

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>No.</p> <p>Local radio is successful because it has a knowledgeable, passionate, trustworthy team of local reporters and presenters that care immensely about what is going on in their local area – when shows are networked the essential local content will be lost.</p> <p>Local stations are at the heart of every community and can react immediately to provide support where it is needed the most. For example our local station raised £7,000 for our local foodbank in a matter of days during Covid-19 at a time when they needed it the most. They make a difference to those who need it the most in a way big business simply cannot and never will be able to do.</p> <p>Local presenters with passion for our immediate area are invisible friends in most people's homes, cars and workplaces because the content is always relevant to the listener: shows networked generically lose the personal approach and are of little interest.</p> <p>So many vital services will be lost – local travel updates relevant to the area and school closures during bad weather to name just two...</p> <p>There is a huge place for local radio and it would be destroyed by a one size fits all approach.</p>