

## 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><b>No I do not agree.</b>  <b><u>I focus initially on Spirit FM our Local Commercial Radio Station in Chichester</u></b></p> <p>Spirit FM is a local profitable radio station. It serve a wide area including all our Chichester District Council area plus area around Havant, Bognor, Littlehampton, Worthing Billingshurst, Arundel, Pulborough and Horsham.</p> <p>I refer you to their map o coverage. I know it is accurate as I am tuned into Spirit FM when i travel round the District and attend other West Sussex events.</p> <ul style="list-style-type: none"> <li>• It is profitable</li> <li>• It has a significant listener population</li> <li>• 58,200 people are tuning in every single week</li> <li>• It serves a wide community</li> <li>• It does great community activity</li> <li>• It supports charities</li> <li>• It supports businesses</li> </ul> <p>Spiirit FM is a truly Local radio station. I quit accept that local radio stations have come a long way since stations like Spirit FM where first established but accepting live has progressed Spirit FM continues to profitably serve the area. There is no local benefit in it becoming part of a homogenised regional "Greatest Hit Radio" station. This is not locl radio but regional radio serving a wider population with no roots in the community.</p> <p>There will be limited local coverage, news, travel or community information.</p> <p>To make matters worse we only knew about this possibility last Friday. Since then there has been significant media comment. No one has said they think it is a good idea. We have also had little time to discuss this at a community or Council level.</p> <p>For the sake of Spirit please do not allow this to happen</p>

**For the sake of the wider Local radio network**

My understanding is that we are looking at 49 stations that have been acquired becoming part of this new regional radio station.

If you have a ***profitable, well supported local station with listeners wishing to listen and advertiser's wishing to advertise*** then they must be kept.

I quite understand that for business reasons stations that are unprofitable and have poor listener figures should be looked at in terms of revising format, content and coverage. We do not want a business forced to run an unprofitable station IF there is no local demand or support.

So this decision needs to be based on retaining all popular, profitable and successful stations and looking at those that are not to revise and renew.

OFCOM must continue to support true local radio. It must not succumb to big business pressures who are driven by bottom line profits, shareholders and a PLC board whose main aim is to drive up the share price.

**In conclusion; since I found out about these proposals I have spoken to the founding Chair of Spirit FM, an early Director and a former MD. They are all simply horrified that we may lose Spirit and the break-up of the local radio network by an International Media Organisation with no roots in the community.**

**Please retain Spirit and other successful, supported and profitable stations**