

## Your response

Question	Your response
	<p>Confidential? N</p> <p><i>Do you agree that for the purposes of where locally-made programming may come from, Ofcom should approve the 'South of England (Bauer)' area in relation to the 12 local licences listed in Section 2 of this document? If you do not agree, please give reasons.</i></p> <p>I and my family do not agree with the change to where “locally-made programming” may come from. The coastal regions served by Spirit FM must not have their <u>LOCAL</u> broadcast media homogenised with the Thames Valley and Buckinghamshire regions. The northern parts of the proposed “South of England” area have significantly different listener demographics from the population of the regions closer to the coast.</p> <p>By definition LOCAL radio should be <b>LOCALLY</b> focussed and produced accordingly. Failure to keep to this core principal would render the stations much less relevant to local residents. Ultimately listeners would migrate to the larger national stations, leading to loss of advertising revenue for the rebranded “local” station (revenue based on listener numbers). Local smaller businesses would no longer have access to <u>local</u> radio advertising, as the majority of listeners to the new rebranded station would be outside their local catchment area. Their advertising spend would therefore be largely wasted.</p> <p>The coastal area has to some extent its own micro-climate. Weather and traffic reports for the Thames Valley and Buckinghamshire would be irrelevant to most local radio listeners on the coast. Information from 100 miles away cannot be considered as “LOCAL”.</p> <p><b>OFCOM must block this proposed change.</b></p>