

Title:

Mr

Forename:

Karl

Surname:

Davies

Name and title under which you would like this response to appear:

Karl Davies, Head of Governance and Accountability Wales, BBC Trust

Representing:

BBC Audience Council Wales

What are your comments on these proposals?:

The BBC Audience Council for Wales (ACW) believes that Ofcom should do all within its power to maximise coverage of the BBC's services on DAB in Wales, especially such core services as the national radio stations of BBC Wales. It should also lobby the government to act to improve access in those areas which are not within its competencies to act to improve the situation.

Council does not consider that the mixed economy referred to in the consultation document is good enough from the point of view of the audience. ACW receives more and more feedback from people who cannot receive BBC services on DAB. Deprivation is particularly acute in the context of Radio Cymru which it estimates is not available to about 70% of Welsh speakers. Council understands that over 50% of the population of Wales cannot receive Radio Wales on DAB currently either. Those who have bought DAB radios contact the BBC, and tell Council in its outreach events, that they can't get Radio Wales or/and Radio Cymru on DAB and are angered by this. Council does not believe that it is acceptable to say that they can switch back and forth between analogue and digital to listen to their preferred service.

The forward of the consultation document sets out the following strategic aims:

- to enhance choice, diversity and innovation for consumers at the UK, national, regional, local and community levels;
- to secure citizens' interests through the provision of radio designed to meet public purposes;

Council does not consider that they can be meaningfully achieved in Wales unless access is improved to BBC services on DAB.