

Dear Sir,

I note that Bauer Media is proposing to replace Kiss FM in Cambridge/Peterborough with its oldies station, 'Greatest Hits Radio'.

I oppose this application on the following grounds:

\* The older end of the audience is already well-served by Cambridge 105, Heart FM, Star Radio as well as BBC local and national services. Bauer may say that Kiss doesn't attract a big audience in Cambridge but that's the licence they were gifted/awarded and if they can't make it work, let someone else have a go!

\* Kiss is the only mainstream station to play hip-hop, drum & bass and UKG music. Getting rid of this outlet would disproportionately affect minority ethnic people in Cambridge and Peterborough, both diverse cities with established BAME communities. We struggle with mainstream representation as it is.

Finally, I would like to make the point that this 'consultation' has not been widely publicised outside of the radio industry. The people most likely to be impacted by the loss of Kiss are precisely the people who will be blissfully unaware of the proposal.

You may publish my response but not my address.

Regards,

**Keith Marshall**