

Your response

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<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>I understand that some footprints make sense to potentially merge/share. The North West of England is a clear example. It makes no sense to have Heart and Smooth North West but Capital has to provide separate services in Liverpool and Manchester.</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>My "meet you halfway" would be the new larger regions have to provide the 7 hours "locally" made in those regions.</p> <p>I would also include the provision to provide a regional breakfast show as part of that obligation. These huge new regions deserve to be represented by commercial radio and I feel abandoning the obligation to provide these services does a dis-service to these huge and very distinct areas of the UK.</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>I have read some comment about the southern regions perhaps being too large but I am not informed fully to comment.</p> <p>The rest of the UK wide map makes sense. These large scale regions could and should flourish with their own programming mixed with shared national content.</p>

Question 4: Do you agree with our proposed amendments to the localness guidelines relating to local material? If not, please specify any amendments you think should be made instead, and explain the reasons and/or evidence which support your view.

I am a proud Scot and my country, the people in it, our culture, our music, our “banter”, the way we speak etc have to be protected on commercial radio. To be honest, we already fail to reflect Scottish music on commercial radio. There is no representation at all and the major UK networks pipe in music logs from Manchester and London. Not one music log on Bauer FM, Heart or Capital in Scotland is created here. Without local radio support through the years, what would have happened to Simple Minds, Texas and Paolo Nutini? I understand that local radio licenses are not here to make musicians stars, but these stations are supposed to reflect the area they serve and that will be reduced further with a greater reduction in locally/regionally produced programming.

During the World Cup, which Scotland sadly did not qualify, Scottish radio listeners were bombarded with English callers, excitement about the matches, “It’s Coming Home”, live news casts from England fan zones and more. Please don’t take this observation as being bitter, it just sounds foreign. It is alien to here but at least there are 7 hours a day from here right now.

We do not have a BBC local radio network in Scotland ready to step in and fill the gap left by reduced locally made commercial radio programming. Something England is fortunate enough to have.

BBC Director, England, Helen Thomas clearly agrees with my sentiment about the importance of local radio. She recently said in a staff memo published by Radio Today: “At a time when many competitors are moving away from local services, we are focused on investing in serving local communities – and I firmly believe local radio’s place is at the heart of our communities.” I believe this to be the case too.

Commercial radio revenues are at an all time high and listening figures have never been better. I see no justification for the suggested changes to hours in the nations/new larger regions.