

Best Driver Training Ltd.

37 Bear Street
Barnstaple
North Devon
EX32 7BZ

14 June 2011

Exeter and Torbay Consultation
F.A.O. Andrea Jackson
Ofcom
Riverside House
2A Southward Bridge Road
London
SE1 9HA

Dear Andrea Jackson,

We are writing in regards to the application to extend the regional South Devon DAB Radio service to North Devon and Torridge.

Ofcom's application to extend the service this means that the area FM licence holder will get automatic renewal. This gives little change of being able to have a local radio station.

Having the Voice FM helps with traffic updates and weather updates making driving lessons a lot easier, as at peak traffic times we know which roads to avoid or use in order for our learner drivers to experience different types of driving.

We do not get many traffic updates from the current license holder, as most feel they are focused in other areas nearer to where they are based.

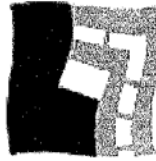
Allowing South Devon DAB radio to extend the service means only 53% of North Devon will be able to receive digital signal. Eventually only 70% will be able to receive it, leaving 30% without radio and BBC radio Devon coverage.

A high percentage of people across North Devon are able to access the use of the local radio station and BBC radio Devon with the current FM transmitter, giving them a broad range of stations to access and listen to.

Under section 314 of the Communications Act 2003 it classifies 'local material' as "material, which is of particular interest to those living or working within (or within part of) the area of locality for which the service is provided or to particular communities living or working within that area of locality (or part of it)".

Having local radio presenters would be beneficial, as they are well known amongst the community, through either doing voluntary work or presenting at events.

This allows them to see the long-term effects of work in the area and they also have a distinct connection to the area from living locally.



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Extending the Digital signal to North Devon and Torridge will be a mistake. Not only will it exclude some from the choice of being able to listen to local and commercial radio, but also it will destroy our efforts of trying to bring back a local radio station. In conclusion I disagree with this proposal and think that it should not go ahead and that the local FM licence should be put up for the chance of having a true local radio station.

Yours sincerely,

(Alan Best)