

*"Working for quality
and diversity in
British broadcasting"*



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Re-shaping Today's BBC for Tomorrow - BBC Chairman Speaks to Licence Fee Payers

Sir Michael Lyons, Chairman of the BBC Trust, will be the speaker at a Voice of the Listener & Viewer (VLV) evening seminar on **Wednesday, 30th June**. It will be held at the Society of Antiquaries, Burlington House, Piccadilly, London W1 from 6.30-7.45pm. **Patrick Barwise**, Professor Emeritus, Management and Marketing, The London Business School, will be in the chair.

Last year the BBC Trust challenged the Director General to carry out a full-scale review of the BBC's strategy, to decide what the future direction of the Corporation ought to be. The Trust is currently consulting on the Director General's proposals with a view to publishing interim conclusions in the summer. The consultation can be found on the Trust's website: www.bbc.co.uk/bbctrust. The deadline for submissions is 25th May.

The Trust Chairman, Sir Michael Lyons, will use the speech to set out latest thinking and consider the challenges the BBC faces in a rapidly shifting economic and political environment. In particular, he will consider the appropriate scope and role of the BBC and its place in British civic life.

Sir Michael Lyons said: "The BBC needs to constantly evolve to meet public expectations. The Trust's role is to guide the BBC through this process and ensure an end result that really delivers for licence fee payers.

"As the Trust begins to formulate emerging conclusions through the Strategy Review, this event will be an opportunity to share latest thinking and to hear from licence fee payers about what they think should be the priorities for the BBC."

Commenting, VLV's Honorary President, Jocelyn Hay said: "We are delighted that Sir Michael has agreed to speak and take questions on this important subject at this time. The BBC, and the public service values it embodies, play a vital part in British democracy and culture. Any diminution in that role or the BBC's ability to fulfill it would impoverish the quality both of our national life and those of individual licence fee payers. We urge everyone who cares about the quality of British broadcasting to respond." Ends

Editor's Note:

For further information and tickets, contact Linda.Forbes@VLV.org.uk 01474352835

Tickets: Corporate £15; Voluntary Organisations £10; VLV Members £7.50