

I am writing a response with regard to the proposals by Ofcom for deregulation within the commercial radio industry.

It seems an odd proposal for Ofcom to even consider taking the number of local hours provided by stations down from 7 to 3 and to hugely increase the size of approved areas for 'local' production. Considering the industry has achieved such great revenue and audience figures. Ofcom's focus should be on maintaining the current licence requirements rather than looking at cost reductions for commercial radio.

Local breakfast and drive time shows are so important to the relevant communities which they serve, providing vital information - news, travel, weather, along with entertainment and local presentation reflecting the areas they broadcast to. Whilst the proposals suggest that providing this information from larger areas would be sufficient, I'd argue that if the survey was conducted in such a way that questions directly asked 'how would important is it that X station is broadcast from Y location and how would you feel if your local station broadcast from elsewhere', I think this would throw up some more interesting and relevant answers, particularly in the regions.

Even simple things like school closures, blocked roads, and bad weather - how can a regional commercial station reflect this accurately if they're not based in the current TSA where the activity is taking place and there's one local show broadcasting to the larger region. Listeners enjoy the interactivity with their local stations, being able to speak to the local presenter about what matters to them in their community.

I hope that Ofcom take time to consider all opinions and not just those of the businesses commercial radio deregulation will benefit financially from.