

## Key Commitments change request form

<b>Community radio station name:</b>	LINK FM
<b>Licence number:</b>	CR100157BA/1
<b>Licensee (company name):</b>	PAKISTAN MUSLIM CENTRE
<b>Contact name:</b>	MUHAMMAD ALI, LINK FM CEO
<b>Date of request:</b>	07/04/2022

### 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.

<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>
Our existing LINK FM commitment is to deliver live radio show of 16 hours per day.	The LINK FM would like to request the Ofcom, for reduction of our current commitment of delivering live show from 16 hours per day down to 11 hours per day.	The LINK FM’s request for reduction of our key commitment of live show from 16 hours down to 11 hours per week is because we are currently experiencing time off from work by our presenters and volunteers.
		This is due to personal commitment, health issues and unable to come to the centre due to raise in prices of different items that are needed for daily life sustenance.
		For instance, as a volunteer, it is really hard to cope with increase in fuel and other household commodities and at the same to give time in our radio studio.

## 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>The proposed LINK FM changes will not substantially alter the character of the service.</p> <p>We will still deliver key topics that would be very beneficial to our community such as health, education, employment, legal issues etc.</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>The proposed change in reduction of hour will not narrow the range of programmes available to the relevant BME community served by the LINK FM.</p> <p>We will still focus on main areas even in situation of hour reduction.</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)
N/A	
(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)
<p>No, our LINK FM station will welcome all sectors of the community for voluntary work.</p> <p>Therefore, the proposed changes in reduction of hour will not be prejudicial to the access by BME members of that community to the LINK FM facilities used for the provision of the service and for training.</p> <p>The PMC has strong link with local university and job centre and via these organizations, a number of young people will be directed to the PMC to gain volunteering experiences in radio broadcasting, sound mixing, editing etc.</p>	
(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)
<p>We strongly believe that the proposed changes would not be prejudicial to the delivery of social gain resulting from the provision of the service provided under the licence.</p> <p>We will still target presenters of different ethnic backgrounds comprising of Pakistani, Bangladesh, Somali, Yemeni, Indian, Sri Lankan, etc.</p> <p>They will present shows of interest to the diverse community of Sheffield from education, training, political and legal with the aim to entertain and inform listeners whilst encouraging inclusion and community engagement,</p> <p>There will be a constant drive by the PMC to recruit new volunteer as presenters for these shows. This will be done via social media such as Facebook and hourly recorded adverts played in the Link FM.</p>	

**Please set out below any additional information and/or evidence you wish to provide in support of your proposed changes.**

In particular, you may wish to outline how you think your proposed change(s) fit(s) within Ofcom's [published guidance on changes to Key Commitments](#).

The PMC is engaged in new voluntary recruitment of presenters, allowing work experience potential to local people of diverse background in radio broadcasting, and the PMC is presenting regularly a variety of program to entertain the diverse BME community to make everything inclusive.

However as mentioned earlier, due to time off from work by our presenters and volunteers due to personal commitment, other health issues etc and volunteers are unable to cope with raised in fuel price, LINK FM is finding very difficult to manage live show of 16 hours per day.

Nevertheless, we are in a stronger situation to manage the proposed live show of 11 hour per week using our paid station manager and dedicated voluntary board members and community volunteers.

We hope you will accept kindly our request.

## **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](#) for further information about how Ofcom handles your personal information and your corresponding rights.

*Amended May 2018*

## Ofcom notes on the request

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, and for the policy reasons given below.

The licensee, Pakistan Muslim Centre, has requested a reduction of its original output hours from 16 hours to 11 hours per day. This revised commitment would reduce Link FM's daily original hours requirement by 31%. We note the licensee's comments that, due to a lack of availability of volunteers because of health and financial reasons, it is unable to deliver its current commitment of 16 hours of original output per day. As the station currently has a relatively high daily original hours commitment, Ofcom is satisfied that Link FM will continue to be able to deliver its character of service under the revised original hours requirement. We are therefore of the view that this change will not have a substantial impact on the station's overall character of service, and we note the station's pledge in its request that "there will be a constant drive....to recruit new volunteer[s] as presenters."

In terms of our policy criteria, Ofcom is satisfied that the change will not affect the station's ability to meet the community radio 'characteristics of service' set out in the legislation, and for the reasons set out above, we judge the extent of the impact of the change on the character of service to be low. We therefore decided to exercise our discretion to approve the change.

*July 2022*