

Title:

Forename:

Surname:

Representing:

Self

Organisation (if applicable):

Email:

What do you want Ofcom to keep confidential?:

Keep part of the response 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:

I want a radio station with a personal touch, run by people who recognise my name, know the area I live in and keep me informed about news, travel, events and businesses relevant to where I live and travel in the exact way that Latern and Heart North Devon did.

I do not listen to Heart from Exeter it is useless to me.

I do not have a local radio station and I am very unhappy about it.

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.:

Yes, because there is a only finite amount of relevant service and information one radio station can provide to listeners within a given area. By attempting to provide a service to

North Devon they will be reducing the service that Exeter and Torbay receive. If it did not, that would indicate that North Devon would not be receiving a fair share of the service.

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.:

No. It will damage the reputation of DAB in North Devon. Using DAB to extend the broadcasting areas of networks only serves to reduce the amount of genuine and relevant local radio services, which are so important to rural populations. It would be like the decline of the high street. The big supermarkets come in with their cheap mass-produced goods and the much-loved local grocers, butchers, boutiques, pubs, cafes etc cannot compete and the communities suffer, people lose jobs and that personal touch. Most people have no choice but to use the large supermarkets but they still despise them. It is, however, very easy to boycott a radio station if people are given Hobson's choice. Truly local radio stations are small by nature and cannot afford to go digital. Leave Digital radio licences to the National and Regional programmers and free up the FM licences for the TRULY LOCAL radio stations.

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. Of course they are not. If it will only eventually broadcast to 70% of households in North Devon, and FM transmitters are switched off, 30% of households will have absolutely no coverage at all. And what if there is not "a positive decision in 2013 by Government regarding digital switchover" The percentage of coverage will only remain at 53%. Unacceptable. Ilfracombe is in North Devon and they are not included at all. How can this even be proposed, let alone considered and, if granted, will be doing the area a huge disservice and great injustice

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. Global didn't. I don't see why Now Digital should be any different.

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.:

Yes. You should not approve the request from
Now Digital because I do not believe they will be able to comply fully with your Localness
Guidelines.