

To whom it may concern,

I write with a response to your consultation for the above mentioned area, North Devon.

For many people local radio is a lifeblood, something that gives them entertainment, keeps them informed of news in their area and most of all radiates a feeling of locality- of belonging. For example- I live in Cornwall. We have Pirate FM and Atlantic FM. Two brilliant radio stations.

Then we have four community radio stations. Two of which are on the internet (NCB Radio (North Cornwall Broadcasting), Penwith Radio) and two FM (Radio St Austell Bay (RSAB), The Source FM). Between those six stations and BBC Radio Cornwall, it has created a truly local radio dynamic. North Devon should not miss out.

Local radio has many benefits. When tourists come down on holiday, and look for some entertainment, tuning into local radio gives them a new experience, and something that if they enjoy it, they may well listen in via the internet when their holiday ceases- I've seen this case countless times with Pirate FM.

- **Local jobs-** It creates local jobs, which given we're in an employment crisis of sorts is essential.
- **Stepping Stone-** It is a stepping stone for the next Chris Moyles or Bob McCreadie. Many talented presenters cannot get to London for work experience and due to the nature of such stations their experience is more than likely to be a castrated one in comparison to local radio. I would know this- I've been in this position myself.
- **A local news source in a crisis-** You will remember the chaos the snow brought last year. Local radio can give people the information they need. A national radio conglomerate cant do that. It's impossible, and is someone trying to tell me Toby Anstis cares what the hell is going on in Widdecombe on the moor?

So basically theres two choices in my eyes- you can be the toothless regulator that bows to pressure from conglomerates. Or you can be the strong regulator, standing up for local people, and local radio and innovation.

And one last thought- given there is a shortage of frequencies, how come Heart has so many being hogged?

Aaron James
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North Cornwall Broadcasting