

## Your response

Question	Your response
	<p>Confidential? N</p> <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>I DO NOT AGREE WITH THE PROPOSALS TO LOSE LOCAL PROGRAMMING ACROSS ALMOST OF ALL THE DAY AND AT WEEKENDS.</p> <p>I have listened to Spirit FM for 24 years and I rely on this for travel, weather and local news. Bauer's proposals will mean no local programmes at the weekend, no local programmes made in West Sussex during the week except for one afternoon show which will be made in studios in Southampton. How can a radio station that broadcasts a breakfast show from Liverpool ever be considered as local programming?</p> <p>I strongly object to this in a commercial radio market in West Sussex already dominated by Bauer. Greatest Hits Radio already has a licence to broadcast on DAB, why is OFCOM and the Government allowing another frequency to be used for the same output (most of the time) with the same name and brand using the FM bandwidth? How is this legitimate and lawful competition? I request an explanation for this from OFCOM and how many members of parliament were consulted on this at the time of deregulation.</p> <p>The loss of Spirit FM will mean the people of West Sussex and I will lose a trusted</p>

Local News output including essential news and programming at the weekend. People do still listen to local radio at the weekend.

Local affordable advertising for local businesses and not for profit charities will be lost together with local regular local travel news throughout the day and not just in the afternoon.

We are set to lose with this change, programmes made in west Sussex including our local sports coverage at the weekend for local clubs. Where else will those clubs turn to for this essential coverage – they will lose followers and tickets sales will reduce and as a result likely to fold – local sports clubs need this medium for support.

I do not agree with Bauer's statement that local charities will still benefit from their proposed programming. This cannot be the case and essential support for local charities and huge fundraising opportunities will be completely lost

Spirit FM has very strong connections between the local education authority and schools and colleges in the area. Those partnership will be lost including opportunities for apprenticeships in the media industry locally. Have OFCOM considered this point and what is your response?

There is a pressing need for local news, travel and information which is only increasing. Local people rely on this service more than even now – just consider the most recent audience research for Spirit FM following COVID 19 – Have OFCOM considered this point and what is your response?

Spirit FM has raised thousands of pounds for local charities, and once successfully campaigned against the closure of a local

hospital. It has helped many great causes locally and raised the profile of many charities who without Spirit FM would not have survived. Homeless charities have benefitted enormously from Spirit FM's campaigns.

This loss will have a massive impact on the community. Bauer's one regional programme for Spirit FM being made in Studios 50 miles away in the afternoon quite simply cannot deliver proper local radio. Do OFCOM agree that local programming content can be made and delivered successfully in this way? What steps will they make to ensure this?

Local small businesses will not be able to afford Bauer's advertising rates and will not survive without meaningful and cost-effective campaigns. This will put local people's jobs at risk if businesses do not have access to this type of advertising solution. Have OFCOM considered this impact on the wider unemployment issue in a time when this is most needed?

OFCOM and MINISTERS must request that Bauer resubmits alternative options to deliver local programmes to West Sussex that are made in West Sussex – this includes local programmes on weekends. The Heritage brand must be kept to ensure listeners are not confused by the different stations already transmitting to West Sussex via FM (WAVE 105) and DAB (GHR, KISS, KISSTORY and so on) and so they have proper choice in listening habits.

What are OFCOM's views on the West Sussex radio market being dominated by BAUER AND GLOBAL and has this been properly considered and debated?

West Sussex needs and must have a proper local radio station.

Spirit FM is a profitable station and not at risk of administration. It has a large and rapidly growing audience on FM and on digital streaming and website. Therefore Bauer's rationale (in their press release) for making these sweeping changes are illogical and do not apply to Spirit FM.

I completely object to this decision on approved areas and the proposed output from Bauer and I reasonably request that OFCOM as part of this consultation process extends the period to allow the people of West Sussex to properly be consulted on.

Bauer only publicly announced their decision 6 days ago regarding their format changes to Spirit FM. Before then the people of West Sussex were not aware of the changes. This is simply not enough time and can reasonably be argued that the consultation period was not properly communicated by OFCOM to allow the impact to be properly assessed. I would like a response to this request so that I can pass on your comments to our local MPS in West Sussex who clearly have no idea about sweeping changes to local commercial radio being approved in County.

I look forward to your responses to my objections being duly answered and published.

Kind regards

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