

Motion to North West Liberal Democrat Autumn 2014 Conference

Proposed by Eddisbury and Weaver Vale LP

## **Radio Cheshire**

“That the BBC establish the final missing piece in their North West local radio station jigsaw by creating a Radio Cheshire, to serve the areas formerly part of Cheshire County Council (as the boundaries were in 1974-1997), to include the local authority areas of East Cheshire, Halton, West Cheshire & Chester and Warrington.

As all other local BBC radio stations are currently funded by Cheshire Licence Fee and tax payers, it is only fair that Cheshire people should get a similar service for their area.”

Reasons for a Radio Cheshire:

1. Cheshire is one of the few English counties not covered by a local radio station, and the only one missing in the NW.
2. Parts of Cheshire are nominally “served” by 3 adjoining local BBC stations, GMR, Merseyside and Stoke, often being totally ignored by these stations.
3. Central parts of Cheshire are not covered by any station.
4. A continuing Cheshire identity assisted through local radio would be desirable after the demise of the County Council.
5. Why should Cheshire TV licence and taxpayers effectively subsidise the local stations in other areas and not receive the same service themselves?
6. The profile of the typical listener to these stations is usually people in the middle age upwards to elderly bracket, thus widening the benefit they get from radio, an area which commercial stations do not serve very well.
7. Set up costs aside, much of the running costs could be borne from the existing funding to the stations currently covering bits of Cheshire.