

Dear Ms Jackson

I have run a business in Combe Martin, on the North coast of North Devon for 40 years, and since Lantern Radio came to North Devon, I have from time to time used local radio to promote my business.

Over the past 12 months my business has taken a new direction and is more community focused, drawing new customers from Ilfracombe and along the North Coast area, and I have considered that local radio would reach many existing and more importantly potentially new customers.

I was made aware of the future possible changes in radio services in North Devon, and I was shocked to hear of the potential consequences of the proposed changes.

As I understand it, it is proposed to extend into North Devon the digital service that is currently in South Devon. This somewhat surprises me as they are two completely and totally separate regions and bear no relevance to each other what so ever, I don't need or want to know what is happening in the south of the county.

I also understand that if this were to happen, the people of North Devon would be denied the opportunity of having its own local radio station. The services we currently have, both Heart and BBC Radio Devon pay very little attention to us here in the north of the county, and being very rural in places and with the bad weather we have experienced over the last couple of winters, true local radio is a lifeline to many communities.

The biggest shock of all is I understand that the proposed coverage for the north coastline of North Devon is almost non existent, and that Ilfracombe and the village I live in will receive no local digital radio what so ever. For years I have had local radio playing both at my business and at home, so what am I supposed to listen to for local information once you turn off the current FM service, which I believe will ultimately happen?

From what I can see, the proposed new digital service will offer a vastly inferior service to that which we currently have on FM, and of equal importance will deny us the chance of a proper local service.

I strongly urge you to reconsider this ill conceived proposal, as many businesses and small rural communities could lose a valuable service for good.

Yours sincerely
Sue Sussex