



Priory of England
and the Islands



**Caring
for Life**

**St. John Ambulance
National Headquarters**

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14th September 2006

To: Reuben Braddock, Ofcom

Re: Consultation - Business Radio Trading & Liberalisation

Dear Mr Braddock,

Thank you for the opportunity to comment on the proposed changes to the Business Radio licences. These changes appear to be a welcome simplification of the system and we look forward to its implementation.

The following items were of particular note:

- St. John Ambulance is a registered charity providing emergency medical assistance; as such we have enjoyed, to date, reduced rates for licensing purposes. Please confirm that the facility to obtain licences for charitable purposes at a rate cheaper than that for commercial enterprises will continue.
- The process for applying for a licence should be made more customer-friendly. The following problems have been experienced by St. John Ambulance and it is hoped that any review of the licensing procedure might also take these into account:
 - Once a licence has expired (whether correctly or incorrectly) it is not possible to re-activate it. A new licence must be created.
 - The current procedure and form do not easily allow application for a licence for a period of less than 12 months.
 - Applications have been made and accepted not through the company's registered office.
 - Payment must be made via cheque; payment by invoice would be more practical.

Thank you for considering our comments; we look forward to the forthcoming changes.

Please Support St. John Ambulance

A company limited by guarantee - Registered in England No. 3866129
Registered Office: St. John's Gate, Clerkenwell, London EC1M 4DA
Registered Charity No. 1077265



Certificate No. 936723/A