

Dear Ms Jackson,

I am sending you this e-mail as part of trying to save our local radio station. I am a local through and through and i am getting really fed up with people taking this community and tearing it apart. We may be a small town but the residents of Barnstaple and the surrounding areas really do want our local station. The reason being is that we get traffic updates just as they happen, this is why our local station is more of a life line to us then you think.

We may not have the big named shops down here but we are a town and a community that is thriving!!!!

Heart radio may be a big organization and have stars such as Jason Donovan behind the desk or on air, quite frankly i get fed up with his voice and also the fact that they play the same songs over and over again, Lady ga- ga for example, in the space of an hour. In the morning before The Voice came back on air i could tell what Heart were going to play next and it was the same but in different orders each day. George Michael ect ect.

Ok down to the real point! My daughter has just started an apprenticeship with a business called B My Office who are virtual secretarial and admin service for small businesses who can not afford secretaries and admin. To my point. They take the voice phone calls and get advertising in return. Without local advertising small businesses would not be able to target there key demographics in the area thus increasing local circulation. Without this businesses would not thrive the way they should limiting the amount of apprenticeships in the area, leaving teenagers without the vocational course they wish to pursue. Should we lose our local radio station, i will worry that she will lose her apprenticeship and end up on the dole without the relevant experience that most employees require.

I work in a local school and during the winter months when the snow is falling allows us to communicate more effectively with the parents as they all turn into LOCAL radio stations to find out which schools are closed. Heart did not, during the month of December 2010, give any local school or road updates on anything to do with Barnstaple. Luckily the Voice had it's 28 day license and was able to give out this information and as soon as the information was given it was read out. Having local presenters helps as they are familiar with the area thus giving advice on alternative routes to take in order to avoid icy roads which may cause accidents.

I have just brought a new radio that is not digital. I do not wish to go out and buy a new radio just to pick up digital signal when i may not even get a local or commercial radio station as only 53% will get it in the beginning with eventual coverage of 70%. This goes against government guidelines which has advised that 90% of people should get local or commercial radio where they live.

Just because we live in Barnstaple, all we here with Heart is Plymouth and Exeter updates. We may get the odd update about the link road but this is far from acceptable or useful to those using the roads.

Why does Ofcom think they should take a system which works and benefits everyone and replace it with an unreliable output that not everyone will benefit from?

Barnstaple needs its own local radio station so that our community can thrive and increase our economies. The radio also provides jobs for locals and displays local talent that may go unheard and unappreciated.

Please stop all this unnecessary, time consuming nonsense and give us our radio station back! Not everyone wants to listen to stories about footballers cheating on their wives or songs about sex and money (Heart FM).

There are much more important things happening in the world and in our local area, which people would appreciate listening to and becoming more aware of.

Yours sincerely,

Marie Moore