


Your response

Question	Your response
	<p><i>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.</i></p> <p>No, I do not agree. Spirit FM Radio is the absolute epitome of what local radio should be and these plans will be to the detriment of the local community. This radio station has gone from strength to strength over the past 10 or more years and is very much loved by its listeners.</p> <p>The Spirit team are all professional, fun, engaged with truly local issues, local people and local businesses – and quite simply they deliver first class radio. Spirit FM doesn't only deliver radio programmes it supports many local causes and individuals through running fundraising campaigns (often teaming up with local businesses), for instance collecting toys at Christmas and chocolate eggs at Easter for distribution to local needy children, the recent Bring us your Bras campaign raised money for breast cancer research. A few years ago a fantastic campaign, Chloe's New Legs, raised enough money to pay for spinal surgery for one local girl – the target was smashed and three other local children were also helped to get the same surgery.</p> <p>The "local" in Bauer's plans is for a far wider geographical area - the community "Spirit" that we already have in the Chichester, Bognor and Littlehampton areas will be lost for good if Spirit FM is included in Bauer's plans for South of England 12 local licences.</p> <p>It would seem that Bauer's plans are driven purely by the desire to put profit before listeners. Why else would you totally destroy such a high-quality local service – because be certain, Bauer's plans will NOT bring any</p>



benefits to us, the local listeners. The Covid19 experience has highlighted the value of “truly” local community radio in engaging with and supporting local people in a way that would not be possible in a much wider geographical model.

Please do not allow Bauer to destroy our local radio station, Spirit FM.