

Your response

Question	Your response
<p>Respondents are invited to comment on whether they agree with Ofcom's preliminary view and to frame their views and responses with reference to, or in the context of, the statutory criteria in section 106(1A) of the Broadcast Act 1990 (as amended).</p>	<p>We agree with Ofcom's preliminary view that this change should be granted for the following reasons:</p> <p>The change would not narrow the range of programmes available. As mentioned in the change request, alternative stations such as First FM already provide a service similar to Jack 2 Hits. Although First FM is a general community station and does also focus on an older audience, especially during evening programmes, our daytime programming combined with that of other stations such as Heart, does substantially overlap with the current Jack 2 Hits service. First FM also offers an outlet for specialist programmes.</p> <p>There is evidence that, amongst persons living in the area, there is support for a service aimed at an over 50 audience. As part of our evening programming on First FM we regularly broadcast "oldies" hours from the 70s and 80s. These have proven popular, though as a general community service staffed by volunteers, we have to ensure we cater for all groups and ages across our schedule. We therefore agree that the over 50 audience in the area is potentially underserved by commercial radio and would benefit from a dedicated service.</p>