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EX32 9BB

23 June 2011

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

Dear Andrea Jackson,

This is a reply to the proposition to extend the South Devon Digital Radio service to North Devon and Torridge.

I feel this will not be beneficial to North Devon as it will leave 47% without commercial or BBC Radio Devon. This is unfair to those listeners, as it takes away their right to choose which station they wish to listen to.

Another reason I am opposed to this is that our efforts of trying to bring back a true local station, after losing it to Heart FM, will be for nothing as the current license holder will have automatic renewal. This is an unjust to those who have worked hard and put money into trying to fund the station so that our community can benefit more from it than we get from Heart FM.

Having a local station means local businesses are able to target other local businesses and the public increasing local circulation. This benefits the community and is key to business growth.

As a local business owner, I know how much work it takes to market and advertise a business and in the current state of the country we must go that extra mile to secure the welfare of our businesses. Advertising is a huge cost but a must if any business is to succeed. The Voice FM allows us to target our key demographic in our area and has allowed us to become more known, as people now know where we are and what we do.

To conclude I strongly oppose this proposition, as it does not include the majority of North Devon listeners. There will be a immense loss to those who will be unable to receive the digital signal as they will be unable to access information they may need in order to make daily routines a lot easier and less time consuming.

Yours sincerely,



(Stacey Pledge)