

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>Confidential? – N</p> <p>I do not agree that locally-made programming should cease to be local. Several local radio stations will be shut down and cease local output, this is unacceptable during a time when local communities are more important than ever.</p> <p>Many local charities, organisations and businesses rely on the relationship between their local radio station and the community, a relationship that would be lost if “locally-made programming” was to become regional.</p> <p>These stations have made real effective impacts on people's lives, such as charity fundraisers to help a little girl walk, provide a life-saving operation for a young child, and even stop local hospitals from being closed down.</p> <p>Bauer would be stripping away the individuality and soul of local areas by re-branding these licences, hundreds of people would lose their jobs and many communities would lose their unique identities as a result – people don't live in regions, they live in their local area.</p> <p>Almost all of the local radio stations Bauer wish to “re-brand” have posted record listener figures, which shows that not only do these stations play an important part in listeners lives, but they are continuing to grow and flourish in the age of digital media – they still have their worth and place today.</p> <p>I am appealing to Ofcom to reject Bauer's proposals, as approving the “South of England” license would strip away vitally important assets to the local communities -which would never return.</p> <p>Thank you</p>