

Jacquie Hughes
Riverside House
2a Southwark Bridge Road
London
SE1 9HA

10th July 2017

Dear Jacquie

Re: BBC performance consultation

On behalf of Concern Worldwide (UK), I writing in response to the Ofcom consultation on Holding the BBC to Account for the Delivery of its Mission and Public Purposes.

We believe that international factual content which engages UK audiences and informs us about the wider world, broadening our horizons, is one of the distinctive pillars of Public Service Broadcasting in the UK.

Moreover, Concern's view is that engaging a range of audiences with international issues should not be left to news and current affairs alone because these tend to focus on negative events, do not provide enough context and only appeal to certain audiences. As an overseas aid organisation delivering long-term development and emergency aid in the world's poorest countries, we work hard in our communications to dispel the often stereotypical portrayal of the developing world. Non-news factual content plays an integral part in helping to give the bigger picture, getting beyond the headlines.

We would therefore like Ofcom to include a measurement of the volume of new non-news international factual content the BBC broadcasts annually in its performance framework. This will demonstrate that the BBC is delivering Purpose 1 which includes *factual programming to build people's understanding of all parts of the UK and the wider world* and current affairs content and also act as an indicator of the BBC's distinctiveness (Purpose 3).

Yours sincerely

Sarah Molloy
Head of Communications
Concern Worldwide (UK)