

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

Dear Ms Hughes,

Re: BBC performance consultation

I am writing from the INGO Sightsavers (The Royal Commonwealth Society for the Blind) in response to the Ofcom consultation on Holding the BBC to Account for the Delivery of its Mission and Public Purposes.

As an international development organisation which gets a considerable proportion of its annual income of £64m (2015 figures) from individual donations and legacies from the UK public, we believe that international factual content which engages UK audiences and informs them about the wider world is one of the distinctive pillars of Public Service Broadcasting in the UK.

We would therefore call on 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 help 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).

Yours sincerely,



Alistair Burnett
Director of News
Sightsavers

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