

Question	Your response
<p>Question 1: Should Bauer radio (West Midlands) Limited be permitted to make its proposed change to the Format of Absolute Radio (West Midlands)?</p>	<p>Bauer Radio should be permitted to make its proposed changes to the Format of Absolute Radio.</p> <p>Currently there isn't a service that offers specifically on FM a full classic hits service. For those of a certain age who were brought up during the music of the sixties, seventies and early eighties we are currently let down by stations – many offer a token classic hit and 'best of today' format, this maybe allows 1-2 tracks of sixties and seventies songs per hour with most stations ignoring songs from the 60's. This doesn't offer a purely FM 'Gold' service in Stereo. I'm sure many listeners don't particularly want a continuous stream of stations playing a so called 'mix' of new and modern. In addition, those station that play occasional 'gold' tracks' usually play a limited 'artist' selection when many artists and genres are ignored.</p> <p>Whilst Global may offer the station 'GOLD' this is a DAB service only not FM and of course is only available on the Birmingham Multiplex so not available across the whole of the West Midlands.</p> <p>Other Global stations fail to supply this music policy of classic hits only - Heart has dropped 80's music on its FM stations pushing listeners towards Heart 80's which is exclusively on DAB. They now play no 60's or 70's.</p> <p>Smooth Radio offers music from all decades in a 'relaxing' soft music format. Therefore, upbeat songs are not played - there is nothing from such eras as 'swinging sixties' or from the 70's 'glam rock', or 'disco'. From the 80's Smooth doesn't play pop, modern romantic - key music genres that shaped the music industry in this country, so again these musical tastes are not catered for.</p> <p>Finally, stations owned by Quidem such as</p>

	<p>Touch FM and other groups offering Stations playing a mix of songs are again letting down those listeners of a certain age who want classic hits all day without hearing the modern songs too.</p> <p>Touch FM for instance plays little music from the 60's and 70's - I'm sure a copy of a music audit would definitely show a skew towards 90's noughties with most songs being current hits as opposed to a gold category. A token track or two maybe offered but is certainly not a dedicated service to listeners who want to enjoy and relive memories from their youth.</p> <p>In addition, a new local West Midlands station offering local presentation, news and information would be greeted favourably by listeners who appreciate local presenters who know their broadcast area.</p> <p>To sum up I think there is a need for such a station - no service current meets the classic hits criteria solely and would certainly in my opinion offer a solution to a missing gap on the FM dial. Not everyone wants current material or laid back 'easy listening' when it comes to golden oldies.</p>
<p>Question 2: Should Birmingham Broadcasting Limited be permitted to make its proposed change to the Format of Free Radio 80s (Birmingham)?</p>	<p>Yes</p>
<p>Question 3: Should Orion Media Limited be permitted to make its proposed change to the Format of Free Radio 80s (Wolverhampton, Shrewsbury & Telford)?</p>	<p>Yes</p>