



# CITY TALK 105.9 (Liverpool)

Request to change Format

Consultation

Publication date: 03 March 2009

Closing Date for Responses: 31 March 2009

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## Section 1

# Summary

- 1.1 Ofcom has received a request from Bauer Radio to change the Format of City Talk 105.9 in Liverpool, which is currently a 24-hour speech service. The request from Bauer is to continue to provide all-speech programming at peaktime (i.e. at weekday breakfast and drivetime, plus weekend late breakfast), but with mixed music and speech output permitted during other weekday daytime hours. The type of music played would be soft pop-led. Outside of weekday daytime, the new Format would allow City Talk to share programming with Bauer's other two stations in Liverpool, Magic 1548 and/or Radio City 96.7.

### **Current Format**

**A 24-HOUR SPEECH STATION WITH NEWS, SPORT, FEATURES, DOCUMENTARIES, ADVICE, PHONE-INS AND DISCUSSION FOR THE LIVERPOOL AREA.**

### **Proposed Format**

**A SERVICE OF SPEECH AND SOFT POP-LED MUSIC PROGRAMMING FOCUSED ON THE INTERESTS OF THE PEOPLE OF LIVERPOOL AND SURROUNDING AREAS. THE SERVICE WILL BE 100% SPEECH DURING PEAK TIMES, FOCUSING ON NEWS, INFORMATION, FEATURES AND DISCUSSION. DURING THE REST OF WEEKDAY DAYTIME THERE WILL BE A MIX OF SPEECH AND SOFT POP-LED MUSIC. THE STATION MAY SHARE PROGRAMMING WITH MAGIC 1548 AND RADIO CITY AT OTHER TIMES.**

- 1.2 Ofcom has published guidelines with regard to criteria that will be considered when stations request a change of Format.
- 1.3 If a station wants to make changes that will substantially alter the character of its service, Ofcom consults publicly before coming to a decision. In this case the request would, if granted, substantially alter the character of the station's service.
- 1.4 Ofcom must consider the request by Bauer to change its Format against the statutory criteria set out in the legislation below, and the consultation question, at Annex 4, reflects that.

*Ofcom has the ability to consent to such changes under conditions included in the City Talk licence, in accordance with Sections 106 (1A) of the Broadcasting Act 1990 if it is satisfied that at least one of the following criteria is satisfied:*

*(a) The departure would not substantially alter the character of the service*

*(b) The change would not narrow the range of programmes available in the area by way of relevant independent radio services*

*(c) The change would be conducive to the maintenance or promotion of fair and effective competition or*

*(d) There is evidence that, amongst persons living in the affected areas, there is a significant demand for, or significant support for, the change.*

- 1.5 In this case, Ofcom regards the proposed changes to the Character of Service as substantial. City Talk was licensed as a 24-hour all-speech service. Although Bauer's proposals for 100% speech programming during peaktime would still provide a point of difference from other local commercial stations in the Liverpool area, the change is nevertheless a substantial one.
- 1.6 This means that criterion (a) above is not satisfied, and the changes can only be approved if one of criteria (b) to (d) is satisfied. In these circumstances Ofcom is required to carry out a public consultation.
- 1.7 In particular, when considering whether criterion (b) is satisfied (*the change would not narrow the range of programmes available in the area by way of relevant independent radio services*), neither local DAB services nor BBC services 'count' as relevant independent radio services. The relevant independent radio services are those local analogue commercial and community stations which operate in the region, which are listed in Annex 7.
- 1.8 Ofcom, therefore, seeks views on the requests, having particular regard to the Broadcasting Act 1990 Section 106 (1A) **(b) (c) and/or (d)**, as set out above.
- 1.9 Annex 5 contains the Bauer Format change request, in which it says that refusal to allow the change could mean that "the station may eventually need to close." In addition, Bauer has furnished Ofcom with confidential business and financial information.

## Section 2

# Background

- 2.1 City Talk 105.9 was licensed by Ofcom in November 2006 and went on air for the first time in January 2008.
- 2.2 Ten applicants competed for this Liverpool licence. In addition to City Talk, the applicants were:

allTALK FM Liverpool Limited  
The Arrow (Liverpool) Limited  
Liverpool Radio 1059 Limited (Jack FM)  
Liverpool Local Radio Limited (Liver FM)  
Merseylife Limited  
Original Liverpool FM Limited  
Planet Rock Limited  
Rock Talk Liverpool  
UK Media and Radio Liverpool Limited (Wicked FM)

- 2.3 In the statement setting out its reasons for the award, Ofcom noted the track record of the applicant, the opportunities for cross-promotion that exist with Radio City and said :

*“In considering the applications in relation to section 105(a), Ofcom’s Radio Licensing Committee (RLC) felt that the applicant’s track record of success in the operation of Radio City in this marketplace, coupled with opportunities for cross-promotion and the sharing of resources, gave confidence in its ability to maintain a service that will require comparatively high levels of resources to operate.*

*With regard to sections 105(b) and (c), the RLC considered the applicant’s proposals in the light of clarification contained in its response to Ofcom questioning that it would commit, inter alia, to “a minimum of 30 hours per week of content rich non-mainstream programming” and “a minimum of 14 hours per week of ‘flagship programming’”. In the RLC’s view, the provision of an all-speech service, with a commitment to studio discussions, documentaries, and other non-phone-in based programmes, will both cater to the particular local tastes and interests identified in CityTalk’s application, and broaden choice.*

*In relation to section 105(d), the successful applicant conducted a good range of research whose methodology was considered to be robust and the findings from which were deemed to be reliable. This research also identified the challenges likely to face this type of service, allowing the applicant to address these in its application. It identified a clear market gap, particularly amongst older listeners, and found a high level of support for its programme proposals.*

*The RLC considered that, in relation to section 314 of the Communications Act 2003, CityTalk’s programming proposals contained a suitable proportion of local material and locally-made programmes for this licence area. The station will be locally produced and presented 24 hours a day (other than a limited amount of national and international news coverage which will be provided from elsewhere); while its Format includes commitments to deliver a wide range of local material.”*

- 2.4 Bauer now propose a service that remains speech-heavy during key dayparts, but which is significantly different from that of its original proposition.
- 2.5 Ofcom’s Radio Licensing Committee recently withdrew the “two-year rule”. This rule prevented winning applicants from asking for changes to their Format within the first two years of going on air. The RLC took the view that the dozen stations affected by this rule all applied with a clear station direction and that this direction would not be lost by the lifting of the rule and the consequent simplification of their Formats. Ofcom has also come to the end of the licensing process, so no future applicants would be disadvantaged.
- 2.6 Therefore, these stations are now permitted to ask for change to their Formats, and these requests can be considered in the normal way. City Talk is the first station to apply for a substantial change of Format following the lifting of the rule.

## Annex 1

# Responding to this consultation

## How to respond

- A1.1 Ofcom invites written views and comments on the issues raised in this document, to be made **by 5pm on 31 March 2009**.
- A1.2 Ofcom strongly prefers to receive responses using the online web form at <http://www.ofcom.org.uk/consult/condocs/citytalk/howtorespond/form>, as this helps us to process the responses quickly and efficiently. We would also be grateful if you could assist us by completing a response cover sheet (see Annex 3), to indicate whether or not there are confidentiality issues. This response coversheet is incorporated into the online web form questionnaire.
- A1.3 For larger consultation responses – particularly those with supporting charts, tables or other data – please email: [jon.heasman@ofcom.org.uk](mailto:jon.heasman@ofcom.org.uk) attaching your response in Microsoft Word format, together with a consultation response coversheet.
- A1.4 Responses may alternatively be posted or faxed to the address below:
- City Talk consultation  
FAO Jon Heasman  
(Manager, Commercial Radio Licensing)  
Ofcom  
Riverside House  
2A Southwark Bridge Road  
London SE1 9HA
- Fax: 020 7981 3806
- A1.5 Note that we do not need a hard copy in addition to an electronic version. Ofcom will acknowledge receipt of responses if they are submitted using the online web form but not otherwise.
- A1.6 It would be helpful if your response could include direct answers to the questions asked in this document, which are listed together at Annex 4. It would also help if you can explain why you hold your views and how Ofcom's proposals would impact on you.

## Further information

- A1.7 If you want to discuss the issues and questions raised in this consultation, or need advice on the appropriate form of response, please contact Jon Heasman on 020 7783 4509.

## Confidentiality

- A1.8 We believe it is important for everyone interested in an issue to see the views expressed by consultation respondents. We will therefore usually publish all responses on our website, [www.ofcom.org.uk](http://www.ofcom.org.uk), ideally on receipt. If you think your response should be kept confidential, can you please specify what part or whether

all of your response should be kept confidential, and specify why. Please also place such parts in a separate annex.

- A1.9 If someone asks us to keep part or all of a response confidential, we will treat this request seriously and will try to respect this. But sometimes we will need to publish all responses, including those that are marked as confidential, in order to meet legal obligations.
- A1.10 Please also note that copyright and all other intellectual property in responses will be assumed to be licensed to Ofcom to use. Ofcom's approach on intellectual property rights is explained further on its website at <http://www.ofcom.org.uk/about/accoun/disclaimer/>

### Next steps

- A1.11 Following the end of the consultation period, Ofcom intends to publish a statement.
- A1.12 Please note that you can register to receive free mail Updates alerting you to the publications of relevant Ofcom documents. For more details please see: [http://www.ofcom.org.uk/static/subscribe/select\\_list.htm](http://www.ofcom.org.uk/static/subscribe/select_list.htm)

### Ofcom's consultation processes

- A1.13 Ofcom seeks to ensure that responding to a consultation is easy as possible. For more information please see our consultation principles in Annex 2.
- A1.14 If you have any comments or suggestions on how Ofcom conducts its consultations, please call our consultation helpdesk on 020 7981 3003 or e-mail us at [consult@ofcom.org.uk](mailto:consult@ofcom.org.uk) . We would particularly welcome thoughts on how Ofcom could more effectively seek the views of those groups or individuals, such as small businesses or particular types of residential consumers, who are less likely to give their opinions through a formal consultation.
- A1.15 If you would like to discuss these issues or Ofcom's consultation processes more generally you can alternatively contact Vicki Nash, Director Scotland, who is Ofcom's consultation champion:

Vicki Nash  
Ofcom  
Sutherland House  
149 St. Vincent Street  
Glasgow G2 5NW

Tel: 0141 229 7401  
Fax: 0141 229 7433

Email [vicki.nash@ofcom.org.uk](mailto:vicki.nash@ofcom.org.uk)



## Annex 2

# Ofcom's consultation principles

A2.1 Ofcom has published the following seven principles that it will follow for each public written consultation:

### Before the consultation

A2.2 Where possible, we will hold informal talks with people and organisations before announcing a big consultation to find out whether we are thinking in the right direction. If we do not have enough time to do this, we will hold an open meeting to explain our proposals shortly after announcing the consultation.

### During the consultation

A2.3 We will be clear about who we are consulting, why, on what questions and for how long.

A2.4 We will make the consultation document as short and simple as possible with a summary of no more than two pages. We will try to make it as easy as possible to give us a written response. If the consultation is complicated, we may provide a shortened Plain English Guide for smaller organisations or individuals who would otherwise not be able to spare the time to share their views.

A2.5 We will consult for up to 10 weeks depending on the potential impact of our proposals.

A2.6 A person within Ofcom will be in charge of making sure we follow our own guidelines and reach out to the largest number of people and organisations interested in the outcome of our decisions. Ofcom's 'Consultation Champion' will also be the main person to contact with views on the way we run our consultations.

A2.7 If we are not able to follow one of these principles, we will explain why.

### After the consultation

A2.8 We think it is important for everyone interested in an issue to see the views of others during a consultation. We would usually publish all the responses we have received on our website. In our statement, we will give reasons for our decisions and will give an account of how the views of those concerned helped shape those decisions.

## Annex 3

# Consultation response cover sheet

- A3.1 In the interests of transparency and good regulatory practice, we will publish all consultation responses in full on our website, [www.ofcom.org.uk](http://www.ofcom.org.uk).
- A3.2 We have produced a coversheet for responses (see below) and would be very grateful if you could send one with your response (this is incorporated into the online web form if you respond in this way). This will speed up our processing of responses, and help to maintain confidentiality where appropriate.
- A3.3 The quality of consultation can be enhanced by publishing responses before the consultation period closes. In particular, this can help those individuals and organisations with limited resources or familiarity with the issues to respond in a more informed way. Therefore Ofcom would encourage respondents to complete their coversheet in a way that allows Ofcom to publish their responses upon receipt, rather than waiting until the consultation period has ended.
- A3.4 We strongly prefer to receive responses via the online web form which incorporates the coversheet. If you are responding via email, post or fax you can download an electronic copy of this coversheet in Word or RTF format from the ‘Consultations’ section of our website at [www.ofcom.org.uk/consult/](http://www.ofcom.org.uk/consult/).
- A3.5 Please put any parts of your response you consider should be kept confidential in a separate annex to your response and include your reasons why this part of your response should not be published. This can include information such as your personal background and experience. If you want your name, address, other contact details, or job title to remain confidential, please provide them in your cover sheet only, so that we don’t have to edit your response.

## Cover sheet for response to an Ofcom consultation

### BASIC DETAILS

Consultation title: City Talk Consultation

To (Ofcom contact): Jon Heasman

Name of respondent:

Representing (self or organisation/s):

Address (if not received by email):

### CONFIDENTIALITY

Please tick below what part of your response you consider is confidential, giving your reasons why

Nothing	<input type="checkbox"/>	Name/contact details/job title	<input type="checkbox"/>
Whole response	<input type="checkbox"/>	Organisation	<input type="checkbox"/>
Part of the response	<input type="checkbox"/>	If there is no separate annex, which parts?	

If you want part of your response, your name or your organisation not to be published, can Ofcom still publish a reference to the contents of your response (including, for any confidential parts, a general summary that does not disclose the specific information or enable you to be identified)?

### DECLARATION

I confirm that the correspondence supplied with this cover sheet is a formal consultation response that Ofcom can publish. However, in supplying this response, I understand that Ofcom may need to publish all responses, including those which are marked as confidential, in order to meet legal obligations. If I have sent my response by email, Ofcom can disregard any standard e-mail text about not disclosing email contents and attachments.

Ofcom seeks to publish responses on receipt. If your response is non-confidential (in whole or in part), and you would prefer us to publish your response only once the consultation has ended, please tick here.

Name

Signed (if hard copy)

## Annex 4

# Consultation question

## One Question

A4.1

*Q 1. Should Bauer be permitted to make its proposed changes to City Talk 105.9, with particular regard to the statutory criteria as set out in the summary? (The Broadcasting Act 1990 Section 106 (1A) (b) and (d) relating to Format changes).*

## Annex 5

# Bauer's request for the change of Format to City Talk 105.9



### Format Change Request Form OfW 332

<b>Station Name:</b>	City Talk 105.9
<b>Name of Person Proposing Format Change:</b>	Travis Baxter, Richard Maddock
<b>Outline Format Change(s) Proposals:</b>	<p><b><u>Current</u></b> A 24-HOUR SPEECH STATION WITH NEWS, SPORT, FEATURES, DOCUMENTARIES, ADVICE, PHONE-INS AND DISCUSSION FOR THE LIVERPOOL AREA.</p> <p><b><u>Proposed</u></b> A SERVICE OF SPEECH AND SOFT POP-LED MUSIC PROGRAMMING FOCUSED ON THE INTERESTS OF THE PEOPLE OF LIVERPOOL AND SURROUNDING AREAS. THE SERVICE WILL BE 100% SPEECH DURING PEAK TIMES, FOCUSING ON NEWS, INFORMATION, FEATURES AND DISCUSSION. DURING THE REST OF WEEKDAY DAYTIME THERE WILL BE A MIX OF SPEECH AND SOFT POP-LED MUSIC. THE STATION MAY SHARE PROGRAMMING WITH MAGIC 1548 AND RADIO CITY AT OTHER TIMES.</p>

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 majority of listeners who are tuning in for “all speech” during daytime are doing so either in afternoon drive or at breakfast time (Rajar). The proposal is to retain all speech programming at Breakfast and Afternoon Drive and therefore there will be no change in the character of the service during these two dayparts.

A degree of change in other dayparts will be offset by the inclusion of local programming during daytime which would include extensive local news coverage and local information delivery, key elements of the station’s current character.

#### **Section 106 (b), (c) and (d) relevance...**

(b)

The mix of available services within Liverpool and the surrounding area includes Buzz FM, Dune FM, Juice FM, Century Radio NW, Smooth Radio NW, Radio City, Magic 1548, and City Talk. The range of programmes being offered will not reduce at peak times of the day. The station believes it needs the proposed changes to secure its commercial future in the current economic circumstances; failure to achieve this will result in a loss of choice for listeners, as the station may eventually need to close. This would clearly have the effect of reducing listener choice and the range of available programmes in the short to mid term.

(c)

Securing the future of the City Talk licence is significant in retaining and promoting

competition in the area. The Format change proposed would ensure the continuation of the current competitive dynamic.

(d)

Research conducted by City Talk since the station's launch has shown strong demand for a music and speech mix on the station outside the peak times of Breakfast time and Afternoon Drive. This is further supported by Rajar, which shows a higher daytime audience focus around these two time slots with the clear opportunity to develop daytime programming further and give it greater listener appeal.

### **Any additional information and/or evidence in support of proposed change(s)**

#### **1. Background**

Radio City in Liverpool is one of the UK's most successful local radio stations with a broad commitment to the community illustrated through award winning programming covering news, topical phone ins, extensive sport coverage and entertainment. The company is part of Bauer Media.

In August 2006 the station applied for the newly advertised FM licence for Liverpool which was awarded to Radio City in November 2006.

The successful application was for "City Talk" an all-speech local station for the city with a strong commitment to news and sport. The station was to be a full service speech service with "produced" content throughout the day rather than hour upon hour of listener driven back-to-back phone-ins. This quality speech proposal was set up to capitalise on the skill base of the Radio City team and to provide a strong speech competitor to BBC Radio 5 and BBC Radio Merseyside.

The commercial model was focussed entirely on the strength and growth potential of Liverpool as a dynamic city which is undergoing significant regeneration and was European City of Culture in 2008. This market strength coupled with the over-demand for airtime on Radio City provided the opportunity for City Talk to capture overspill revenue from Radio City and to provide advertisers with a lower capital cost of entry to the Radio City group of stations in the city, a strategy that would bring new advertisers to radio.

#### **2. Business delivery to date**

City Talk launched on January 28<sup>th</sup> 2008 to some critical acclaim. The quality of the programming has received plaudits from throughout the industry; the station has been the station of choice for senior politicians with all three major party leaders being guests on the station. Prime Minister Gordon Brown was a live guest on the station for 30 minutes in January 2009.

Celebrity guests have included Michael Heseltine, Edwina Currie, Gordon Ramsey, Sir Ian McKellan, Shirley MacLaine, Sir Cliff Richard, Steven Gerrard, Sir Paul McCartney and Ringo Starr. The station has conducted numerous social action initiatives such as getting hundreds of people to sign up to the Bone Marrow Register in memory of local schoolgirl Faye Lafferty who lost her fight for life; distributing £60,000 amongst various local charities – including Parents Against Drug Abuse, Families Against Murder and Manslaughter, the Walton Baby Care Centre, Guide Dogs for the Blind and Pet Therapy Dogs; supporting Black History Month. The

station is also the official sponsor of Liverpool Business Week, the Liverpool Comedy Festival, the DaDa Awards (recognising disability in the arts) and the Arts 08 Exhibition at the Tate Liverpool.

Audience delivery has been recently confirmed with the Rajar figures released in January 2009.

	<b>Application Projection</b>	<b>Actual to Dec 2008</b>
<b>Reach</b>	75,000 (5%)	63,000 (4%)
<b>Ave. Hrs</b>	5.0	5.8
<b>Total Hrs</b>	375,000	364,000

The station attracted a healthy 64% ABC1 profile; 65% male with an average age of 41 years old.

What has become clear is that the all-speech format has by far the greatest appeal at breakfast time, afternoon drive and late in the evening.

Product acclaim has run in parallel with ongoing audience tracking research since launch which shows that almost half the potential audience to the station would choose not to listen. The key to unlock this significant audience according to the research is to include music in the format to provide a broader mix to the offering, while also maintaining the commitment to quality speech.

The commercial proposition for the business has, however, been very disappointing. Launching a new format is a challenge in itself as advertisers will take time to respond to such a new proposition. More significantly, Liverpool – with all its future prospects – continues to have a significantly higher proportion of the population on state benefits, and as a result it has been disproportionately affected by the current economic downturn. This downturn has reduced advertisers interest in experimenting with new advertising opportunities, and City Talk's incremental audiences are not large enough to create demand on their own. Combined, these issues have completely derailed the original commercial strategy which would have captured overspill revenue from Radio City. In this economy, there just is no overspill revenue from Radio City.

### **3. Current evaluation of business potential**

The extent to which revenue levels have impacted the performance of the business to date resulted in some close analysis of the prospects for the business as it continues to trade through the current downturn. The analysis produced a likely funding scenario which was unsustainable.

This business scenario which would be difficult to address in buoyant times is made more difficult in the current economic climate as Bauer Radio works to deliver its continuing local station strategy across the country and its ongoing commitment to DAB.

It has become clear that we need to do all in our power to accelerate the growth of City Talk and harness the synergies with Radio City further if we are to secure the long term future of the business.



**4. Proposed business revisions**

To accelerate the City Talk business and reduce its overall funding requirement to reach profitability, the business is planning to deliver the following changes to the original business plan:

- Increase the synergies with Radio City. Sharing resources across the stations and creating more multi-station roles.
- Revise marketing arrangements to cross-promote the stations in Liverpool and reduce third party marketing costs.
- Revise the commercial strategy to sell across the portfolio of stations rather than focusing on new clients and Radio City overspill.
- Revise programming to respond to post-launch market research. This will enhance the listener experience by creating a dimension of music to the programming mix while retaining the commitment to quality, well-produced speech broadcasting at key parts of the day.

The changes the business proposes will significantly amplify the synergies with Radio City and reduce the operating costs at City Talk. The consequences will be a significant reduction in ongoing losses and the prospect of delivering an operating profit in Year 3 of the station’s life, as per the original licence application. The station will continue to provide a clearly differentiated product in Liverpool which will, through making the station have a broader appeal, deliver choice in the market to a broader section of the population.

**5. Format change request**

To facilitate the proposed revisions to City Talk the station will need to agree a change of Format.

**Current Format**

**Draft Proposed Format**

<p><b>A 24-HOUR SPEECH STATION WITH NEWS, SPORT, FEATURES, DOCUMENTARIES, ADVICE, PHONE-INS AND DISCUSSION FOR THE LIVERPOOL AREA.</b></p> <p>(Note that this is the revised, short-form Format drawn up for City Talk by Ofcom in February 2009).</p>	<p><b>A SERVICE OF SPEECH AND SOFT POP-LED MUSIC PROGRAMMING FOCUSED ON THE INTERESTS OF THE PEOPLE OF LIVERPOOL AND SURROUNDING AREAS. THE SERVICE WILL BE 100% SPEECH DURING PEAK TIMES, FOCUSING ON NEWS, INFORMATION, FEATURES AND DISCUSSION. DURING THE REST OF WEEKDAY DAYTIME THERE WILL BE A MIX OF SPEECH AND SOFT POP-LEAD MUSIC. THE STATION MAY SHARE PROGRAMMING WITH MAGIC 1548 AND RADIO CITY AT OTHER TIMES.</b></p>
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This change of format will allow City Talk to develop its innovative, high-quality speech programming focussed on times when the audience demand peaks, while also building a successful business that will deliver valuable local broadcasting with a broad-based public service commitment that will secure listener choice in the city for the future.

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.

Version 4 – amended March 2007

## Annex 6

# Current City Talk Format

## CITY TALK 105.9

### Character of Service

**A 24-HOUR SPEECH STATION WITH NEWS, SPORT, FEATURES, DOCUMENTARIES, ADVICE, PHONE-INS AND DISCUSSION FOR THE LIVERPOOL AREA.**

<b>Licensed area</b>	<b>Liverpool and surrounding area (as in Ofcom advertisement)</b>
<b>Frequency</b>	<b>105.9 MHz</b>
<b>Service duration</b>	<b>24 hours</b>
<b>Locally-made hours</b>	<b>At least 10 hours a day during daytime weekdays (must include breakfast). At least 4 hours daytime Saturdays and Sundays.</b>
<b>Local news bulletins</b>	<b>At least hourly at peaktime weekdays and weekends. Outside peak, UK-wide, national and international news should feature.</b>

### Shared arrangements (if applicable)

<b>Co-location</b>	<b>No Arrangements</b>
<b>Programme sharing</b>	<b>No Arrangements</b>

### Definitions

Speech / Music	Excludes advertising, programme/promotional trails & sponsor credits
Peaktime	Weekday breakfast and drivetime, and weekend late breakfast
Daytime	0600 to 1900 weekday and weekend
Locally-made	Production and presentation from within the licensed area

**MCA population : 1,375,724**

**Licence number : AL 321-1**

### Notes

This Format should be read in conjunction with Ofcom's published Localness Guidelines as updated with additional text from "The Future of Radio : The Next Phase" (2007)

**FEB 2009**

## Annex 7

# Commercial and community radio stations operating in the Liverpool area

## Commercial Stations

- Radio City 96.7  
<http://www.ofcom.org.uk/static/radiolicensing/formats/al097-2.doc>
- Magic 1548  
<http://www.ofcom.org.uk/static/radiolicensing/formats/al096-2.doc>
- 107.6 Juice FM  
<http://www.ofcom.org.uk/static/radiolicensing/formats/al207-1.doc>
- 100.4 Smooth Radio  
<http://www.ofcom.org.uk/static/radiolicensing/formats/al164-1.doc>
- Century Radio 105.4 <http://www.ofcom.org.uk/static/radiolicensing/formats/al220-1.doc>
- Mersey 106.7 <http://www.ofcom.org.uk/static/radiolicensing/formats/al262-1.doc>
- Wirral's Buzz 97.1 (part of the Wrexham licence)  
<http://www.ofcom.org.uk/static/radiolicensing/formats/al087-3b.doc>

## Community Stations

- 7 Waves  
<http://www.ofcom.org.uk/static/radiolicensing/Community/CR100.htm>
- KCC Live (not on air yet)  
[http://www.ofcom.org.uk/media/news/2008/02/nr\\_20080225](http://www.ofcom.org.uk/media/news/2008/02/nr_20080225)
- Flame CCR (not on air yet)  
[http://www.ofcom.org.uk/media/news/2007/12/nr\\_20071220](http://www.ofcom.org.uk/media/news/2007/12/nr_20071220)
- Halton Community Radio  
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