

## 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 'South of England (Bauer)' area in relation to the 12 local licences listed in Section 2 of this document? If you do not agree, please give reasons.</p>	<p>Spirit FM has played a vital role within our district for many years – bringing local news and issues directly to the homes of the residents that live in the Chichester District. We are concerned that the new 'South of England' area, proposed by Bauer, will significantly dilute the local content, which has always been Spirit FM's strength.</p> <p>We have a high proportion of older people living in our district, who rely on local radio to keep them informed. In a time when we are experiencing a pandemic, where many older and vulnerable people are unable to leave their homes, local radio stations are a vital lifeline - not only in terms of news, but local content. Many of our residents feel that they personally know the presenters on Spirit FM. They are able to relate to the local issues they discuss and they are able to contribute to this, through taking part in the programmes by calling in or sending messages. This would not be possible under the new proposals.</p> <p>The station also supports local businesses by providing 'local advertising opportunities' which can be targeted to the area in which they are located.</p> <p>As the Leader of Chichester District Council, I would like to add my voice to thousands of others who are concerned over this proposal and would ask Ofcom and Bauer to reconsider their position on this.</p>