

Title:

Mrs

Forename:

Linda

Surname:

Heywood

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:

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.:

i think that Now Digital would find itself over stretched having to cover such a huge area that it would no longer be able to cover local news as much for the Exeter and Torbay areas.

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.:

We live in a rural area of North Devon and we cannot receive any digital radio at all at the moment - and probably won't receive any radio at all if Now Digital extends its coverage to include north Devon. so no, i feel that if Now Digital gains this licence, it will lead to the long time detriment of North Devon.

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.:

No, i don't feel that Now Digital's proposals for providing coverage of North Devon are satisfactory at all ! As it stands, it's looking like in our rural part of Devon (where farming and tourism are rife and depend on truly local radio for news and traffic reports) that we will end up receiving no radio broadcasts at all !! We have tried several different Dab radios in our house and get nothing digital at all !!

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.:

No, i feel that Now digital only has its own interests at heart and doesn't represent the views of the general public in North Devon one bit !!! I'm sure if listening figures were analysed since Heart radio took over from Exeter that the numbers of people listening from North Devon plummeted and this is because we live in a unique area here and North Devon is geographically a huge area to cover from one town. Farmers, tourists, locals, businessmen, and councils all want a service which will truly cover our area and keep us updated regularly on what's happening in OUR area !!!

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 are any other grounds on which Ofcom should approve, or not approve, the request from Now Digital? Please explain the reasons for your view.:

As i have stated above, The general view in North Devon since Now digital took over our airwaves is to switch off !! For us, as farmers, we want to hear about local news/traffic reports and concerns and we really are not interested in other parts of Devon. The music played on Heart radio is repetitive and out of touch and even teenagers around here say they won't listen to it -so who exactly is this station appealing to ? I think its future looks very bleak and i also think they have had long to have tried to prove themselves but it hasn't worked !! If Exeter wants them, let them have them, but the people of North Devon don't and we should be

allowed to choose our own service for our own area !!! I hope that we will get back a local radio service because it would be a very sad day to lose it all if Now digital do get an extension of their licence -i think it will be the beginning of the end for us !!!