

Herefordshire & Worcestershire local radio multiplex applications


Questions and responses: Now Digital

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

1. Please could you confirm that the proposed simulcast of the Sunshine Radio service would be of the Hereford & Worcester 954/1530AM service (licence AL060), rather than of the Ludlow service provided under licence AL138. Similarly, please confirm that the simulcast of Wyvern FM should refer to licence AL061.

The Sunshine service to be included on the multiplex will be Sunshine 954/1530 for Hereford and Worcester, not the Sunshine Ludlow as previously stated. With local news and information, this popular station, currently available on AM only will provide an enhanced service to the local DAB audience.

The format for this station should read as follows:

Format 2	Classic Pop	
Name	Sunshine	
Description	A simulcast of <u>AL060, Sunshine 954/1530, the local radio station for Hereford and Worcester – Playing classic hits and the best of today.</u>	
Hours	The service will operate 24 hours a day.	
Local	Hourly bulletins including local news will be aired during peak time along with a balance of information from across the area during each day.	
Ratio	Not more than 40% Speech.	

Also, the simulcast of Wyvern FM should refer to licence AL061.

2. Please provide details of how the demographics of the Herefordshire and Worcestershire licensed area compare to the previous licensed areas from which research is being used to support this application?

The demographic profiles of the three areas concerned, Hertfordshire, Bedfordshire and Buckinghamshire, Derby and Hereford & Worcester, are similar.

Herefordshire & Worcestershire's profile is slightly more female biased with the profile being 51.8% female compared with 50.8% in other areas.

The profile in the Hertfordshire, Bedfordshire and Buckinghamshire area is a little younger than the other two areas with 30% under the age of 35 and 32% over the age of 55. The corresponding figures for Derby and Herefordshire & Worcestershire are 26% under the age of 35 and 38% and 39% over the age of 55 respectively.