucestershire as being local.

The public would like to see BBC local radio take on a more "biggest hits, your station, your music, your local station" feel with more speech content and showbiz-driven feel and interviews with people like Becky Hill, Brec Bassinger, Jes Macallan, Gemma Chan, Beegee Marganyte, Sarah Lysander, Dua Lipa etc. rather than local issues like the council or politics etc.

BBC Radio London, Birmingham, Sheffield, Leeds, Newcastle, Lancashire and Nottingham should be granted an exemption allowing them to be 100% local and exempt from any networking and to be standalone from the rest of the BBC local radio network.

BBC Radio Scotland should go down the route of "top 40 biggest hits" and specialist shows dropped, it falling into line with the BBC Radio stations in England, of 4 hour shows, 6-10am, 10am-2pm, 2pm-6pm, 6pm-10pm, 10pm-1am, networked 1am-6am

BBC Radio 1, however, should be sold off to Nation Broadcasting in Wales, and be free of Radio 1's license commitments so it can take Nation Broadcasting's programming such as Tony Dibbin, Neil Fox etc. I have heard claims from people that Nation Radio would be the only company who could run it efficiently. Perhaps if the BBC are forced to sell it off for a symbolic £1.

Radio 1 is not a bad station but Nation Broadcasting in Wales could use another station for their Nation Radio brand.

The BBC radio side should comprise of local radio, BBC Radio 2, BBC Radio 4, BBC Radio 5 Live.

On the subject of BBC television, the BBC should start to copy what Canadian broadcaster CTV does with banners below promoting programmes at certain times, and also, import new series from Canadian broadcasters like Global or CTV in primetime.

For example, the BBC could come to an agreement with CTV, owned by Bell Media, to be an exclusive distributor for their original content in the UK.

There was quite a lot of demand for American drama series to air on BBC1 in the prime 9pm slot weekdays such as new AMC drama series Dark Winds, about Native American reservations, or to import the series Ms. Marvel from Disney+ onto BBC1 at 9pm on a midweek evening; or Wong & Winchester, debuting on CTV.

It would take a lot of negotiations to get Disney+ exclusive content on BBC such as Ms. Marvel and any upcoming new Marvel series on BBC1 in primetime, but would be worth it for the good publicity.

Public appetite for imported American & Canadian series in primetime is quite high.

Equally, CTV viewers in Canada want Silent Witness from the BBC there as an import, and Emilia Fox is gaining a small fanbase there because of it!

I feel the BBC should go the way CTV in Canada is in terms of editorial and marketing position; CTV positions themselves as an accessible, fun-and-friendly, family-focused channel where politics isn't the main draw.

The second thing regards programmes like Strictly Come Dancing; what would it take for them to perhaps do a deal to broadcast it on both CTV with Bell Media alongside the BBC?

This could work for the BBC maintaining this approach.

I feel that it would be in the public interest for Bell Media to take a share in the BBC and own it alongside CTV, it would be beneficial to the UK economy and also create new jobs.

Finally, BBC also has exceptionally talented individuals like Frankie McCamley and Katy Austin who deserve their own higher-profile shows on BBC1 in primetime at some point.

These are a collection of opinions and analyses and do not reflect my personal opinions on the matter.