

Format Change Request Form OfW 332

Station Name:

107.4 Telford FM

**Name of Person
Proposing Format
Change:**

Pete Wagstaff

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

Programme share with 107.2 The Wyre after
10am weekdays and weekends

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...

The output of the station will remain the same not altering the character of service. We are asking for a programme share

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

There will be no change to the station programmes

Any additional information and/or evidence in support of proposed change(s).

107.4 Telford fm

We are requesting that we can "programme share" 107.4Telford fm and 107.2 The Wyre Kidderminster after 10am weekdays At weekends save for 4 hours during daytime

This forms part of our station "programme share/part co locate" The request is to broadcast 107.4 Telford fm's 2/7 pm drive show from Kidderminster. (Mon to Fri)This means we can accommodate "network centres" at both Kidderminster andTelford with each area taking a share of network shows.

For the record 107.2 The Wyre 10/2 midmorning show will come from Telford and 107.4 Telford fm pm show will come from Kidderminster. (Mon to Fri)

Using our "live record" feature on our playout system the output will be still be totally separate and local to Telford but will share the same presenter

A major USP for our stations is their localness; local news, sport, weather, travel and features etc will remain the same. We will also continue with our live AM and PM "from the streets" travel reports in and around Telford using our travel van

We will still keep a studio (x2) in Telford along with our sales office

Costs savings would come from using our "live record" feature enabling one presenter to be on air across the two stations making a saving on mid morns and pm drive in the week and a saving at weekends.

The stations are located in close proximity, and share similar environmental and geographic interests. The Wyre MCA is under 100,000 with Telford fm just over 100,000 MCA. Station formats and audience profiles are almost the same. Music content and

programme presentation style is very music the same at each station.

Both areas share common shopping amenities, i.e. the Merry Hill Shopping centre; both areas are served by the same Police division, West Mercia Police.
Students from across the region use both Telford T Cat College and Kidderminster College

Shropshire and Worcestershire are adjoining counties

Both areas share Travel – Both areas share the M6 M5 and M54 motorway network and the associated travel problems. The Severn valley railway links Shropshire to Kidderminster via Bewdley and both areas are served by Central trains

Both areas are served by ITV Central. Telford /Kidderminster (radio/press) would naturally appear in both areas.

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

OFCOM NOTES ON THE REQUEST

This request follows the recent agreement to allow a part co-location between the Wyre and Telford. The subsequent publication of Ofcom's "Future of Radio – The Next Phase" consultation highlighted exactly the sort of issues experienced by the two stations.

Rather than lose profile within an area through permanent co-location, the licensee has identified programme-sharing as perhaps the most sensible way to strengthen the two stations, utilising strongly targeted regional programming

The affinity between the two areas was highlighted within the previous application, and the move to programme sharing represents a sound move forward. For those reasons the request is allowed. 27/2/08