

Val Lloyd AM, Swansea East & Andrew Davies AM, Swansea West

Our ref: VL/CG

Rhodri Williams
Director
Ofcom Wales
2 Caspian Point
Caspian Way
Cardiff
CF10 4DQ

29 August 2008

Dear Rhodri

Re: Co-location of The Wave, Swansea Sound and Valleys Radio

We write in support of the above proposal.

We understand that the proposed co-location of the three stations follows from continued audience loss for Valleys Radio, and from the need to move to updated premises for all three stations.

To co-locate all broadcasting facilities in joint premises, Valleys Radio, Swansea Sound and The Wave in a single South Wales Headquarters such as the one being proposed at Swansea Gate Business Park, will realise economies of scale, which in turn will generate some extra investment for new FM transmitters across the Valleys.

This will increase audience rates for Valleys Radio, which is currently only available on AM frequency.

However, as Swansea public representatives, we are, of course, anxious that Swansea Sound and the Wave should retain a strong local identity and profile. While we understand the need for an urgent rescue package for Valleys Radio, we would not want this to be achieved at the detriment of the two other stations serving communities further west.

We also wish to make clear that any office relocation proposals must take into account the needs of staff currently based at Gowerton. They should be kept fully informed throughout the whole process, and travel arrangements should be discussed.

We also, of course, would strongly oppose any plans to cut jobs as part of the relocation strategy.

Val Lloyd AM, Assembly Member for Swansea East
National Assembly for Wales, Cardiff Bay CF99 1NA
Tel: (029) 2089 8728 Fax: (029) 2089 8317
E-mail: Valerie.Lloyd @wales.gov.uk