

Title:

Mrs

Forename:

Lynsey

Surname:

Southern

Representing:

Self

Organisation (if applicable):

Email:

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:

Please look at the big picture - radio is about diversity and offering a service at a local level. Digitising North Devon takes away our choice of LOCAL radio - we don't want generic radio that cares nothing and offers nothing for local people. Just like high streets, radio will just become clones.

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.:

yes, digitizing the region will cut off all opportunity for truly local radio - it should be the choice of US to decide what WE want to listen to.

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.:

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.:

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.:

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?:

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.:

It should not be approved, cutting off our choice for a local radio service - a service which uniquely connects residents of North Devon.

Heart is a generic clone, and no pun in intended has no "heart" in our community.