

Wednesday, 29 June 2011

Dear Andrea,

Firstly, for a North Devon consultation, I don't understand why the questions are mainly aimed at Exeter and Torbay. And you need to someone like Albert Einstein to even understand the questions to start with! Were these written to make your average North Devonian not even bother to attempt to take part in the consultation? I don't care about Exeter and Torbay or DAB for that matter, it's North Devon and FM which I'm very passionate about! I have an FM radio in every room in the house, I have FM radios all the vehicles I drive, I don't want the extra expense in buying new radios, and not even have a LOCAL station to listen to on them!

It's absolute madness that somewhere the size of North Devon is restricted from having a truly LOCAL station. No matter how Heart try and pull the wool over people eyes, they are NOT local. They are over 50 miles away from North Devon. This is like saying Milton Keynes is local to Central London, or Liverpool is local to Blackpool. Anyone, just by looking at a map, can see this is not true!!

I am a lorry driver and travel all over the country listening to a huge amount of LOCAL radio stations. Just a very quick piece of research shows, for example Coventry and Warwickshire have around TWELVE Local stations to choose from, not to mention the nationals. Ofcom happily allow 12 licences in that area but won't allow North Devon ONE licence for a truly local radio station. It's absolutely ludicrous; especially as the amount of people who have stressed how much they want one seem to be being ignored in favour of Heart.

Heart have not bothered with North Devon since a few weeks after they moved to Exeter in August 2010. Now the consultation is in place they are everywhere to make it look like they give a damn. Paying for adverts in the local papers etc, they are trying to make people believe they are local. But the most annoying thing is, once the result of this consultation is announced, they will go back to focussing on Exeter and Plymouth, forgetting about North Devon. I know this to be true, because it's exactly what happened last time they were put under the spotlight.

Heart only provide seven hours of REGIONAL (not local) programming and the rest comes from London. How can this be considered even remotely acceptable for people who live in North Devon? The amount of support for a truly local radio station for North Devon has obviously been phenomenal, I just wish Ofcom would listen to these people and not brush their views under the carpet!

I hope that my views, and the views of other people in North Devon will be taken into consideration in this period,

Regards,