

Herefordshire & Worcestershire local radio multiplex applications

Questions and responses: MuxCo

This is the response received from MuxCo Herefordshire & Worcestershire Ltd to the non-confidential questions asked by Ofcom regarding its application for the Herefordshire & Worcestershire local radio multiplex licence.

1. The application notes that you do not have firm agreement from Laser Broadcasting for carriage of the Sunshine 954/1530 service; what therefore is the basis of the proposed Format description? In the event of a licence award, would you expect the Format to change?

Since the closing date of application we have received confirmation from Stuart Linnell of Laser Broadcasting that were MuxCo to be awarded the multiplex licence, they would wish to simulcast Sunshine.

We note that Sunshine would prefer the short form licence format description to be 'Classic Pop' rather than 'Gold'. The fuller description of the service covering music and speech is appropriate.

2. It is noted that the Traffic Radio service “will be localised with live updates on the local road network”. Please clarify whether this would be local to the specific H&W area or included as part of a wider regional service.

The Traffic Radio service on H&W will form part of the Highways Agency's West Midlands service, covering all motorway and key trunk roads across the region. Local roads within the county will feature within the overall regional service.

3. It is noted that the application examines audiences 16+, yet the research was apparently conducted on audiences aged 15+. Why were 15 year olds excluded from the research analysis?

I can confirm that the main consumer research for Hereford & Worcester was carried out among adults aged 16+.

I note that the table on page 52 states 15+ and that a table in the Hallett Arendt report included the age break '15-24'. This is a typo on our part.

All our research is conducted according to the Market Research Society's Code of Conduct. The MRS has strict guidelines on the interviewing of persons under the age of 16, particularly in the home where all these interviews took place. We took the view that to incorporate 15 year olds into the sample, with the resulting additional cost, time and administration involved in their proper participation was an unnecessary expense and we elected to proceed with an all adult sample of 16 pluses, which is the norm for 'all adult' surveys conducted face to face in home. (We are confident that any possible impact on findings would be negligible, as there is no quota set on the participation of '15 year olds' within the 15-24 age break in the RAJAR survey. As a consequence, there could be some, or none, in any particular wave of the survey.)

In relation to describing audience age groups, it is standard RAJAR practice for audience profiles to start with 15 to 24s. We are so used to commenting on radio

audiences in this way, starting with 15 to 24, that we 'automatically' described the first age break as 15 to 24 on our tables.