

## Consultation response form

<b>Consultation title</b>	<b>Localness on commercial radio</b>
<b>Full name</b>	Llinos Dulyn Owen
<b>Representing (delete as appropriate)</b>	Self

## Your response

<b>Question</b>	<b>Your response</b>
<b>Question 1: Do you agree that Ofcom's duty to secure 'localness' on local commercial radio stations could be satisfied if stations were able to reduce the amount of locally-made programming they provide? If not, please explain the reasons and/or evidence which support your view.</b>	No. Such generalisation and rules may work when you combine Yorkshire and the East of England in to one area but to put the whole of Wales in to one area shows a blatant lack of understanding. Culturally and linguistically Wales is a hugely diverse place. Without even taking in to account the hugely varying numbers that speak the Welsh language dependant on the area (from 87.8% in Llanrug to 7.8% in Blaenau Gwent) you must also consider that even when conversing in English the differences in dialect make truly local sounding radio impossible to achieve. Although Wales is a relatively small country, infrastructure dictates that many people in North Wales actually have more in common with the North West of England than somewhere like Cardiff. For example a trip to Liverpool to see a concert or attend an event may take a 1.5 drive, Cardiff or Swansea would be at least a 4 hour trip each way.
<b>Question 2: Do you agree with our proposed amendments to the localness guidelines relating to locally-made programming? If not, please specify any amendments you think should be made instead (if any), and explain the reasons and/or evidence which support your view.</b>	Further to my first response, Welsh language is hugely important in the Anglesey and Gwynedd area currently served by Capital Cymru. The presenters are North Walian, they speak in the same manner as the listeners, they live amongst the listeners and understand what is important to the listeners. A courtesy shout out and name drop of a village in Anglesey will hold little weight when coming from somebody who, in all reality, has never even stepped foot in the

	<p>area due to the distance and difficulty of travel will not hold any weight.</p>
<p><b>Question 3: Do you agree with our proposed new approved areas? If not, please specify any alternative proposals you think should be considered (if any), and explain the reasons and/or evidence which support your view.</b></p>	<p>I totally resent the fact that the whole of Wales be classed as one area due to the reasons and figures provided in response to question 1. How can a presenter for example say that he is looking forward to event X in a town 200 miles away? Listeners are not stupid and will know that there is no chance that said presenter will be attending or generally understand what is going on in 80% of the area being broadcast to.</p>
<p><b>Question 4: Do you agree with our proposed amendments to the localness guidelines relating to local material? If not, please specify any amendments you think should be made instead, and explain the reasons and/or evidence which support your view.</b></p>	<p>My main concern is the Welsh language output and how that may be affected by the changes. As a first language Welsh speaker and avid listener to Capital Cymru and its predecessors Heart and Champion FM I am deeply concerned that my mother tongue and that of 80% of my community will be watered down to a token gesture of a few hours by a presenter of low calibre that is recruited not due to talent and ability but just due to the fact they can speak Welsh. Potentially moving North Wales' only Welsh language commercial radio station to an area where very few people speak Welsh narrows the recruitment possibilities and will therefore result in a far lower standard of output which would lead to a downturn in listeners and ultimately the death of a hugely valuable service which has been loved and relied upon for many years.</p>