



British Broadcasting Corporation
Broadcasting House, London W1A 1AA

From the Director-General

18 July 2025

Dame Caroline Dinenage DBE MP
Chair, Culture, Media & Sport Committee
House of Commons
London
SW1A 0AA

Dear Caroline,

Thank you for your letter of 25 June regarding the work of the Editorial Guidelines and Standards Committee.

As we often discuss with you and your Committee, the BBC has a duty to serve all audiences. Providing a universal and impartial service is intrinsic to the BBC's mission and lies at the heart of our Value for All strategy.

The BBC carries out detailed research to make sure we are offering value to all licence fee payers. On average we reach 94% of the population each month and 84% each week. But our research shows that some audience groups get more value from the BBC than others – for example, ABC1s give higher scores than C2DE audiences, older audiences tend to say they get more value than younger audiences, and audiences in England give higher scores on average than those in Scotland. Ofcom has also previously highlighted where the BBC needs to go further in ensuring value for all groups.

[Ofcom Annual Report on the BBC 2023 2024](#)

A lot of our work focusses on audience trust in the BBC and in recent EGSC meetings trust in the BBC, among all audiences, was discussed. This included voting preferences. The discussion went on to focus on voters of Reform UK as research has indicated they represent a section of the population who no longer have trust in established politics and media. As the UK political landscape changes, it's important that the BBC understands changing audience behaviour. We view this as standard work rather than a special project as we look at different groups and demographics.

The Executive always looks at numerous pieces of research as it looks to create the right balance of content. It is right that the EGSC hold the Executive to account on how they perform for all our licence fee payers. However, a single EGSC discussion does not directly impact commissioning but challenges the Executive to ensure we are delivering value for all.

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We continue to strive to serve all our audiences, across a broad range of different demographics and viewpoints, providing them with impartial news, content and information, on the issues that matter to them.

I look forward to meeting in September.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'T. Davie', with a stylized flourish at the end.

Tim Davie
Director-General