



15 MAR 2010



Mr. Jones, Dr. Jones

Caroline Thomson
Chief Operating Officer

Thursday 11th March 2010

Mr Carwyn Jones AM
First Minister
National Assembly for Wales
Cardiff Bay
CARDIFF
WALES
CF99 1NA

Dear Carwyn,

I would like to ask if you would be willing to take part in a telephone survey about the current role and performance of the BBC as part of an ongoing research study among influential figures that we have commissioned from the opinion pollsters Populus. We are planning now to undertake the next tranche of this work, particularly related to our recently announced strategy review.

The research is confidential so we will not know if you take part. We know we are not alone as an organisation in being interested in understanding how people with influence rate our performance. However, our public service remit and public funding makes it all the more important that we take account of what we learn and the research we have gathered so far has been helpful.

Someone from Populus will contact your office in the coming days to see if it will be possible to schedule a time to speak to you over the next few weeks.

Thank you for giving this invitation your consideration.

Best wishes



Caroline Thomson
Chief Operating Officer