

Breaking The Fourth Wall

**The BBC, Public Trust and Britain's
Creative Future**

To view the full report, please visit the following link:

<https://www.goodgrowthfoundation.co.uk/breaking-the-fourth-wall>

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The BBC, Public Trust and Britain's Creative Future

"We're paying the TV license for a reason ... but the number of people paying the TV licence has gone down a lot. And I think that's a reflection of the distrust in the BBC ... It's important that they're on board with the public."

Man, Labour-Left Switcher from Acocks Green

The BBC is one of Britain's greatest national achievements: it puts Britain on the global stage in a way that few institutions can.

But it is under threat, without action, the consequences for public life and the creative industries will be severe.

50%

trust the BBC less than 10 years ago

65%

say it is important that the UK has an independent public service broadcaster

87%

think it is important that news is impartial

GGF Insights Polling: 16-20th January, 13-16 February, of 2,000 British adults

How can the BBC rebuild trust and secure its future?

Our report sets out policies under **four pillars** for how the BBC can earn back public trust to protect it from political interference, commercial rivals, and the argument that it no longer deserves public funding.

- Trusted
- Visible
- Competitive
- Cultural

"I don't know where the money goes ... I didn't know that it covered all that"

Woman, Labour-Left Switcher, Hilsea

Headline Policies

The Household Licence: The Household Licence replaces the TV licence with a digitally managed flat annual fee accessed through a verified household account. Free registration is required for BBC services, while watching live TV or iPlayer requires a paid upgrade creating a fully verified, account-based system instead of the current honour system.

Triple Lock for Political Appointments: The five government appointed BBC Board members serve single, staggered five-year terms, with strict limits ensuring no Parliament can appoint more than three. All nominees face a Select Committee hearing with a potential veto, and any mid-term replacements serve only until the end of that Parliament.

BBC on Your High Street: A programme to embed the BBC in everyday community life through public screenings, library hubs, and high-street partnerships. It brings content into shared civic spaces, making the BBC a visible, local presence across the country.

Lifting the borrowing cap for BBC Studios for children's content and a new PocketSize learning portal: Allowing BBC Studios to increase borrowing to invest in children's content and educational technology. It aims to create safe alternatives to commercial social media, including a new PocketSize app expanding Bitesize into a unified learning and wellbeing platform.

The Creative Talents Foundation Year: A year-long BBC & DCMS programme offering paid entry into the creative industries for young people excluded from education or media careers. It consolidates existing schemes into one pathway with a living-wage stipend, removing unpaid barriers and prioritising potential. targeted at needs

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CULTURAL

POLICY

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