

## Consultation response form

<b>Consultation title</b>	Global Radio stations in the south of England
<b>Full name</b>	Patrick Heeley

### Your response

Question	Your response
<p>Do you agree that for the purposes of where locally-made programming may come from, Ofcom should approve the 'Meridian' area in relation to the eight local licences listed in Section 2 of this document? If you do not agree, please give reasons.</p>	<p>The proposed area makes no sense in terms of either a "region" or localness. Towns which sit within an hour's commute to London (Crawley, Reigate, Horsham, Brighton) cannot reasonably be expected to relate to local news or features from Dorset. Likewise, residents of Banbury, Bournemouth or Southampton will not consider a news item from Sittingbourne to have any relevance to them.</p> <p>This is an ongoing problem with the "regional" ITV and BBC tv regions, and it would be most unfortunate to replicate this in radio.</p> <p>For the reasons stated, it is hard to see any benefit to the listener from this proposal. On the contrary, one suspects that Global's motivation is purely to simplify the sale of advertising by "mirroring" the itv region.</p>