

Plymouth independent local radio licence applications

Questions and responses: Plymouth Live

These are the responses received from Plymouth Live to the non-confidential questions asked by Ofcom regarding their application for the Plymouth licence.

- 1. How would the following terms be defined in the context of the music and speech policies described in the Format: “Feel Good” (music), “Chill” (music) and “interactive young adult” (speech)?**

Our definitions of certain aspects of the 15-24 service referred to in the Format are as follows:

Chill-out music is a generic term for relatively mellow musical styles – contemporary, yet relaxing and calming. This includes Balearic Beat, Ambient Dub and Lounge Music. Some example Chill artists/tracks include: Groove Armada (specifically At The River, and Blue Skies), Leftfield, Chicane, Jakatta and Deepest Blue.

Feel Good Music is that which has an upbeat tempo, a happy vibe and a motivational feel; it is music which will put a smile on peoples faces. Some example artists include: Basement Jaxx, The Go Team, Moloko and Junior Senior.

Interactive Young Adult Speech - this is planned to be upbeat, fun and contemporary speech, dealing with issues and subjects which are relevant to young adults in the Plymouth area. Such programming will consist of presenter led speech, studio interviews, pre-produced interviews and packages, together with listener participation. Subjects will range from entertainment related issues such as music, film, drama, the arts to more serious issues such as politics, health and lifestyle. Our aim is provide an accessible forum where young adults in Plymouth can discuss these and other topics which are relevant to the current day. Interactivity will be via phone-ins, studio guest appearances, outside broadcasts, email, on-line chat forum and via msn messenger. This aspect of our 15-24 programme plans is receiving particularly strong support from the local government funded youth agencies such as YES, Connexions and Plymouth City Council’s Youth Services department who are all being encouraged by central government initiatives to engage with young adults - they see this potential service as an innovative new platform through which they could more effectively connect with their target group.

- 2. Could you clarify the balance between speech and music for both the 30-minute weekday evening news magazine and the Saturday afternoon sports show committed to within the Format?**

The 30 minute weekday news magazine show will be 100% speech. The Saturday afternoon sports show is also intended to be 100% speech however, we would like to

reserve a maximum of 15% for music in the event of any unusual matters such as significant adverse weather or technical problems which could affect our ability to report on scheduled events and fixtures in and around the Plymouth area.

3. From which research company did First Group Plc. purchase the database of adults (aged 15+) within the Plymouth area in order to conduct Consumer Study 1 (p.45)?

The 5,000 adult database was purchased by First Group plc from DBS Data.

4. Please explain why you state that “there is no doubt in our minds that the results from the Consumer Study 1 will not sufficiently take account of the 15 to 24 service “and why you are so confident that this service “will attract incremental young adult listening in the evenings and weekends” (p. 23)?

We have stated that there is no doubt in our minds that the results from Consumer Study 1 will not sufficiently take account of the 15-24 service because in this first study the 500 respondents were asked to confirm their propensity to listen to a daytime service concept which was specifically designed to appeal to a more mature audience (ie a truly local radio station which provides a broad range of music from the last 50-60 years; a comprehensive local news, sport and information service etc).

In order to properly assess the appeal of our 15-24 service, which we plan to broadcast in the evenings and overnight, a separate survey was specifically conducted (Consumer Study 2) with 458 adults in this age group. Of course the risk of completing 2 separate surveys, where the 15-24 demographic is included in both, is that the two combined will inevitably duplicate predicted listenership. However, to minimise this risk, only those respondents to the two separate studies who were either definitely or extremely likely to listen to the particular service were included in our audience projections - in Study 1 these were discounted further by 20% and 50% respectively and, in Study 2 both groups were discounted by 75% to help prevent duplication.

We are confident that the 15-24 service will attract incremental young adult listening in the evenings and weekends because:

- a) There is, understandably, only limited support for the daytime service from this age group – less than a third of 15-24s were included as being listeners to our proposed daytime service (by way of comparison, Pirate FM, a Cornish focused station aimed at an older demographic, dominated by Chart Music from the last 25 years, achieved a weekly reach of over 26% in this demographic in Qtr 3 2005 per Rajar).
- b) There is however, clear support for a dedicated 15-24 service – Consumer Study 2 found that 56% of respondents were definitely or extremely likely to listen to our proposed new service and a further 22% said that they would be very likely to listen (P50 of our application).

It should be noted that the incremental number of such 15-24 adults, which were added as a result of the findings of our Consumer Study 2, is a modest 9,750 listeners (P 22.) Thus, the total number of 15-24s projected to listen to both our services was

computed at 21,900 or 56.9% of the TSA demographic – this is ambitious but, given our specific focus on this age groups’ needs, we do not believe it to be unrealistic (it is in line with Plymouth Sound’s reach in this demographic in Rajar Qtrs. 2+3 in 2005). Plymouth Live’s new service will help fulfill a need for young adults which was identified by various research studies such as:

- a) Our in-house research, which pointed to dissatisfaction with the current offer from the existing local radio licensees (P48 of our application reveals that 79% of the 458 respondents to our 15-24 survey stated that they did not believe that the existing local radio stations were adequate for Plymouth) and,
- b) Ofcom commissioned research, which revealed that 72% of 16-24s were interested in a new service for Plymouth.