

Consultation response form

Question	Your response
<p>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.</p>	<p>Confidential? – N Yes we agree Our thoughts are in line with Radio Centre’s response</p>
<p>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.</p>	<p>Confidential? – N Yes we agree with the proposed amendments. Our thoughts are in line with Radio Centre’s response</p>
<p>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.</p>	<p>Confidential? – N In principle we agree with expanding the approved areas. However specifically we believe East Cheshire and therefore Silk FM in Macclesfield should sit in the North West or Granada TV region not the Central region. The reasons are fourfold Cheshire as a County (and therefore Cheshire East) is part of the North West not the Midlands and firmly aligns itself to the North West. Cheshire as a County (and therefore Cheshire East) is part of the old Granada TV region (North West) not the Central TV region (Midlands) The proposed approved areas currently splits the very much aligned County of Cheshire in two. Finally we operate radio stations in East and West Cheshire and the proposed approved areas may restrict our ability to participate in the changes put forward by Ofcom should we wish to do so.</p>
<p>Question 4: Do you agree with our proposed amendments to the localness guidelines relating to local material? If not, please specify</p>	<p>Confidential? – N Yes we agree with the amendments.</p>

any amendments you think should be made instead, and explain the reasons and/or evidence which support your view.

Please complete this form in full and return via email to localness@ofcom.org.uk or by post to:

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