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EX31 2JD

23 June 2011

Exeter and Torbay Consultation  
F.A.O  
Andrea Jackson  
Ofcom  
Riverside House  
2A Southwark Bridge Road  
London  
SE1 9HA

Dear Andrea Jackson,

I am writing to oppose the application to extend the South Devon Digital radio service to North Devon and Torridge.

I do not believe this will help in any way as the initial coverage is only set to be 53% of households. This leaves a fair amount without coverage, which is unfair. Also those who do get the signal will not be able to listen to local commercial radio or BBC Radio Devon, which would be ironic seeing as we are part of Devon.

It will also be unfair on those in the local community who are putting in A LOT of effort to bring back a real local radio station. With the extended service this will put all this work to loss, as the current license holder will get automatic renewal. This is unfair and should be put back up for application for the public to decide, as many are unhappy with the current holder, Heart FM.

We feel that their service is not local and does not help or benefit our local community in any way. With the snowfall in December 2010, we did not receive any updates on roads and traffic updates from Heart but as The Voice had its 28 days licence it made travelling easier. It gave us local, real time updates and the presenters were able to communicate better with the listeners having known which roads where were and offered advice on alternative routes.

It would also be nice to have up-dates in such weather conditions as snow, to which schools are closed. Being a mother myself, this makes dealing with such situations much easier and if the digital signal is going to be extended I may not get local or commercial radio which give out these updates.

In conclusion I disagree with the application to extend the South Devon radio service in North Devon and Torridge, as I feel this will be more of a disadvantage than an advantage to our area.

Yours Sincerely,

(Samantha Rossiter)