

## Your response

Question	Your response
<p><b>Question 1: Respondents are invited to comment on whether they agree with Ofcom's preliminary view and are asked to frame their views and responses with reference to, or in the context of, the statutory criteria in section 19(3B) of the Broadcast Act 1996</b></p>	<p>I am the Councillor for Nether Edge and Sharrow, which is one of the most diverse wards in Sheffield, and until recently the Cabinet Member for Neighbourhoods and Community.</p> <p>I have had a long relationship with Sheffield Live! TV based on my assessment of they being a highly responsible and responsive media agency, which has provided appropriate critical edge to local politics and community affairs. The in depth coverage that Sheffield Live! TV has given through their news and feature programmes has helped inform many local debates, and they are well respected and trusted by many community organisations as well.</p> <p>This is because Sheffield Live! TV is providing an important service to the community both by providing a platform for people to voice their opinions, encouraging debate and as a creative medium for the City.</p> <p>The changes to the programme commitments set out in the consultation seem very reasonable and are likely to be supported by local audiences and not fundamentally change the character of the service. I have looked at the proposed changes to Sheffield Live! TV programme commitments and support the changes proposed and feel that increased sharing of content with other local TV channels would bring more collaborative work between different communities in the country.</p> <p>This collaborative work will also benefit those other local TV channels, which again can only be to the benefit of different communities.</p> <p>Please feel free to contact me, if need more clarification.</p>