

**Format Change Request Form OfW 332**

<b>Station Name:</b>	107.2 The Wyre
<b>Name of Person Proposing Format Change:</b>	Pete Wagstaff
<b>Outline Format Change(s) Proposals:</b>	To part co locate the service

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 part co locate

**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).**

107.2 The Wyre Kidderminster

We are requesting that we can "part co locate" 107.2 The Wyre to broadcast from Telford (107.4 Telford fm) we plan to continue broadcasting the weekday breakfast show and 4 hours per day at the weekend from Kidderminster. The rest of the time the output will be from Telford. Using our "live record" feature on our playout system the output will be still be totally separate and local to The Wyre. The output will be sent from Telford to Kidderminster by landline. 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 Kidderminster using our travel van

Again it is stressed that the output of Telford fm and The Wyre will remain completely separate and not shared. The output of Telford fm will continue unchanged with local news, sport, weather, travel and features etc and like at The Wyre we will maintain our live PM "from the streets" travel reports in and around Telford using our travel van

We will still keep a studio (x2) in Kidderminster along with our sales office and reception area.

In short all programs/output will remain the same but apart from hours mentioned above output will come from Telford

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. This is part of other cost savings at the three stations including using VOIP telephone calls and alternative ways to

deliver the signal to the TX (broadband)

From an engineering point of view it makes sense to have a degree of programs coming from the same building both in terms of equipment and manning. In the event of an emergency we have more staff available to get to Telford.

It is hoped in the future we can make Telford the head office of MNA Broadcasting (The Wyre, Telford fm, The Severn). Its equal distance between each town (Kidderminster and Shrewsbury) and can benefit from the shared resources of the newspaper building we are housed in (Shropshire Star)

The stations are located in close proximity, and share Similar environmental and geographic interests. The Wyre MCA is under 100,000 with Telford fm and The Severn 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

Because of the traditional Kidderminster carpet industry Telford people will travel to Kidderminster

Kidderminster is a traditional night out for Telford folk and Kidderminster people will travel to Telford for the ice rink and Oakengates Theatre

Bewdley town, Stourport Swifts (Kidderminster) and Shifnal town (Telford) are all in the midland alliance football league

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.

## **OFCOM NOTES ON THE REQUEST**

**The request sets out clearly the cultural affinities between the two areas and supports the concept with the retention of facilities at Kidderminster. Long-term listener advantages appear to outweigh any likely disenfranchisement, and the arrangements look logical both in economic and broadcasting terms. The request is allowed.**

**04 02 2008**