

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>==</p> <p>We do not agree with this proposal. This response is submitted with particular focus on Spirit FM.</p> <p>The committee of the Middleton on Sea Village Fete have enjoyed the support of Spirit FM for many years. This annual event takes months to organise, and over the years have raised over £105,000 for local charities, such as Chestnut Tree House Children's Hospice and St. Wilfrid's Hospice – two West Sussex based charities.</p> <p>Spirit FM have supported our fetes for years, providing on-air publicity, and entries on the local 'whats-on' pages on their popular website.</p> <p>We have had the Spirit FM van in attendance at our event on numerous occasions over the years (for no charge), providing the public address system, and giving away balloons and stickers to our visitors.</p> <p>On a couple of occasions, the fete has had to be cancelled or postponed at very short notice (due to bad weather) – and Spirit FM were very quick to announce the cancellations on air. Feedback from stall holders and potential visitors to the fete always referenced that they heard about the cancellation / postponement from Spirit FM – and this essential community interaction, by publicising the cancellation, and rescheduling of the event has saved both time and money for the volunteers who run the fete.</p> <p>We feel that this kind of grass-roots interaction, publicity and support for local communities and</p>

fund-raising efforts cannot be accomplished by presenters who do not know or broadcast from the area they are serving.

Local radio, but its very definition should serve the area the radio station was designed to broadcast to, by presenters who are based in the locality and know the area.

Local radio's strength is that it can react to local events, weather conditions, and provide an immediate source of trusted local information.

Spirit FM has spent 24 years building trust with its listeners and relationships with local businesses, charities and community groups, something that cannot be replicated or achieved on a regional or national basis.

It is for these reasons that we do **NOT** agree with this proposal, and also strongly object to the proposal by Bauer to rebrand and network the radio station, providing at best a 'Regional' weekday drive show that can potentially cover the area from Reading to Poole to Dover – hardly a 'local' radio service, as intended by the original campaign to bring a local radio station to South West Sussex.