

**Title:**

Mrs

**Forename:**

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**Surname:**

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**Representing:**

Self

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**What do you want Ofcom to keep confidential?:**

Keep nothing confidential

**If you want part of your response kept confidential, which parts?:**

**Ofcom may publish a response summary:**

Yes

**I confirm that I have read the declaration:**

Yes

**Ofcom should only publish this response after the consultation has ended:**

You may publish my response on receipt

**Additional comments:**

**Question 1: Do you think that allowing Now Digital to extend the coverage area of its Exeter & Torbay local radio multiplex licence to include North Devon would unacceptably narrow the range of DAB programme services available in the Exeter and Torbay area? Please explain the reasons for your view.:**

I would have no interest what impact this would have on Exeter and Torbay. This consultation is about North Devon. The whole problem with our so called 'local radio' at present is that on that all we hear about is Exeter, and places in East and South Devon.

**Question 2: Do you think that allowing Now Digital to extend the coverage area of its Exeter & Torbay local radio multiplex licence to include North Devon would be calculated to maintain or promote the development of digital sound broadcasting in the UK otherwise than by satellite? Please explain the reasons for your view.:**

Maybe, - but does North Devon need or want digital? That is the question. Going digital means buying news radios for our homes and cars. Will Now Digital be helping us all to buy these? because if Digital is introduced and FM gets switched off, its going to be yet another expensive time to keep up with technology!

**Question 3: Do you think that Now Digital's proposals for providing coverage of North Devon are satisfactory? Please explain the reasons for your view.:**

Most definately not. The percentages are too low. 50 % or so with the introduction of Digital at Huntshaw Cross, leading to a possible 70% coverage is no use. No thought has been given to the terrain of North Devon. To cover it to the point of how FM presently covers would require transmitters all over the countryside. The proposed transmitters will not serve those in the more hilly and remote areas, nor will it serve much at all of the coastline of North Devon.

**Question 4: Do you consider that Now Digital has the ability to maintain its local radio multiplex service if its request is granted? Please explain the reasons for your view.:**

I would not know without looking at previous history, and financial information. Basically my view is that 'Local FM' is what we have had previously before Heart went regional, - tried and tested. If its not broken, why fix it??

**Question 5: (For programme service providers on the Exeter & Torbay local radio multiplex only) Do you consider that there are sufficient safeguards in place to protect your rights and interests in the event that Now Digital is permitted to extend coverage to include North Devon?:**

Not applicable

**Question 6: Do you consider that there any other grounds on which Ofcom should approve, or not approve, the request from Now Digital? Please explain the reasons for your view.:**

Ofcom should not approve. It is yet another case of the 'big boys' ruining anything that is genuinely local to us in this part of the country. North Devon needs a proper local FM station again. We had Lantern FM give us what we wanted in 1992, and we would like that back again.

Heart does not mention North Devon.

We have no local traffic and travel, - a service that is of such importance to our own business of doing school contracts. In the winter we used to have local presenters, - breakfast crew in particular, scrap all normal stuff and just deal with icy and snowy roads, school closures, inform parents of what schools were closed, and inform us as transport contractors what schools were open! The list really is endless. If there was an accident, there would be an instant travel bulletin to alert us, so you can change your route. Not with Heart. You would have to wait for the next scheduled travel slot, and even then would North Devon get a mention.... Not very often.

Allowing Digital means we get Heart for at least 7 more years. That would mean 7 years of no localness whatsoever to us in North Devon, - and we have no other choice, The whole situation is disgusting.

North Devon is North Devon. Why do we have to put up with regional radio coming out of OUR transmitters?

If we want regional we go to Radio Devon. A station serving North Devon should be based here, have local presenters that know the area and give the feeling that they are 'part of our lives'. We used to have all the locals ringing up Lantern Radio, our local characters! Not any more. The family feel and fun in local radio has been ruined by Heart. North Devon needs its true local fm radio back. Heart is a disgrace, and allowing digital here to prolong it would be a travesty. The FM licence should be re-advertised without question. Heart's licence is up, and its time for a change.