

Key Commitments

Licence number: CR000175

Service name	Ambur Radio
Licence area	Walsall (as shown in the licensed coverage area map)
Frequency	103.6 MHz

Description of character of service

Ambur Radio is a community radio station for the people of Walsall, with a particular focus on the Asian communities in the area. It is committed to effective community accountability and encourages members of the local community to participate in broadcasting and in programmes. Training is an integral part of Ambur Radio, including informal introductory training and accredited training.

The service broadcasts:

- Music. The main types of music broadcast over the course of each week are: popular music and golden oldies from the West and from Asia. Specialist music from particular cultures; dance and urban music; film music and religious music from a range of religions also features.
- Speech. The main types of speech output broadcast over the course of each week are: local, national and international news; discussion programmes, event information, information and advice.
- Over the course of each week, programming in English, Urdu, Hindi and Punjabi is broadcast.
- The service provides original output¹ for a minimum of 20 hours per day.
- The service provides locally-produced output² for a minimum of 13 hours per day.

The studio is located within the licensed coverage area.

The service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air, and in doing so, achieves the following objectives:

- the facilitation of discussion and the expression of opinion,
- the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and
- the better understanding of the particular community and the strengthening of links within it.

Members of the target community contribute to the operation and management of the service.

The service has mechanisms in place to ensure it is accountable to its target community.

[July 2009, Revised September 2016]

¹ Original output is output that is first produced for and transmitted by the service, and excludes output that was transmitted elsewhere before. Original output can be live or voice-tracked. Repeat broadcasts of original output do not count towards the minimum requirement.

² Locally-produced output is any output made and broadcast from within the service's licensed coverage area. It may include all types of local production.