

**21. Name withheld**

**Question 1: Should Nation Radio Ltd be permitted to make its proposed changes to the Format of Nation Radio, with particular regard to the statutory criteria set out in Section 2 of this consultation document? (Section 106 (1A) of the 1990 Broadcasting Act, as amended, relating to Format changes).:**

As a South Wales business that uses radio as a main marketing too, we believe Nation Radio should be given permission to make its proposed format changes. We feel that the requirement for Nation Radio to play a specific type of music is too restrictive. Their proposed format change would certainly be an advantage to our business in terms of a broader target audience for our radio campaigns.

In summary, we understand Nation Radio's desire to adapt its strategy, just like any other business, and we fully support Nation Radio's request to amend its music remit.