

Name Withheld 1.

Question 1: Should Swansea Bay Radio Ltd be permitted to make its proposed changes to the Format of Nation 80s, 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).:

Nation 80s is one of a handful of locally focused radio stations serving the wider Swansea Bay area. The recent change from the generic Swansea Bay Radio to a 1980s themed approach has been welcomed by myself and peer group as it provides the opportunity to hear music from our youth (we are all aged 35+ with many of us on the ++ range). Music from this Decade provides a wide variety of styles and genres and caters for many different tastes in a way that many other local stations cannot as their focus is on the Radio 1/ 2 type chart music and promoted play lists.

Whilst Nation 80s plays worldwide hits from 20-30 years ago, the flavour is distinctly local with news, travel, sports and event guides focusing on life in the area. As a self employed Financial Adviser working to support many local businesses, I feel that the reduced "natter for the sake of it" and increased music element of the programming has been a vast improvement for myself and many of the premises I visit. I feel that a move away from repetitive, banal and pointless phone in competitions has been a positive decision and, whilst brave, it has helped to improve the quality of the output without losing touch with local happenings. I have noted that I am far less likely to turn the radio off or over with Nation 80s to avoid frustrating phone-ins and annoying announcements than i am with other local stations. As a result of the reduced talk time, the news, weather and local guide information messages tend to stand out more and not get lost in the mess of messages. If I wanted chat i would tune to radio 4 or 5.

Nation 80s has developed a niche position by playing quality music with reduced quota of talking. However, in my opinion, this has not created a barrier to competition as it has not created a position which cannot be replicated. The quality of its output comes down to the choice of records: to mix the familiar Gold with the occasional forgotten nugget. The continued quality of verbal output is derived from the local connections and relationships it has developed with businesses, Councils, public bodies and agencies, communities and sports organisations. As such, Nation 80s does not need a high proportion of local people on air to provide a local voice.