

## Key Commitments

**Licence number: CR000263**

<b>Service name</b>	<b>Irvine Beat FM</b>
<b>Licence area</b>	<b>Irvine and surrounding areas, North Ayrshire (as shown in the licensed coverage area map)</b>
<b>Frequency</b>	<b>107.2 MHz</b>

### Description of character of service

Irvine Beat FM is for the people of Irvine, particularly the communities of Fullarton, Harbourside, Redburn, Vineburgh, Springside and Castlepark. It provides health and social education to the local area by broadcasting health and well-being related programming.

The service broadcasts:

- Music. The main types of music broadcast over the course of each week are: pop music from the 1960s to the present day. Specialist music programmes will also feature.
- Speech. The main types of speech output broadcast over the course of each week are: health and well-being related programmes and features, and a regular short religious feature.
- The service provides original output<sup>1</sup> for a minimum of 10 hours per day.
- The service provides locally-produced output<sup>2</sup> 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.

[August 2013. Revised May 2015; September 2016]

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<sup>1</sup> 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.

<sup>2</sup> Locally-produced output is output made and broadcast from within the service's licensed coverage area.