

# Cambridge 105 FM

## Your details

- Full name: Robert Chipperfield
- Representing: Organisation
- Organisation (Optional): Cambridge 105

## Your response

- *Q1. Ofcom would like to run a short, focused community radio licensing round. Our preferred option is to invite applications in areas where we have evidence of demand, after checking that there is a suitable frequency. Do you agree with this approach? If not, tell us why and what your preferred option would be.:*

Yes, to the extent that the potential new licensees do not risk excessively diluting the market for existing services (commercial and community), where better collaboration would actually result in a more beneficial listener experience.
- *Q2. a) New community radio stations: Do you agree with our proposed revised coverage policy in relation to new community radio services? If not, please give us your reasons.:*

Taking into consideration the target community is key - beyond that of a specified radius. In some areas, target communities are heavily commuter-focused, and so covering, for example, those who work in a city also requires extension beyond the city into the "commuter belt" of surrounding villages to adequately cover the community across their daily lives.
- *b) Improvements to coverage for existing services: Do you agree with our proposal to consider requests to improve coverage within the licensed area for existing licensed services? If not, please give us your reasons.:*

Yes - as with Q2a
- *c) Extensions to coverage for existing services: Do you agree with our proposal to consider requests to extend the existing licensed area of a community radio service into an adjoining area or locality? We will consider such requests against statutory criteria, and propose to use six core considerations to help us decide whether or not to agree to a request. Do you agree with the core considerations we propose to use? If not, please give us your comments.:*

Yes, within the bounds of Q2a above. For example, in Cambridge, many of those who work in the City commute in from outlying villages. These villages are individually highly unlikely to be served by separate community stations, but their inhabitants are very much part of the Cambridge community as a result of their work and social lives. Allowing us to extend our geographic reach to these villages would allow us to better serve the community of Cambridge, as defined

by the ~5km boundary. With most of the population in our target area travelling significantly in excess of the notional 5km radius, extending coverage to include these commuter belt villages would allow us to better serve our target community. In geographic areas with less commuter-focused populations, this may be less of an issue, but in East Anglia at least, housing constraints mean the reality is a highly mobile population who demand consistent coverage.

If the continued push of consumers to DAB as a primary means of reception is to continue, then ensuring economically feasible access to DAB transmissions by community radio stations is important: access to commercial DAB multiplexes is unlikely to provide this. Given the demonstration in the small-scale DAB trials that the cost of transmission hardware need not be prohibitive, perhaps consideration should be given to a licensing scheme to allow community radio stations to establish small-scale DAB transmitters independently of commercial and national multiplexes, or ensure a regulatory framework is in place to guarantee access to existing small-scale multiplexes at fair and reasonable pricing

- *Q3. Do you agree with Ofcom's proposals regarding its community radio work priorities? If not, please tell us why.:*