

23. Semmens D – Happy Home Furnishers

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 an established business and advertiser with confidence in Nations management I believe they should be granted permission. As a commercial station they need to be successful in a competitive market. I am confident they have their valid reasons for the change and the need is there. I do hope they will be allowed to manage their business as they want to. There are plenty of very similar Radio stations these days and this change will be refreshing. Give them a trial period at least and give the listeners an opportunity to decide if they are to be successful