

## Key commitments change request form

<b>Community radio station name:</b>	MKFM
<b>Licence number:</b>	CR100797
<b>Licensee (company name):</b>	MKFM Limited
<b>Contact name:</b>	Darren Dorrington
<b>Date of request:</b>	05/11/18

### Details of requested change(s) to key commitments

A community radio operator may apply to Ofcom to have the station's key commitments amended.

Please complete the table overleaf by including your current commitment in the left hand column and your proposed revised commitment in the centre column. In the right hand column please give a brief explanation as to why you wish to make each change.

We also require you to complete a second table which asks you to explain your proposed changes with reference to the statutory framework.

If you do not provide an explanation for your proposed changes and a completed comparison table, Ofcom cannot consider a key commitments change.

Please complete this form and return it to: [community.radio@ofcom.org.uk](mailto:community.radio@ofcom.org.uk)

<b>Existing commitment (as in your published key commitments)</b> Please only include one commitment change per row, and add more rows as necessary into the table.	<b>Proposed revised/new key commitment</b>	<b>Reason for proposed change</b>
<p>MKFM is for the people who live or work in Milton Keynes and surrounding villages. It provides a proudly local, mainstream community radio service, which promotes and supports the work of local charities and community groups and helps local businesses, musicians and sports teams. It encourages social cohesion by ensuring content is balanced, and it provides opportunities for volunteers, and training for community members.</p>	<p>MKFM is for the people who live or work in Milton Keynes and surrounding villages. It provides a proudly local, mainstream community radio service, which promotes and supports the work of local charities and community groups and helps local businesses and people.</p>	<p>This small change emphasises that MKFM supports a wide range of people in our community rather than just specific areas such as local musicians. Details regarding our commitment to opportunities and training are clearly covered in the 'social gain' section of our Key Commitments and so in harmony with other stations we have removed these from the Character of Service section.</p>
<p>Music. The main types of music broadcast over the course of the week are: a mix of hits from the past 25 years, with more 'specialist' music in evening programmes.</p>	<p>Music. The main type of music broadcast over the course of the week is a mix of hits from 1990 to Today.</p>	<p>This change reflects the fact that since our licence award in 2015, the start year of 'music from the last 25 years' has shifted by around three years. This change will enable us to continue to play a mix of hits from popular decades in music.</p> <p>The removal of specialist music is in reflection of our character of service aim to provide a mainstream community radio service. Specialist output during evenings has</p>

		consistently performed poorly and we feel we can best serve our target community by providing a consistent sound across the week. There are now also several new online radio stations serving Milton Keynes which provide a wide range of specialist output and we believe they can cater for this in a better way than our evening-only limited programming.
Speech: The main types of speech output broadcast over the course of each week are: local news, travel and weather bulletins, local sports, reviews and 'what's on', features, local business news, discussion and studio guests.	Speech: The main types of speech output broadcast over the course of each week are: local news bulletins, local travel bulletins, local weather bulletins, local 'what's on' information, discussion and studio guests.	This small change clarifies the speech output which MKFM will provide across the week, with a key emphasis on local news, travel and weather. These are the areas our target community value the most.
The service provides original output for a minimum of 12 hours per day on weekdays, and 10 hours on Saturdays and Sundays.	The service provides original output for a minimum of 80 hours per week.	This change aggregates our daily original output commitment over the full week, to allow for volunteer rotas. There is no change to the weekly total.
The service provides locally-produced output for a minimum of 13 hours per day, with no more than 18 hours a week of syndicated programming broadcast.	The service provides locally-produced output for a minimum of 91 hours per week, with no more than 18 hours per week of syndicated programming broadcast.	This change aggregates our locally produced output commitment over the full week, to allow for volunteer rotas. There is no change to the weekly total.

## Statutory requirements

Under section 106(1A)(a)-(f) of the Broadcasting Act 1990 (as amended and modified<sup>1</sup>) Ofcom must be satisfied that your proposed changes **meet at least one of the criteria referred to below**.

Please indicate which of these criteria you believe your proposed changes satisfy by deleting YES or NO as applicable, and provide an explanation for why you consider a particular criterion is met in the relevant box. You should note that even if Ofcom is of the opinion that your explanation of your proposed changes meets one or more of these criteria, there may still be reasons why Ofcom is unable to consent to the change. When explaining your proposed changes, it is not enough to state that you believe one of the criteria is met. You must also demonstrate *why* you consider that at least one of these criteria is met.

In particular, if Ofcom is not satisfied that the changes would not substantially alter the character of the service (criterion (a) below), Ofcom cannot consent to the change without consulting on your proposals.<sup>2</sup> If this is the case, we will contact you to confirm that you are happy for us to consult on your proposed changes, and whether you wish to make any changes to your request in light of the need to make it public.

As part of our consideration of your request to make changes to your key commitments, we require applicants to provide an explanation for **at least one** of the criteria below.

(a) In your judgement would the proposed changes substantially alter the character of the service?	YES/NO please explain why below
<p><b>NO.</b> These changes are minor and will not impact the service which our target community currently enjoy. Areas which are highly valued by the target community such as local news and information will continue to have a large emphasis throughout our speech commitment. The removal of specialist music shows is following feedback from our target community, as well as the arrival of many local online specialist music stations who can provide this content throughout the day.</p> <p>This specialist content has always been a small part of the radio station rather than a key part of the character of service. There is no change proposed to the Social Gain section of our key commitments.</p>	
(b) Do you consider that the proposed changes would narrow the range of programmes available by way of relevant independent radio services to persons comprising the relevant community?	YES/NO please explain why below
<p><b>NO.</b> MKFM will continue to provide a wide range of programming relevant to our target community. We do not envisage any wide-spread changes to our day to day programming based on this key commitments change.</p>	

<sup>1</sup> As amended by sections 312 and 313 of the Communications Act 2003 and modified by the Community Radio Order 2004.

<sup>2</sup> Ofcom may approve a change under any of criteria (b), (c), (d) and (e) 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.

(c) Do you believe that there is evidence that, amongst persons comprising that community, there is a significant demand for, or significant support for, the changes that you have proposed?	YES/NO please explain why below
<b>YES.</b> MKFM listener surveys have shown that listeners value our commitment to local people and local news. Meanwhile, our surveys have consistently shown that our specialist music output rates poorly with our target community.	
(d) Do you consider that your proposed changes would be prejudicial to the access by members of that community to the facilities used for the provision of the service and for training in the use of those facilities?	YES/NO please explain why below
<b>NO.</b> MKFM's use of facilities and training commitments in the 'social gain' section of our key commitments are not being amended and we will continue to provide <i>"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"</i> .	
(e) Do you consider that the proposed changes would be prejudicial to the delivery of social gain resulting from the provision of the service provided under your licence?	YES/NO please explain why below
<b>NO.</b> MKFM is not requesting an amendment to our social gain commitments which will remain as they are today.	

<p><b>Please set out below any additional information and/or evidence you wish to provide in support of your proposed changes.</b></p> <p>In particular, you may wish to outline how you think your proposed change(s) fit(s) within Ofcom's <a href="https://www.ofcom.org.uk/data/assets/pdf_file/0017/31913/kc-changes-guidance.pdf">published guidance on changes to key commitments</a> (<a href="https://www.ofcom.org.uk/data/assets/pdf_file/0017/31913/kc-changes-guidance.pdf">https://www.ofcom.org.uk/data/assets/pdf_file/0017/31913/kc-changes-guidance.pdf</a>)</p>
<p>MKFM believes these changes do not substantially alter the character of service, in line with the published guidance. We are committed to continuing to provide a strong and stable community radio service for our target community, as well as maintaining our key commitments regarding social gain in the area.</p>

The request was AGREED, because Ofcom was satisfied in relation to Section 106(1A)(a) of the Broadcasting Act 1990 (as modified by the Community Radio Order 2004, and further modified by the Community Radio (Amendment) Orders 2010 and 2015) that the change would not substantially alter the character of the service. MKFM will be supporting a wider range of people in their community with more emphasis on local news, travel and weather. To increase flexibility in meeting their commitments, they will be producing the same amount of original output per week (80 hours) as referenced in their previous commitments, but will no longer be restricted to 12 hours daily minimum. Similarly, they will also be providing the same amount of locally produced output per week (91 hours) but will no longer be restricted to producing a minimum of 13 hours per day. In reaching this decision, Ofcom regarded the changes as an attempt to streamline their Key Commitments to ensure that the service has greater flexibility, and that this change did not constitute a change to the character of the service.

## Data Protection

We require the information requested in this form in order to carry out our licensing duties under the Broadcasting Act 1990, Broadcasting Act 1996 and Communications Act 2003. Please see [Ofcom's General Privacy Statement \(www.ofcom.org.uk/about-ofcom/foi-dp/general-privacy-statement\)](http://www.ofcom.org.uk/about-ofcom/foi-dp/general-privacy-statement) for further information about how Ofcom handles your personal information and your corresponding rights.

Amended May 2018