

## A People's BBC

The licence fee has had its day. The government should decriminalise it, leaving it as a bill like any other. More people are going to give up the tv set and live programmes.

The government should give every licence fee payer a share in the BBC on a stated date. Then the share holder licence payers can decide who should run their People's BBC and what its strategy should be. The government could negotiate a contract for the BBC to provide whatever public service broadcasting it thought it needed, which would include the World Service, and pay for this from general taxes. It could alternatively put out to tender the public service work allowing others to bid. We need to see exactly what they think public service broadcasting is and what it costs.

Freed of the licence fee entrapment the BBC would be free to raise new share capital, to take out longer term borrowings, and to exploit its excellent back book of material more effectively. It should aim to become a major world media corporation capable of taking on the mega stars of the current US dominated media world.

So that it remained British the shares could contain a restriction on sales, only allowing sale to other UK citizens.