

Professor Robert Beveridge

Sent by email

Thank you for the opportunity to be involved in the consultation in respect of the updated BBC Editorial Guidelines.

As always, it is good to see the level of care and attention which the BBC devoted to such matters .

My response is on two points .

Firstly, the issue of due impartiality.

It is a priority but does it have to be designated as first ! Surely accuracy is more important as all else flows from that and perhaps the wording of the guidelines could emphasis this

Secondly, we are all aware of the complexities and nuances involved in determining what is mean by impartiality and I note that the BBC is delivering staff development to help with this .

If BBC folk need training, so much more is the challenge of the general public to come to an understanding .

Whike the term is not fully synonymous, is there a case for more use of 'neutrality' in and when the BBC refers to impartiality.

I hope you find these comments to be helpful.

For the record, they are not to be taken as confidential and may be published alongside my name as appropriate

Professor Robert Beveridge. FRSA