

Your response

I do not agree that Ofcom should approve Bauer the 'South of England' local licenses. Local radio should remain local radio and especially when it forms such a vital part of the community. Spirit FM's coverage allows them to target their products and services to support and assist all who listen. When the DJ's and all the staff do so much to support the station you can see how much of an asset it is.

Here is what I think will be the impact of losing Spirit FM:

- **The loss of focused, local up to date information.** This proved to be vital during the current global crisis of COVID-19. How could a national station really get this important specific information right into the homes of our most vulnerable?
- **Strong bond and support of local charities.** Smaller charities would lose their voice amongst all the others if not given a local platform. Look at what Spirit FM did when supporting The Pink Pub Bike ride in aid of the Forces charity – All Callsigns
- **No more interactive games and quizzes.** The loss of businesses, community groups and individuals to interacting socially within their area
- **Listener centred playlist.** A regional station would mean that Spirit FM's listeners would lose the ability to give feedback on the type of music they want played.

Of course you can approve this and allow another small radio station to be sucked up by the larger companies, but at a time when community really means something again why would you?

How can Bauer hope to replicate this with a more national type broadcast. Once this and other stations like it are gone, it is unlikely to ever be the same again.

If Spirit FM were a building it would be listed and if it was a woodland it would be protected.

I request that you deny the changes that Bauer are requesting.