



Expressive Software Projects Ltd

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Kennedy Humphries
Public Service Broadcasting Policy Branch
Department for Culture, Media and Sport,
2 - 4 Cockspur Street
London
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26th July 2002

Dear Kennedy,

ESP have been recently made aware by the Digital Learning Alliance of plans by the BBC to provide free Digital Curriculum resources.

ESP has been in business for 15 years during which time we have worked hard to develop quality ICT resources for UK schools. We can only do this on the basis that we are paid for our time and we achieve this by selling software and resources to schools. If the market is flooded with free resources then it has the potential to destroy a healthy market and put software companies like ESP out of business.

In the early days of school computing grant money was made available by the government and this led to the market being flooded with low cost and free materials. This made it hard for commercial companies to work in the same market and develop their products and expertise. Over the 15 or so years since then the market has recognised the need to pay 'sensible' prices for products so that companies can provide good support and go on to develop new products. I believe that the BBC Digital Curriculum service will gravely endanger our industry and as a consequence reduce the availability of good quality UK based ICT resources.

I fully support the Digital Alliance report that outlines their concerns regarding the BBC Digital Curriculum service. I strongly urge you to consider the issues raised and take a fresh look at the BBC proposals in the interest of supporting this currently healthy ICT industry.

Yours sincerely,

Dr. Andy Pierson.

Software designer, Author, Director of ESP.