

Michael DARLOW  
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10 DOWNING STREET  
LONDON SW1A 2AA

*From the Private Secretary*

Ad 17 July 1989

I enclose a copy of a letter which the Prime Minister has received from Mr Michael Darlow.

I should be grateful if you would let me have a draft reply for the Prime Minister's signature, to reach this office by Monday, 31 July.

CAROLINE SLOCOCK

Peter Storr Esq  
Home Office

*Handwritten signature*

**INDEPENDENT ACCESS**  
**STEERING COMMITTEE**

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*PS*

Rt Hon Margaret Thatcher MP  
Prime Minister  
10 Downing Street  
LONDON SW1A 2AA

11 July 1989

Dear Prime Minister

**INDEPENDENT TELEVISION PRODUCERS**

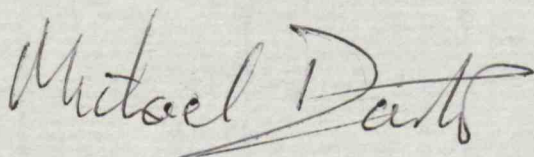
Thank you very much for your letter of 10 July. The producers that I represent will be very pleased to know that you are determined to see that the Government 25% independent production initiative is implemented by the broadcasters, both as to the letter and the spirit, and that you have decided to make the 25% target a statutory requirement.

The importance of establishing clear guidelines over the practical issues which you outline has become even clearer during the last week. We have obtained figures which show that for ITV, the news programme exclusion removes no less than 44.5% of original television output, thus reducing the 25% target figure to less than 14%, making something of a mockery of the Government initiative. Further, these figures show that whilst new output on ITV increased by 200 hours last year, all of it is accounted for by ITN.

On the BBC side, the interpretation of the hours excluding news has the effect of reducing the 25% target to 17.5%, again undermining the initiative to introduce effective competition into programme supply.

So while independent producers will be heartened by your determination to make the initiative a success, we remain wary of the broadcasters and their capacity to sidestep the very healthy challenge to their inefficiency provided by your Government's 25% policy.

Yours sincerely



**Michael Darlow**



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