



## Format Change Request Form OfW 332

<b>Station Name:</b>	Lite FM
<b>Name of Person Proposing Format Change:</b>	Mark Jeeves
<b>Outline Format Change(s) Proposals:</b>	To allow programme sharing with Connect FM for 6 of the 10 local broadcast hours.

Operators of analogue local radio licences may apply to Ofcom to have the station's Format amended. Any application should be made using the layout shown on this form, and should be in accordance with Ofcom's published procedures for Format changes (available on our website).

Under section 106(1A) of the Broadcasting Act 1990 (as amended\*), Ofcom may consent to the change only if it is satisfied that *at least one* of the following four criteria is satisfied:

- (a) *that the departure would not substantially alter the character of the service;*
- (b) *that the departure would not narrow the range of programmes available by way of relevant independent radio services to persons living the area or locality for which the service is licensed to be provided;*
- (c) *that the departure would be conducive to the maintenance or promotion of fair and effective competition; or*
- (d) *that there is evidence that, amongst persons living in that area or locality, there is a significant demand for, or significant support for, the change that would result from the departure.*

Only one of these four criteria need be satisfied in order for Ofcom to consent to the proposed change. However, even if Ofcom is of the opinion that the proposed change satisfies one or more of the statutory criteria, there may be reasons (depending on the particularly circumstances of the case) why Ofcom may not consent to the proposed change.

In addition, applicants should note that, under section 106ZA of the same Act (as amended\*), a proposed change that *does not* satisfy the first of these criteria (i.e. a change that Ofcom considers *would or could* substantially alter

the character of the service) must, if it is to be considered further under any of the other three criteria, be consulted upon. # .

In the event that Ofcom receives a request for Format change and considers that criterion (a) is *not* satisfied, it will seek confirmation from the applicant as to whether it wishes to proceed with the request (and, if so, whether it wishes to amend or replace its submission in light of the necessity to make it public).

Please present your submission in the following manner:

#### **Section 106(a) relevance...**

Lite FM and Connect FM currently co-locate in the Lite FM studios in Peterborough. Whilst sharing programmes outside of a breakfast show, Lite FM would retain its separate and individual identity, with bespoke local news, and local content derived from the following sources:

#### ***'Survival' information:***

The station would retain bespoke traffic news, weather forecasts, and local 'what's on' style information, delivered through split links in each local hour.

#### ***Listener Interaction***

Listeners will be able to take part in phone-ins on Lite FM, be they competitions or local information items regarding events and other items of local interest. Through an increase in the amount of street-team activity in the Lite FM area, detailed below, listeners and local organisations will also gain a higher level of access to Lite FM's wider audience. These segments will be specific to Lite FM and will be broadcast as split links in shared programme time.

#### ***Shared Content***

Where shared content is broadcast, the content would be those items which, by their nature, are not area specific, for example music information, topics relevant to listeners in the whole Nene Valley region, listener reaction to national stories as well as competitions or content that wouldn't necessarily be exclusive to the Lite FM or Connect FM area, i.e. A competition to win a holiday sponsored by a company which spans the 2 areas, or information of the East Northants Housing Development which has an impact on both Lite FM and Connect FM's listeners.

#### ***'On The Ground' Activity***

The change proposed will allow the diversion of funds to deliver much greater local presence in the Lite FM area through employing local marketing and community teams. The job of these teams would be to play an active role in the community and to deliver more local material to the on-air programmes, thereby increasing listener relevance and entertainment.

#### ***Summary***

In this way, the character of the service will not just be maintained, but locally sharpened and enhanced through the use of higher quality presenters and contributors.

**Section 106 (b), (c) and (d) relevance...**

**(b)** Lite FM currently shares much with Connect FM, from a music log through to presentation splits. By increasing the quality and frequency of specific local information and entertainment the services will be enhanced and listeners will suffer no narrowing of range of programmes. Lite FM and Connect FM would retain their individuality.

**(c)** The introduction of the Heart brand into Northamptonshire has shown that a strong brand, with a clear proposition, consistently delivered meets listener needs as evidenced through the increase in their audience figures. In order to offer listeners a credible alternative in the locality, the quality of presenter, imaging, music and content on Lite FM must improve, while operating within a difficult financial climate as evidenced in the section below.

**(d)**

**Any additional information and/or evidence in support of proposed change(s).  
Additional information submitted to Ofcom in confidence.**

Mark Jeeves  
Managing Director  
Lite FM

Notes

\* As amended by sections 312 and 313 of the Communications Act 2003

# Ofcom may approve a change under any of criteria (b) to (d) without consultation, or after a consultation of less than 28 days, if Ofcom considers that to hold a consultation at all, or for 28 days or more, would result in a delay that would be likely to prejudice the interests of the licensee. Ofcom may also remove for the purposes of consultation any confidential information submitted by the licensee.

Version 4 – amended March 2007



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**Station Name:**

Connect FM

**Name of Person  
Proposing Format  
Change:**

Mark Jeeves

**Outline Format Change(s)  
Proposals:**

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In addition, applicants should note that, under section 106ZA of the same Act (as amended\*), a proposed change that *does not* satisfy the first of these criteria (i.e. a change that Ofcom considers *would or could* substantially alter the character of the service) must, if it is to be considered further under any of the other three criteria, be consulted upon. # .

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Please present your submission in the following manner:

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separate and individual identity, with bespoke local news, and local content derived from the following sources:

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Listeners will be able to take part in phone-ins on Connect FM, be they competitions or local information items regarding events and other items of local interest. Through an increase in the amount of street-team activity in the Connect FM area, detailed below, listeners and local organisations will also gain a higher level of access to Connect FM's wider audience. These segments will be specific to Connect FM and will be broadcast as split links in shared programme time.

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Where shared content is broadcast, the content would be those items which, by their nature, are not area specific, for example music information, topics relevant to listeners in the whole Nene Valley region, listener reaction to national stories as well as competitions or content that wouldn't necessarily be exclusive to the Connect FM or Lite FM area, i.e. A competition to win a holiday sponsored by a company which spans the 2 areas, or information of the East Northants Housing Development which has an impact on both Connect FM and Lite FM's listeners.

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Managing Director  
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## **OFCOM NOTES ON THE REQUEST**

### **The request was agreed on the following grounds:**

*Section 106(1A)(a), Broadcasting Act 1990* – that the departure would not substantially alter the character of the service.

*Programme-sharing policy* – both stations have an MCA of fewer than 250,000 adults, the two are not too far apart geographically, and there are cultural affinities between the two areas (despite them being in different counties).