

*Dear Ms Jackson, I am writing in reference to the public digital consultation and the issue of the local FM licence.*

*Firstly as member of the public I do not wish to have DAB in this area. For one thing I don't wish to have to change my household radios or the stereo in the car, I can't afford to do so. This move would also leave us here in North Devon with no chance regaining a truly 'local' FM radio station that fulfils our needs here.*

*OFCOM states;*

*What local material is*

*We take local material as defined to mean, amongst other things:*

*A listener should get a feel for an area by tuning in to a particular station, and have confidence that matters of local importance, relevance or interest to the target audience in the area will be broadcast;*

*This should include programming of specific local relevance which also offers a distinctive alternative to UK-wide or nations' service;*

*It should include content drawn from, and / or relevant to the station's licensed area;*

*Licensees should be able to identify a range of output which is specifically relevant to their local area;*

*Programming should be likely to give listeners a feeling of ownership and / or kinship, particularly at times of crisis (snow, floods etc).*

*The current licence holder 'Heart' fulfils none of these criteria. We want local people who know the area & the people (often times by name), people that will provide us with truly local news, weather & traffic news. We also want a station that will play music chosen by the local people, not music that is constantly repeated over and over the way that 'Heart' do. We want a personal service not an impersonal one, we want 'The Voice' not 'Heart'. We want the chance to have a fair bid for the 'local' licence, not to just be handed a long term service by a station that we don't want to listen to.*

*Kind regards Gillian Pidler.*