



**B B C**

# OUR BBC, OUR FUTURE





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## Having your say

The BBC belongs to all of us. That means we all have a say in its future.

This year we asked you to tell us what you think the BBC does well, what we could do better, and what you'd like us to focus on in years to come.

An incredible  
**872,701**

of you shared your views. It's an extraordinary response. We've listened, and it's given us a powerful picture of what people across the UK want and need from the BBC.

Now we will take what you have told us and use it to shape the future of the BBC.

## Why now?

This is an important moment for the BBC's future. The next couple of years will decide what the BBC will look like beyond 2027 and how we should best serve our audiences.

Because the BBC is funded by the public, the government of the day reviews the existence of the BBC around every ten years. That process is starting now and it will kick-start a big debate on the BBC's long-term role and impact for the UK.

The findings of 'Our BBC, Our Future' will help shape this debate. It is the public who own the BBC, and it's vital that your voices are heard.

## What you told us

You told us what you value about the BBC, what you think we should focus on in the future, and where you think we should step up.

You let us know what you want the BBC to offer you and your family. You shared your thoughts on the role the BBC can play for the UK. And you challenged us about the kind of organisation we need to be.

As well as the findings that are summarised here, you can explore the results in more detail on our [website](#).





# WHAT YOU WANT THE BBC TO BE

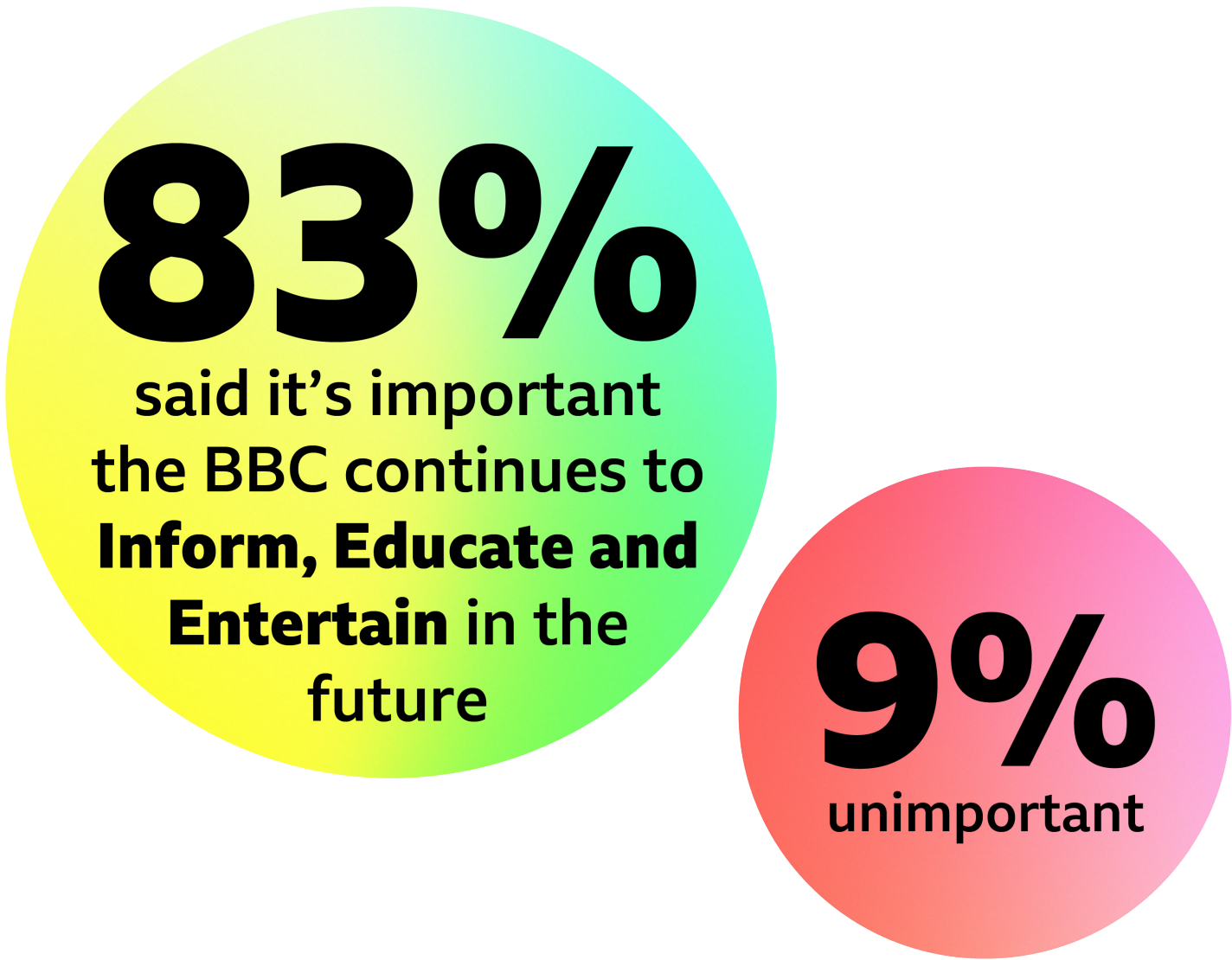
## The mission of the BBC

The BBC has always had a unique mission: to inform, educate and entertain.

83%

of you say it is important for that mission to continue.

Out of all 872,701 respondents:

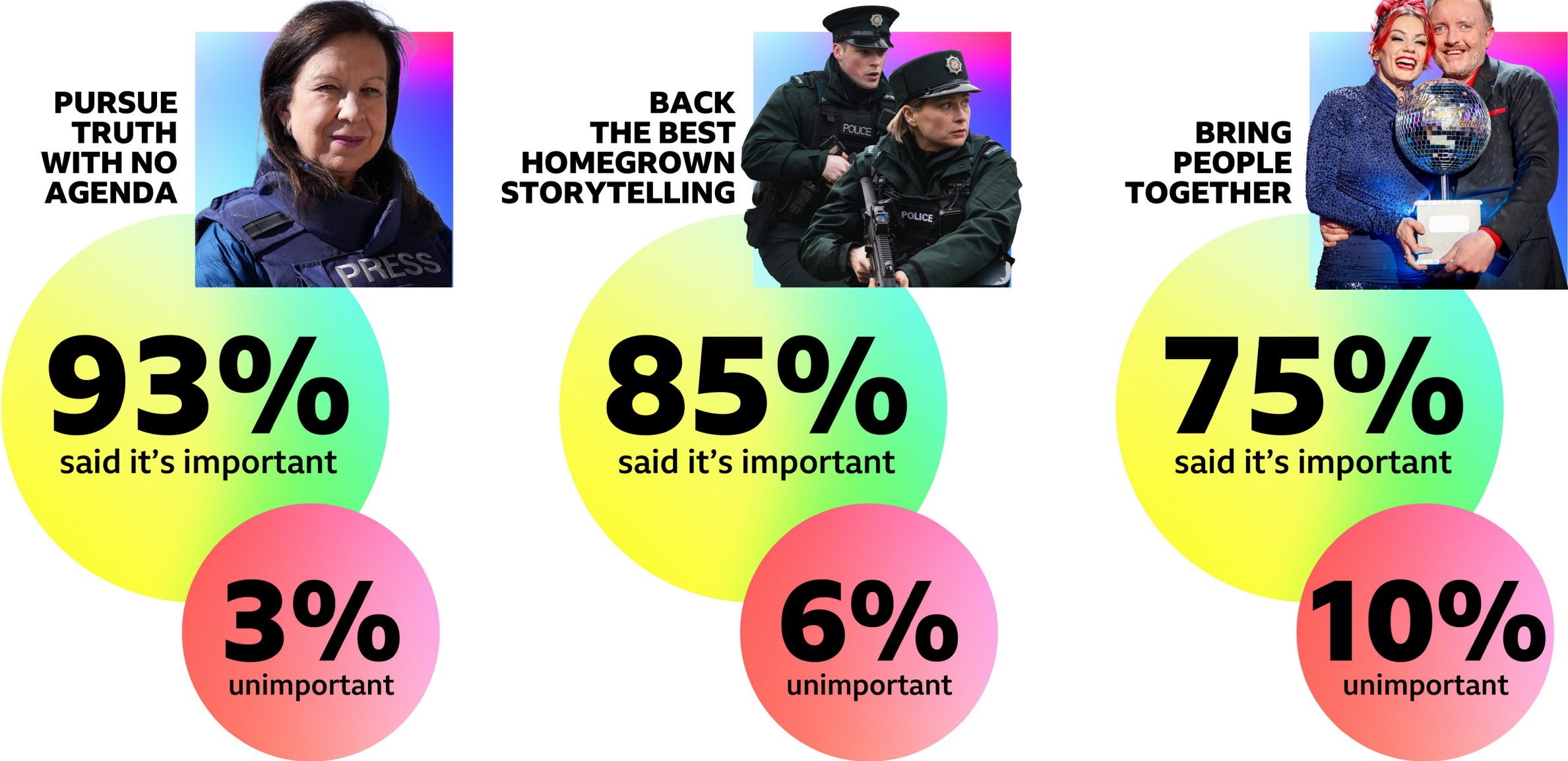


Where the percentages given do not add up to 100, the rest of the respondents replied either “Neither important nor unimportant” or “Don’t know”.

## What the BBC should stand for

You are looking for a BBC that delivers for our society in today’s fast-changing world. There is strong support for a BBC that seeks to pursue truth with no agenda, that backs the best homegrown storytelling and content from across the UK, and that brings people together.

Out of all 872,701 respondents:



Where the percentages given do not add up to 100, the rest of the respondents replied either “Neither important nor unimportant” or “Don’t know”.



# WHAT KIND OF ORGANISATION THE BBC SHOULD BE

## What is important

You sent a clear message about the kind of organisation you want us to be in the future.

Out of all 872,701 respondents:

- Independent from the government of the day  
91% important 5% unimportant
- Provides a valuable public service  
82% important 11% unimportant
- Offers high-quality digital services  
80% important 10% unimportant
- Offers something for everyone  
78% important 12% unimportant
- Reflects people across the UK and different parts of the UK  
76% important 11% unimportant
- An asset for the UK around the world  
76% important 14% unimportant

Where the percentages given do not add up to 100, the rest of the respondents replied either “Neither important nor unimportant” or “Don’t know”.

## How we are doing now

A significant majority of you say that we are already doing well in some of the areas you consider important, like offering high-quality digital services and providing a valuable public service.

Out of all 872,701 respondents:

- Independent from the government of the day  
43% effective 38% ineffective
- Provides a valuable public service  
64% effective 26% ineffective
- Offers high-quality digital services  
73% effective 10% ineffective
- Offers something for everyone  
59% effective 24% ineffective
- Reflects people across the UK and different parts of the UK  
51% effective 24% ineffective
- An asset for the UK around the world  
57% effective 21% ineffective

Where the percentages given do not add up to 100, the rest of the respondents replied either “Neither effective nor ineffective” or “Don’t know”.





# AREAS THAT NEED TO BE ADDRESSED

In some areas there are clear gaps between how well you think we are doing now and how important you think it is for the future.

For example:

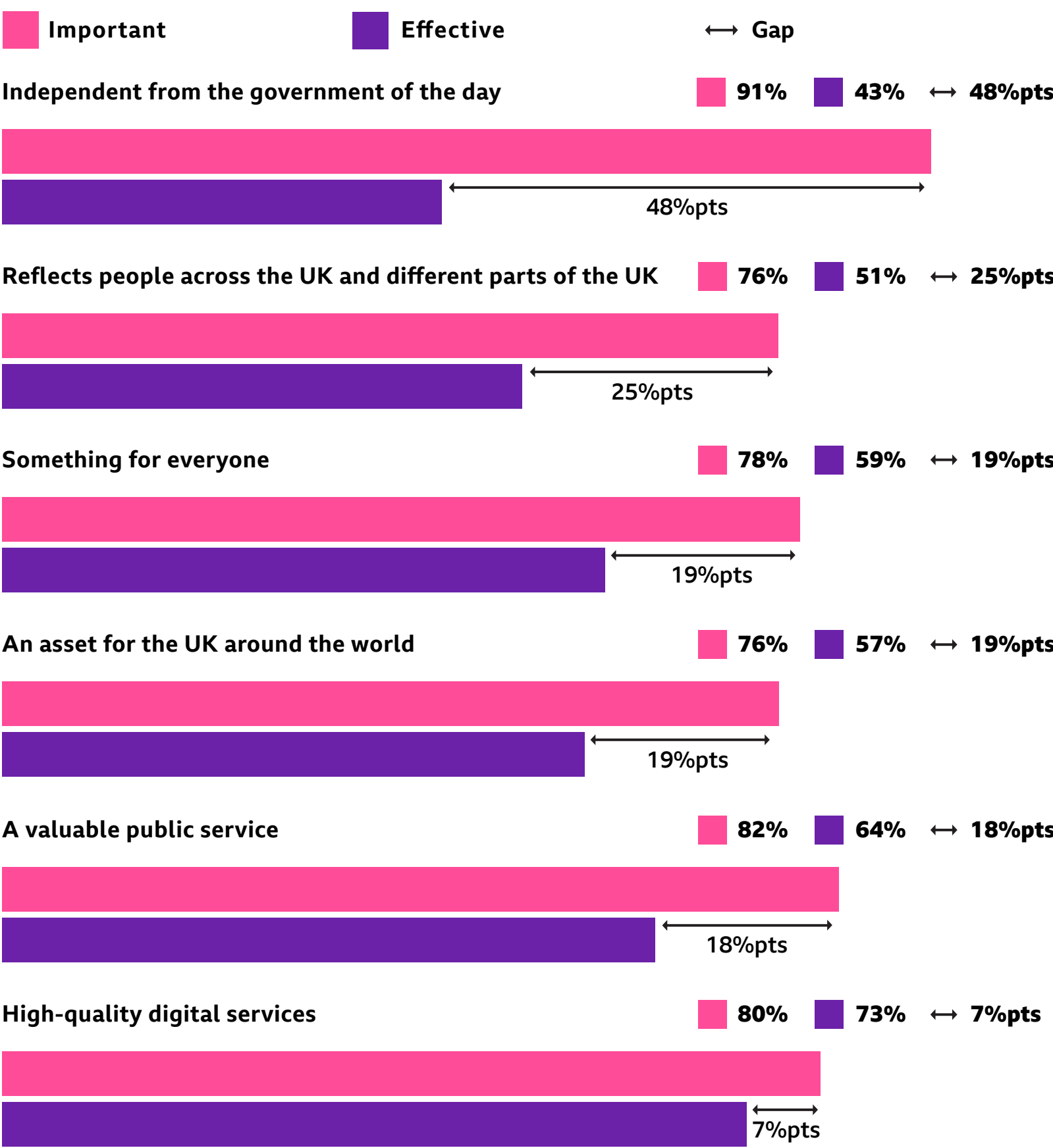
**51%** of you say the BBC is effective in **reflecting** different parts of **the UK** and the lives of those who live there – which **76%** of you say is important.

**43%** of you say the BBC is effective in being **independent** from the government of the day – which **91%** of you say is important.

These are gaps that will need to be worked on and addressed as a priority as the BBC's future is debated and we plan how to serve the public better.



The gap between how effective respondents think the BBC is at each area now versus how important it is for the future  
Out of all 872,701 respondents:





# WHAT YOU WANT THE BBC TO DO IN THE FUTURE

When it comes to our programmes and content, it's clear that you value the range in the BBC's offer.

In the future, most of you want the BBC to provide either more or the same amount as we do now.

In particular, over 40% of you say you want more **drama** and **documentaries**, and over 30% want more **sport** and **comedy and entertainment**. For **news**, 67% say you want the same amount as now in the future.

For **children's** programmes and content, a large number of you said you 'don't know' whether you want more, less or the same. This reflects the fact that these programmes have a clear target audience and are, by definition, not for everyone.

When we look at the responses among those who already consume each type of content, the numbers wanting more go up – especially for **children's** programmes and content. And **sport** becomes the genre with the largest proportion of you saying you want more.



Where the percentages given do not add up to 100, the rest of the respondents replied "Don't know".



# WHAT YOU WANT US TO OFFER OR IMPROVE

We asked you to give us your thoughts on anything else important to you or your family that we could offer or improve in the future.

You responded with over half a million comments, covering the full range of views on all aspects of what we do.

All your responses are invaluable. They will help us to make sure that we shape the future BBC to your needs.

We will keep working through them in detail but we have identified the biggest topics you focused on in your feedback.



Out of all 872,701 respondents:

**28%** gave views on:  
**Programmes, content and online services**  
including views on specific genres (e.g. news, sport, entertainment, drama and content for different parts of the UK) and services (e.g. the BBC’s digital products); the overall quality or variety of BBC output; and the balance of original programming versus repeats.

**25%** gave views on:  
**Impartiality and bias**  
including concerns about bias and calls for more balance, and feedback on the importance of impartiality.

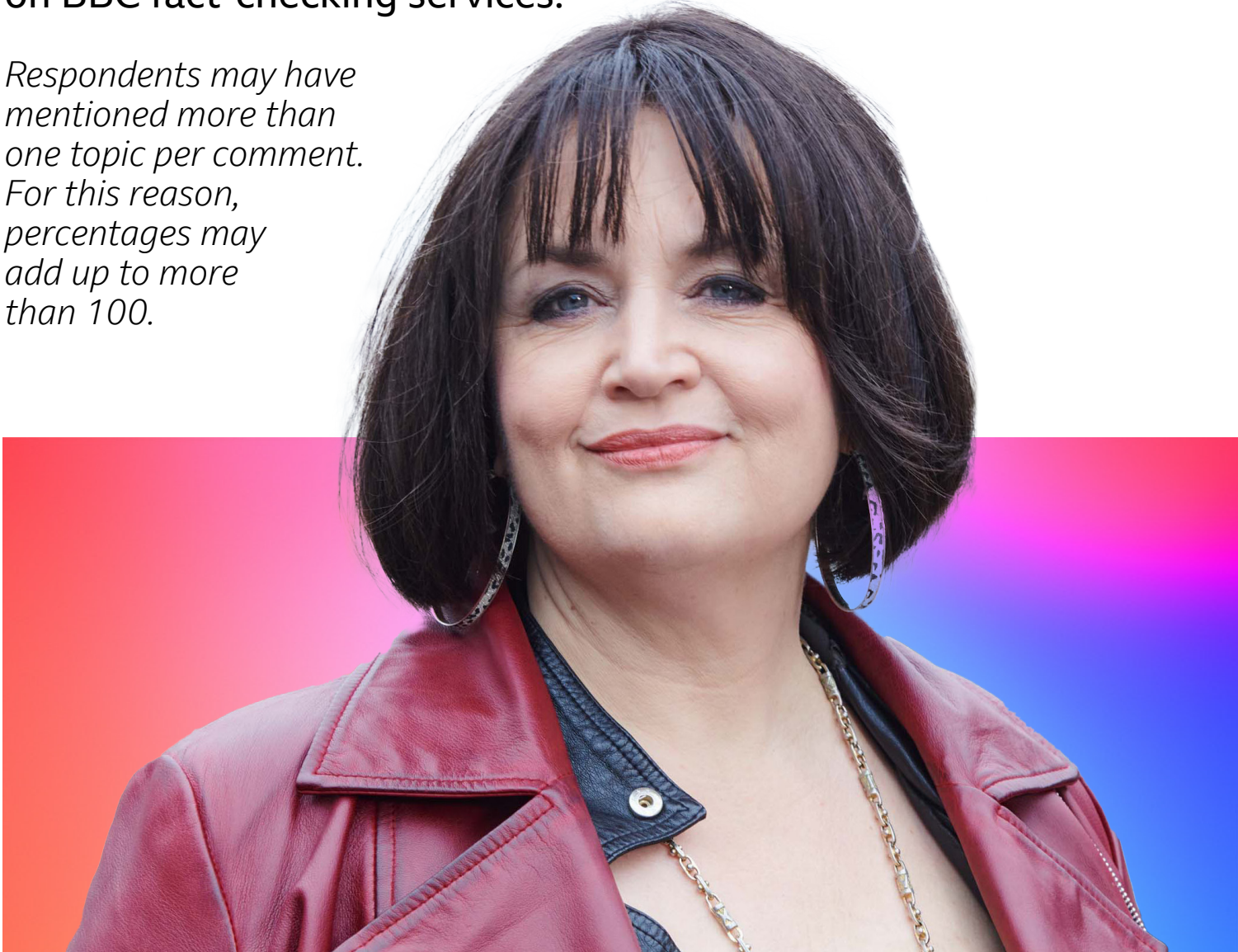
**17%** gave views on:  
**TV licence fee and funding**  
including views on the TV licence; calls for an alternative funding model; and comments on the cost and value for money of the TV licence fee.

**16%** gave views on:  
**The running of the BBC as an organisation**  
including comments about controversies associated with the BBC; the importance for the BBC to be independent; salaries; and expressions of support for the BBC as an organisation.

**11%** gave views on:  
**Diversity, representation and inclusion**  
including comments on political correctness; concerns about the balance of representation between different audience groups, with calls to be both less diverse on screen and on air as well as more diverse; and a desire for increased representation of different parts of the UK outside London.

**9%** gave views on:  
**The BBC’s role in accuracy and fact checking**  
including tackling misinformation and feedback on BBC fact-checking services.

*Respondents may have mentioned more than one topic per comment. For this reason, percentages may add up to more than 100.*





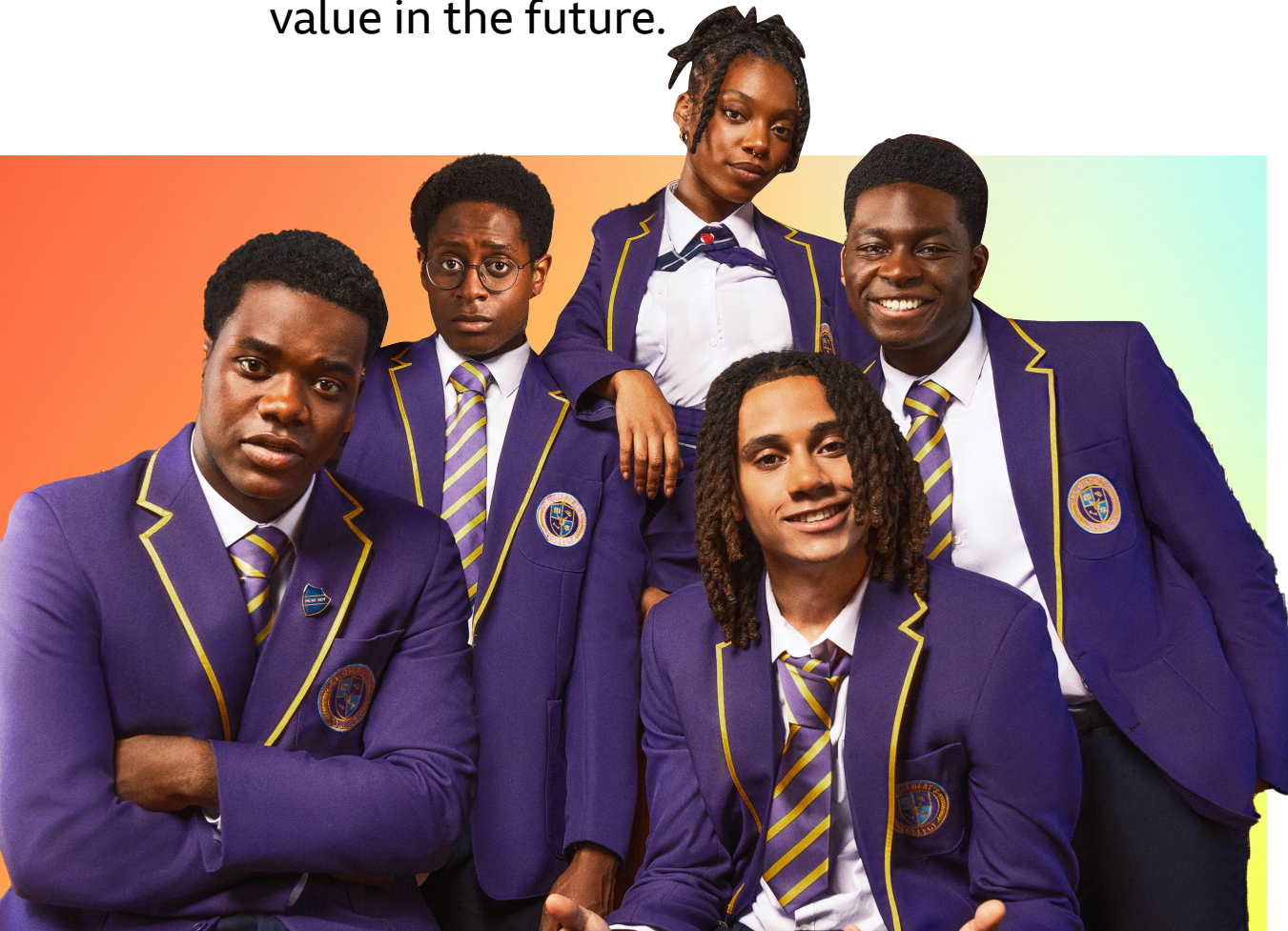
# WHAT WE WILL DO NOW

Right now we are going through what you have told us in detail.

We are looking at how best we can respond to your feedback on impartiality and the running of the BBC. We are working through your comments and the improvements you want for BBC programmes, content and services as we consider what we offer in future for audiences.

It's clear that there is strong support for the BBC's founding mission to inform, educate and entertain the whole country. Our core commitment to serving the UK public will not change.

But we are also working on new plans that will help us respond to your feedback and deliver more for audiences and the UK in a fast-changing world. We are exploring a number of questions to give you and your family more value in the future.



## How can we make the BBC more accountable

to the public and more responsive to your wishes and needs?

## Where can we invest more across the UK

and support economic growth and jobs by commissioning and making more programmes and content around the country?

## What more can we do to fight disinformation

and support impartial news and trusted information at home and around the world?

## How much further can we go to support more local news

reporting and services across the UK?

## How can we harness the potential of AI in a safe and trusted way

to support children's learning and help the next generation?

## How can we help make sure no one is left behind

as the UK moves fully to a digital future?

# WHAT HAPPENS NEXT

We will work up our plans in the months ahead. We will also discuss them with government, which will ultimately take the decision on the overall future focus and funding of the BBC, after consulting with the public.

The licence fee needs modernisation and reform, so we will continue to explore actively all options that can make our funding model fairer, more modern and more sustainable.

Above all, we will keep listening to you, our audience. We want to make sure we are on the right track, especially when it comes to key issues like independence and how well we reflect the lives of everyone in the UK. And we want to hear more from younger people as the next generation of BBC audiences.

Please keep shaping the future of your BBC and thank you for having your say.

