

**Title:**

Mrs

**Forename:**

Diane

**Surname:**

Denney

**Representing:**

Self

**Organisation (if applicable):**

**Email:**

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

Keep nothing confidential

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

**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:**

North Devon needs a radio station that is truly local, not one based out of the area and simply clones itself to all regions.

The cost of advertising for local busines on these larger stations is often too expensive for many local traders, Plus, they really want to target the local population not always someone in South Devon.

**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.:**

**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.:**

I do not believe that Now Digital can truly cater for the needs of a rural community.

When North Devon is hit with bad weather, we need up to date, accurate and extensive information - clearly not provided by Heart this year.

**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.:**

I do not.

Because I do not believe they would have gone ahead with this proposal if it had not been for The Voice getting off the ground.

**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.:**

I do not.

I believe that it's clear that they centralise everything in one place to keep costs down.

This then impacts on its ability to efficiently deal with local issues and local people.

**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.:**

I believe that Ofcom should not approve this request if it effectively stops The Voice from getting a licence to operate in North Devon.

Local people want to feel involved with their radio station and learn about local business and activities going on, again, this just is not covered by the bigger stations extensively enough.