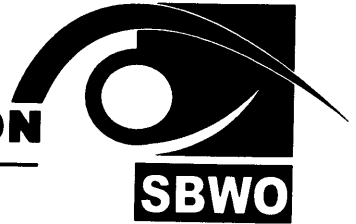


# **SOUTHEND BLIND WELFARE ORGANISATION**

*Supporting people with sight loss since 1958*



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21 October 2009

Dear Ms Winter

RE: 2009 Ofcom Access services review

Audio description is a brilliant service that has completely revolutionised our visually impaired members 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 on behalf of our 400 (approximately) members that Ofcom choose option two and increase audio description to 20% across all channels.

Audio description means that our members can sit down and watch a wide variety of TV programmes with their families, or If they live alone it offers another avenue of entertainment for them to enjoy.

Please take onboard our request for an increase of audio description to 20 per cent.

Yours truly

Maureen Stevens  
Chief Officer