

Guide Dogs

Guide Dogs is a working name of The Guide Dogs for the Blind Association. Registered Office: Hillfields, Burghfield Common, Reading, Berkshire RG7 3YG. A company limited by guarantee registered in England and Wales (291646) and a charity registered in England and Wales (209617) and Scotland (SC038979).
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Sara Winter
Ofcom
Riverside House
2a Southwark Bridge
London
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Dear Ms Winter

Re: 2009 Ofcom Access services review

As an organisation Guide Dogs believes audio description is a brilliant service that has completely revolutionised many of our clients' enjoyment of television. It's a narrative that describes the action, body language, facial expressions or scenery - all things that they might otherwise miss.

I understand the Ofcom Access Services review includes three options for the future of audio description. I am requesting that Ofcom choose option two and increase audio description to 20% across all channels.

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

Yours sincerely

 Kendal Yardley
District Team Manager


FundRaising
Standards Board

Moving forward together



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