



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

11th July 2017

Dear Jacquie,

Re: BBC performance consultation

I am writing on behalf of the Disasters Emergency Committee (DEC) 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 and broadens our horizons, is one of the distinctive pillars of Public Service Broadcasting in the UK. 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 also act as an indicator of the BBC's distinctiveness (Purpose 3).

The DEC has enjoyed a long and fruitful relationship with the BBC since its foundations in 1963, collectively launching over 60 major national fundraising appeals and raising over £1.5bn for disaster affected communities around the globe. A key factor in the success of DEC appeals is public awareness of natural disasters and conflict, and compassion with their humanitarian consequences.

International factual programming is a crucial response to the British public's desire to understand and contextualise the world in which we live, engendering a culture of mutual respect and promoting positive shared experiences. In an age of increasing wealth disparities and 'compassion fatigue', the loss of such programming from one of the most trusted broadcast channels in the world would signal a capitulation to forces of divisiveness and inequality – something which I know Ofcom always works to avoid.

Yours sincerely

Clive Jones CBE
Chair of Trustees

Disasters Emergency Committee
Ground Floor, 43 Chalton Street
London NW1 1DU

Phone: +44 (0) 20 7387 0200
Email: support@dec.org.uk
Website: www.dec.org.uk

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