



BERKSHIRE COUNTY BLIND SOCIETY

Registered Charity No. 202351
Founded 1910

Ms Sara Winter
Ofcom
Riverside House
2a Southwark Bridge
London SE1 9HA

*Midleton House
5 Erleigh Road
Reading
RG1 5LR*

*Tel: 0118 987 2803
Fax: 0118 921 0715
E-mail: office @bcbs.org.uk*

19 October 2009

Dear Ms Winter

Re: 2009 Ofcom Access Services Review

I am writing on behalf of our 2100+ visually impaired members across Berkshire who benefit enormously from the availability of audio-described programmes on television, if only in being able to enjoy TV with members of their family.

Audio description is a brilliant service that has completely revolutionised visually impaired people's (VIPs) enjoyment of television. It is a narrative that describes the action, body language, facial expressions or scenery - all things that a VIP would otherwise miss, and thereby making the story clear through sound.

I understand that the Ofcom Access Services review now underway includes three options for the future of audio description, and I am writing to request that Ofcom chooses option two, which increases audio description to 20% across all channels required to provide access services.

Our VIP members have become used to enjoying theatre performances over the past few years as an increasing number of theatres now provide audio description services, and they would benefit even more if audio description of TV programmes was to be extended beyond its current limitations.

Please take on board this request for an increase of audio description to 20 per cent.

Yours sincerely

Tom Conlin
Chief Executive