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**Representing:** Felixstowe Radio

**Comments:**

Working within local community radio I find it hard to defend local commercial radio, which is increasingly controlled by expanding companies, and so the local quality can often be subsumed by the needs of national advertisers and of the owning company. Local has largely been lost. In any case they contain very little local interest. Only rarely is local music presented, and there is little effort, other than phone-ins - many of which are of dubious value - to involve the local community. The only local input is that they only broadcast across a limited geographical area. Put the same companies on the Internet and they will fail, because they offer no individuality, and little difference can be identified.

To conclude it is my view that allocating bandwidth to such companies is a waste of a valuable resource.

For community radio I hold a different point of view. The problems here remain locked in funding and lack of audience reach. They have yet to be properly recognised as a valuable resource. Few people understand how important local radio and TV can become if properly resourced. It's funding needs to be greatly increased - and BBC local services should be severely curtailed to provide at least part of that money. Added to that is the need for professional training programmes, easily accessible, to allow more people the opportunity make programmes. In Felixstowe we have an inexhaustible supply of stories, but will always lack enough presenters and producers.

Finally, as this submission must be brief, we must reconsider the role and function of radio. It is no longer a box in the living room, set to one station, around which the family gather. It needs to move towards a totally digital format, and be integrated into all other digital services. Internet broadband sets a limit now, but other technologies are emerging that will allow all communication systems to merge, and become nationally accessible, at relatively low cost. Radio can be produced quite cheaply, with an acceptable broadcast quality. Integration to create a local yet global network will remove the need for expensive broadcast equipment. Why will we need a national broadcast service when all services can be accessed through local networks, by cable or satellite or local broadcast systems?