



HOME OFFICE
QUEEN ANNE'S GATE
LONDON SW1H 9AT

14 April 1989

Dear Andrew

BROADCASTING : NO 10 MEETING ON THE QUALITY FACTOR

You asked for suggestions on those who might be invited to the proposed informal meeting at No 10 on quality in broadcasting, and about its possible format.

... I enclose a list containing some possible names, with alternatives. The list concentrates, as agreed, on representatives of smaller regional ITV companies. It includes some new style ITV operators, such as Leslie Hill and Greg Dyke, and also some younger people with recent experience of programme making. It also includes some critics of the white Paper.

... Given that the Prime Minister and the Home Secretary see this as a private and informal occasion, it does not seem necessary to provide background papers or any detailed agenda. All those who might be invited will be well aware of the matters Ministers are considering. On the other hand it seems worth trying to constrain discussion within the parameters of agreed Government policy. The Home Secretary suggests, therefore, that a brief note on the lines of the draft attached might be sufficient to indicate the purpose of the meeting. When the attendance is settled it might be worth selecting one person to introduce each topic.

The Home Secretary has asked me to point out that broadcasting is a large and gossipy village, in which there will be much speculation as to who was invited by the Prime Minister to this occasion and why. It will therefore probably be best to insist on its total informality, and so not to include George Russell, Chairman of the IBA, who will in any case be able to present his proposals at MISC 128.

Yours sincerely
Catherine Bannister

MISS C J BANNISTER

Andrew Turnbull, Esq
Principal Private Secretary

PEOPLE WHO MIGHT BE INVITED

David McCall	Anglia, former Chairman of ITVA
Donald Walters OR James Graham	Grampian Border
Leslie Hill OR Greg Dyke OR Christopher Bland	Central LWT LWT
Phil Redmond	Independent producer from Merseyside, eg of "Brookside"
Sir Alistair Burnet OR David Nicholas	ITN ITN
John Birt OR Jonathan Powell OR Paul Fox	BBC, ex-LWT Controller, BBC 1 BBC, ex-Yorkshire TV
Michael Grade	Channel 4
Ken Miles	Incorporated Society of British Advertisers
Richard Hooper	P A Consultants (ex-Super Channel). (He made a stimulating contribution to the Prime Minister's seminar.)

TOPICS FOR DISCUSSION

Paragraph 6.11 of the White Paper lists a number of positive programming requirements for Channels 3 and 5, including regional programming requirements. Should any of these be modified or expanded, or should new requirements be added? How far will other services (whether BBC, Channel 4 or new services) provide both quality and diversity?

2. These requirements provide a minimum quality threshold. What are the likely incentives and disincentives for those obtaining Channel 3 or 5 franchises to fall below/live up to/go beyond that minimum, bearing in mind both commercial pressures and likelihood of increased competition and also the performance reviews and sanctions proposed in paragraph 6.19 on the White Paper.

3. The Government has made clear that franchise allocation must be more objective and the procedure more transparent than in the past, and that competitive tendering must form part of the procedure. To what extent, and in what respects, may it be desirable to modify the suggestions made in the White Paper so as not to jeopardise programme quality? What are the advantages or disadvantages of the proposals recently made by the IBA?

Rosendating France!

