

Your response

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<p>Question: Do you agree with our revised proposals for approved areas in Scotland and Wales? 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? – Y / N</p> <p>I am grateful that Ofcom has responded to the concerns raised by respondents to the previous consultation regarding the impact of the original approved areas on local radio in Scotland.</p> <p>I believe that the revised approved areas, which would retain the Glasgow and South West Scotland and Edinburgh and the Borders region and would maintain the “North of Scotland” as a non-approved area, represent a welcome improvement on the originally proposed approved areas. While these areas are still arguably too large, and fail to take into account the distinctiveness of localities within the areas, I agree with the retention of smaller approved areas and the recognition of the distinct nature of the North of Scotland.</p> <p>However, I would reiterate that the reduction in the localness guidelines remains a serious concern for the viability of independent local radio going forward, as evidenced by the response of Kingdom FM in the previous consultation, and I would appreciate further engagement going forward to ensure that Ofcom takes all possible steps to protect local independent radio stations.</p>