

Key Commitments

Licence number: CR100527

Service name	Gulshan Radio
Licence area	Wolverhampton (as shown in the licensed coverage area map)
Frequency	106.9 MHz

Description of character of service

Gulshan Radio is for the Punjabi, Hindi, Urdu and English speaking Asian community in Wolverhampton. It provides an entertaining, informative and educational local service with content reflecting the interests, needs, richness and diversity of the local Asian community. It encourages integration between different groups within the local community and actively engages local people to be involved in, and have influence over, every aspect of broadcast operations and programme making.

The service broadcasts:

- Music. The main types of music broadcast over the course of the week are: Punjabi, Bhangra, Bollywood, Hindi, Urdu, classical and spiritual.
- Speech: The main types of speech output broadcast over the course of each week are: local, national and international news updates in Asian languages, interviews, discussions on topical issues and magazine-style programming.
- Over the course of each week, programming in Punjabi, Hindi, Urdu and English is broadcast.
- The service provides original output¹ for an average of 15 hours per day.
- The service provides locally-produced output² for a minimum of 13 hours per day.

The studio is located in the city of Wolverhampton.

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.

[January 2016. 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.