

Dear Mr Stock

re OFCOM Consultation - 'Licensing FM commercial radio in the future'

Of the 15 questions that you have raised in the consultation I would like to respond to Question 4 which specifically refers to our area, South West England.

I think that you should not aggregate any of the potential licence areas within the region for a number of reasons:

Firstly, you have already started the process of earmarking city-based stations in the south west by allocating them for Plymouth and Torbay. If they are to get one then Exeter, which is the regional capital and largest administration centre, should also.

Secondly, a regional station would not accurately reflect the distinctiveness of the region's cities. Exeter, Plymouth and Torbay are all quite different and Ofcom should be seeking to highlight localness in its next round of station allocation. The demographic and cultural make-up of Exeter demands a unique approach.

Thirdly, there is a strong demand for a more localised commercial station. The Phoenix is a thriving arts and media venue but we cannot afford and do not wish to advertise on Gemini, the only existing commercial station in the area, because of the largeness of its broadcast area and homogenised programming. A more focussed station with a greater variety of programming would allow us, and many other similar businesses, to target a much wider cross-section of the local population.

Patrick Cunningham
Director
Exeter Phoenix