

Question	Your response
<p>Question 1: Should Ofcom exercise its discretion to consent to the application to vary the Bradford small-scale multiplex licensed area, with regard to the statutory and policy considerations set out in this document?</p>	<p>Confidential? – N</p> <p>The question, should Ofcom exercise its discretion to consent to application to Vary Bradford small-scale multiplex licenced area, sounds like Ofcom is mocking the people of Bradford city as well as all its local community radio stations. The fact that Bradford small-scale multiplex licensee has no other credible local community radios on its multiplex is a clear evidence that warrants, instead of varying the licence, total cancelation of this licence; instead of further encouraging or favouring the non-compliant licensee to use multiplex as their private property in isolation while not taking on board any other local station or public at large. Before using their discretion, Ofcom need to answer a simple question; how can Bradford small-scale multiplex licensed area doesn't have any local Bradford radio station as if the licensee was granted as a special favour to operate as a single station on a multiplex that was supposed to be for the whole city of Bradford and its people. Licensee is not only failing to fulfil original promised commitment, now they are demanding to reduce already scandalously minimised operation of this multiplex; does this making any sense? It is a total breach of the original idea and Ofcom's guidelines behind Bradford small-scale multiplex license. Most people involved with the original application for this small scale multiplex clearly remember the false and misleading promises that were made by the applicant on their original application, resulting in some strong and well deserving application not seeing the might of the day.</p>

Question	Your response
	<p>Bradford small scale multiplex licence holder has failed to fully honour any of those promises on the original application resulting in this variation application. It will be grossly unfair and totally against public interest to vary this application to a level that is not going to serve anyone but only the licence holder will be beneficiary. It is Ofcom duty to revisit the original application to understand that using discretion in this case will not serve any of the stake holders, especially wider public. Application of this discretion will take the concept of small scale multiplex backwards rather than forward. We recommend that this discretion ought to be used to either issue this licence to some deserving people who are capable to deliver the multiplex at a scale it deserves to delivered or force the original licence holder to honour all their original commitment or fine them if haven't be doing so as promised and agreed upon.</p>
<p>Question 2: With reference to our impact assessment, do you agree with our assessment of the potential impacts of approving this application?</p>	<p>Confidential? – N</p> <p>Impact assessment ought to be looking at what was promised on the original application and see if public received what Ofcom had awarded or are we being short changed by both Ofcom and their licence holder. Variation requested are so significant that it almost kills the whole idea of what Bradford small-scale multiplex was supposed to be. Furthermore, assessment ought to punish the culprits who made promises and commitments they could not uphold or keep. It is not that they tried and failed but it was more like promises made were totally false and no credible attempt was made to deliver what was promised; on a surface it looks like most claims made and partners presented on the original application might not have even existed because there were</p>

Question	Your response
	<p>too many missing once the service was observed and now asking for permanent change in original promises etc sows that many others could have done far better job; ultimately British public / listeners are the real victims while greedy commercial businesses concentrate on making extortionate money more than delivering a promised service; this needs to be cancelled because it looks like as if the original application/delivery targets etc have been shredded altogether and this is some sort of new much low level and compromised service that is now being offered to the people and local stations of Bradford city. Please ensure that this licensee justified using the term 'Bradford small-scale multiplex licensee.</p>