

"Working for quality
and diversity in
British broadcasting"



101 King's Drive, Gravesend, Kent DA12 5BQ
Telephone: 01474 352835 Fax: 01474 351112

Founded by Jocelyn Hay in 1983

E-mail: info@vlv.org.uk
Web: www.vlv.org.uk

1200:08

06 February 2008

Response of the Voice of the Listener & Viewer (VLV) to **BBC complaints – public consultation.**

1. We welcome the opportunity to respond to the consultation. Whilst we broadly approve of the BBC complaints framework, our members have a few recommendations for improvements.
2. The current system of logging complaints on the BBC database however must be improved by revealing the transaction log ID to the complainant so that both parties have a reference for the event in the future. This will ensure that the complaint receives an adequate response.
3. Furthermore, it should be for the complainant to rescind the complaint, and the BBC must stipulate the procedure to do this. Because of the inevitable pressure of performance statistics, the default behavior of administrators is to unilaterally close the complaint as 'resolved' without ensuring that the problem has been adequately solved. We do not think it is right that the onus should be on the unsatisfied complainant to resort to raising another complaint and repeating the process.
4. Several VLV members belonging to the Institute of Broadcast Sound make reference to the fact that there is no procedure for resolving technical complaints, that are frequently urgent. Since the demise of the 'duty officer' system, the VLV finds that the BBC is impervious to these types of complaint, which are therefore ignored by switchboard operators. This is largely due to a lack of technical expertise on behalf of the call centre handlers. Consequently a return to the 'duty officer' ethos would be welcome. Even if the officer spends a large amount of time directing people on how to submit a proper technical complaint, then that is still a good function. The current call centre approach must be improved.

Voice of the Listener & Viewer (VLV) is an independent, non-profit-making association, free from political, commercial and sectarian affiliations, working for quality and diversity in British broadcasting. VLV represents the interests of listeners and viewers as citizens and consumers across the full range of broadcasting issues. VLV supports the principles of public service broadcasting and is concerned with the structures, regulation, funding and institutions that underpin the British broadcasting system. VLV does not handle complaints.

06 February 2008