

Consultation response form

Consultation title	Bauer Radio stations in the south of England
Full name	Edmund John Spicer
Contact phone number	
Representing (delete as appropriate)	Self
Organisation name	N/A
Email address	

Your response

Question	Your response
	<p>Confidential? – No.</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>Response: I do not agree, and furthermore I object in the strongest possible terms.</p> <p>I have no connection with Spirit FM and I am disinterested financially / employment-wise in this matter. However I have listened to Spirit FM regularly since it launched in the 1990s. I have always appreciated the content, knowledge and charity / community supporting activities that can only be provided meaningfully by a station with a strong local presence.</p> <p>It is simply not possible for a quasi-national networked radio station to provide this same level of service to a local area.</p> <p>A claim of "localness" on a par with the size of the ITV Meridian coverage area is manifestly not local. While Bauer may have a national charity, the suggestion that a network station</p>

could meaningfully provide support (or even attempt support) to small local charities, in the way Spirit FM has done throughout its entire lifetime, is clearly not credible.

If Bauer suggest otherwise then I simply do not recognise the fantasy that they are describing.

Whatever Bauer may claim to the contrary, Spirit FM will close by any objective measure (and by any other name). Particularly in this time of the Corona Virus, mass redundancies in a local area are not helpful or constructive. So yes, it obviously matters where the programming originates.


One only needs to recall the example set by Global Radio with their Heart brand (goodbye Southern FM) and the job-shedding that happened at Capital Brighton a short-time after Global took them over. It does not require a great deal of foresight or imagination to work out where this proposed change is ultimately heading. There is precedence in a directly comparable situation here, and we would all do well to learn the lessons it teaches.

If you listen to Spirit FM for any length of time, you would know exactly where you were, what the radio station was about, what it does etc.

On the other hand I could tune in to Greatest Hits Radio online anywhere in the world, close my eyes, and not know where I was. I have listened to this station. It is generic, formulaic, bland, unstimulating, lacking in soul and the warm human personal touch, and would be an entirely inadequate and unsatisfactory replacement for Spirit FM.

The listener and the local community should be at the heart of everything a radio station does. Money is self-evidently the motivating factor here, and manifestly caring about money more than caring about the quality of the service is not putting the listener first.

Bauer Media are proposing something tantamount to cultural vandalism. As a listener who cares about heritage, high standards in radio broadcasting and quality programming, I



oppose this change in the strongest and most vociferous terms.

If OFCOM allows this change to go ahead, I refuse to be complicit in it and I will no longer be tuning in. I have caused to believe from social media that many hundreds (if not thousands) of other loyal listeners will take the same view and approach.

Edmund Spicer.