

**Title:**

Mrs

**Forename:**

Sylvia

**Surname:**

Cole

**Representing:**

Organisation

**Organisation (if applicable):**

**Email:**

**What do you want Ofcom to keep confidential?:**

Keep organisation confidential

**If you want part of your response kept confidential, which parts?:**

Organisational as this response is localized & is not national.

**Ofcom may publish a response summary:**

Yes

**I confirm that I have read the declaration:**

Yes

**Ofcom should only publish this response after the consultation has ended:**

You may publish my response on receipt

**Additional comments:**

Heart fm (Now digital) are the most professional & experienced Global radio provider, having already a very good track record delivering high quality service already to the other parts of South West England. It is not about analogue licence, but about expanding their proven success for DAB multiplex into North Devon. North Devon is always regarded as the "poorer" of the regions, with transport, business links, & communicational tools being rolled out after everyone else in other SW regions has obtained those vital facilities first.

**Question 1: Do you think that allowing Now Digital to extend the coverage area of its Exeter & Torbay local radio multiplex licence to include North Devon would unacceptably narrow the range of DAB programme services available in the Exeter and Torbay area? Please explain the reasons for your view.:**

It would expand a better quality broadcasting base which would be more acceptable as communication between all areas can only be for the good of all. This is especially so for the elderly & disabled who spend more time interested in community projects both within their own region & those available in adjacent regions. There would also be more continuity & would help preserve the uniqueness of all areas, whilst in fact enhancing programme services in the Exeter & Torbay area.

**Question 2: Do you think that allowing Now Digital to extend the coverage area of its Exeter & Torbay local radio multiplex licence to include North Devon would be calculated to maintain or promote the development of digital sound broadcasting in the UK otherwise than by satellite? Please explain the reasons for your view.:**

British Legion members who for the most part are of the third age are the target audience & the 66% of people who are retired in the SW are especially concerned that they receive good coverage (with a mini-climate) that can overcome the 3 main moors that surround North Devon ie; Exmoor, Dartmoor & Bodmin Moor -all which tend at the moment on analogue reception to be intermittently interrupted-DAB would be more economical than satellite & our supporters like to feel that they are as important as the unique area of North Devon & have an equal voice in summary.

**Question 3: Do you think that Now Digital's proposals for providing coverage of North Devon are satisfactory? Please explain the reasons for your view.:**

After reading the transparent & ethical presentation that Now Digital (Heart fm) have already provided in Exeter & Torbay -they are already have an excellent track record for delivering a seamless, quality & professional coverage -they also listen to their audiences, offering choice whilst preserving the radio ambience in areas in a way that still identifies the quality of life & the business opportunities that are synomonus with North Devon.

**Question 4: Do you consider that Now Digital has the ability to maintain its local radio multiplex service if its request is granted? Please explain the reasons for your view.:**

They already deliver a quality, economical broadcasting medium which is always transparent, monitored & user-led.

They have definately have the expertise, enthusiasm & have engaged their audience all the way along to ensure that they are delivering what people want, not what they themselves think they want. Feedback from existing listeners have proved that without population participation & survey you can never move towards a tool of good enjoyable & quality entertainment, information & involvement.

**Question 5: (For programme service providers on the Exeter & Torbay local radio multiplex only) Do you consider that there are sufficient safeguards in place to protect your rights and interests in the event that Now Digital is permitted to extend coverage to include North Devon?:**

**Question 6: Do you consider that there any other grounds on which Ofcom should approve, or not approve, the request from Now Digital? Please explain the reasons for your view.:**

This whole scenerio is not about obtaining just an analogue licence that is local, but that Ofcom should approve Now Digital request to support Digital going into North Devon - where the options are greater for local news, national, participation & preserving the character of North Devon going digital. After all North Devon must not get left behind - there is a great need for businesses & people to go forward & offer a decent quality broadcasting service for all, not just for the minority-everyone is equal & Now Digital can be congratulated in making this a feasible start for North Devon -a better place to live & work in & a place where the character is maintained, preserved & most importantly provide crucial economical sense through the highest form of communication.