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# **Bauer Radio West Midlands & Shropshire stations**

Requests to change Format

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**CONSULTATION:**

Publication Date: 07 September 2018

Closing Date for Responses: 05 October 2018

# About this document

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Ofcom is consulting on whether to approve Format Change Requests relating to three analogue commercial radio licences in the West Midlands and Shropshire which are ultimately owned by Bauer Radio Limited.

A commercial radio station's Format describes the type of programme service which it is required to provide, and forms part of the station's licence.

The proposed changes are as follows:

- West Midlands FM licence (currently Absolute Radio) – request to change from a 'rock-orientated' service to a 'classic pop hits' service, with local production and content.
- Birmingham AM licence (currently Free Radio 80s) – request to change from a 'classic pop hits' service to a 'classic rock' service with no local production or content.
- Wolverhampton, Shrewsbury & Telford AM licence (currently Free Radio 80s) - request to change from a 'classic pop hits' service to a 'classic rock' service with no local production or content.

We are seeking views on the requests. The consultation closes at 5pm on 05 October 2018.

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# 1. Details and background information

1.1 Ofcom has received three related Format Change Requests from commercial radio licensees ultimately owned by Bauer Radio Limited (“Bauer”). The licences affected are as follows:

- The West Midlands FM licence held by Bauer Radio (West Midlands) Limited, broadcasting as ‘Absolute Radio’.
- The Birmingham AM licence held by Birmingham Broadcasting Limited, broadcasting as ‘Free Radio 80s’.
- The Wolverhampton, Shrewsbury & Telford AM licence held by Orion Media Limited, broadcasting as ‘Free Radio 80s’.

## West Midlands FM licence

1.2 This West Midlands FM licence was launched in 2004 on 105.2 FM, as rock service Kerrang! Radio. In 2013 Kerrang was replaced on 105.2 FM by a simulcast of the national rock station Planet Rock, taking advantage of a clause in the 2010 Digital Economy Act which allows regional FM licences to broadcast a national service on a local frequency, without any local content or production, provided that the service is also being broadcast nationally on DAB.

1.3 In 2015, parent company Bauer decided to replace Planet Rock with the ‘rock-orientated’ Absolute Radio on 105.2 FM. It remained a national service with no requirement for local content or production.

1.4 The licence has a Measured Coverage Area of 2,294,015 adults (aged 15+).

1.5 The current ‘Character of Service’ in the Format of this licence is: ***“A rock-orientated station combining new music with classic album tracks aimed at 25-44 year-olds.”***

1.6 The new Character of Service proposed by the Licensee is: ***“A classic pop hits service with local news and information aimed primarily at the over-30s in the West Midlands.”***

1.7 Other proposed changes to the Format, which would see this licence return to a ‘local’ rather than ‘national’ service, are summarised below:

	<b>Current arrangements</b>	<b>Proposed new arrangements</b>
<b>Programme sharing and/or co-location arrangements</b>	No programming need be locally made.	Locally made programming must be produced within the licensed area.

<b>Locally-made hours</b>	No programming need be locally made.	The minimum required by Ofcom’s localness guidelines (currently, seven hours per day on weekdays, including breakfast, and four hours on weekend days). Ofcom has recently consulted on reductions to these minimums <sup>1</sup> .
<b>Local news bulletins</b>	No requirement for local news bulletins.	At least hourly during weekday daytimes and at peak-time at the weekend. Outside these times, UK-wide, national and international news should feature.

## Birmingham AM licence

1.8 The Birmingham AM licence was launched in 1974, as BRMB (which was also broadcast on the FM band). In 1989 BRMB ‘split’ its frequencies, and the AM frequency became Xtra AM, a ‘classic hits’ service, with BRMB (now Free Radio) majoring on more contemporary hits on FM. Xtra AM was rebranded in 1998 as Capital Gold and, since 2012, the licence has focused on playing music from the 1980s as ‘Free Radio 80s’.

1.9 The licence has a Measured Coverage Area of 1,758,367 adults (aged 15+).

1.10 The current ‘Character of Service’ in the Format of this licence is: ***“A classic pop hits station, with local information and occasional local sports coverage, targeted primarily at 35-54 year-olds in the Birmingham area.”***

1.11 The new Character of Service proposed by the Licensee is: ***“A classic rock music station for listeners in the Birmingham area.”***

1.12 Other proposed changes to the Format are summarised below:

	<b>Current arrangements</b>	<b>Proposed new arrangements</b>
<b>Programme sharing and/or co-location arrangements</b>	Locally made programming must be produced within the licensed area.  All programmes may be shared with the Coventry licence (AL022) and the Wolverhampton, Shrewsbury & Telford licence (AL118).	10 hours per day must be produced within England.
<b>Locally-made hours</b>	At least 4 hours per day between 6am and midnight on weekdays.	10 hours per day must be produced within England.

<sup>1</sup> Consultation is at: [https://www.ofcom.org.uk/\\_\\_data/assets/pdf\\_file/0012/115113/consultation-localness-radio.pdf](https://www.ofcom.org.uk/__data/assets/pdf_file/0012/115113/consultation-localness-radio.pdf)  
The post-consultation statement has yet to be published.

<b>Local news bulletins</b>	At least hourly during weekday daytimes and at peak-time at the weekend. Outside these times, UK-wide, national and international news should feature.	No requirement for local news bulletins.
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## Wolverhampton, Shrewsbury & Telford AM licence

- 1.13 This AM licence was launched in 1976 as Beacon Radio (which also broadcast on the FM band), originally only covering the Wolverhampton area. In 1989, Beacon Radio ‘split’ its frequencies, and the AM frequency became WABC, a ‘classic hits’ service, with Beacon Radio (now Free Radio) majoring on more contemporary hits on FM. Coverage of the Shrewsbury and Telford areas was added to the AM licence in 1990. WABC was rebranded in 1996 as Classic Gold and, since 2012, the licence has focused on playing music from the 1980s as ‘Free Radio 80s’.
- 1.14 The licence has a Measured Coverage Area of 2,174,406 adults (aged 15+).
- 1.15 The current ‘Character of Service’ in the Format of this licence is: ***“A classic pop hits station, with local information and occasional local sports coverage, targeted primarily at 35-54 year-olds in the Wolverhampton area.”***
- 1.16 The new Character of Service proposed by the Licensee is: ***“A classic rock music station for listeners in the Wolverhampton and Shropshire area.”***
- 1.17 Other proposed changes to the Format are summarised below:

	<b>Current arrangements</b>	<b>Proposed new arrangements</b>
<b>Programme sharing and/or co-location arrangements</b>	Locally-made programming must be produced within the licensed areas of Wolverhampton, Shrewsbury and Telford (AL118), Birmingham (AL076) or Coventry (AL022).  All programmes may be shared with the Birmingham licence (AL076) and the Coventry licence (AL022).	10 hours per day must be produced within England.
<b>Locally-made hours</b>	At least 4 hours per day between 6am and midnight on weekdays.	10 hours per day must be produced within England.
<b>Local news bulletins</b>	At least hourly during weekday daytimes and at peak-time at the weekend. Outside these times, UK-wide, national and international news should feature.	No requirement for local news bulletins.

## Statutory framework and considerations

- 1.18 Under section 106(1A) of the Broadcasting Act 1990 (as amended), Ofcom may consent to a change of a Format only if it is satisfied that at least one of the following five statutory 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 in 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*
  - 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; or*
  - e) *that (i) the departure would result from programmes included in the licensed service ceasing to be made at premises in the area or locality for which the service is provided, but (ii) those programmes would continue to be made wholly or partly at premises within the approved area (as defined in section 314 of the Communications Act 2003 (local content and character of services)).*
- 1.19 Even if Ofcom is of the opinion that the proposed changes satisfy one or more of the statutory criteria above, there may be reasons (depending on the particular circumstances of the case) why Ofcom may not consent to the proposed change. The additional criteria to which Ofcom will have regard when exercising this discretion can be found on Ofcom’s website.<sup>2</sup>
- 1.20 The proposals from Bauer affect the core nature of each station’s programming, such that it requires a rewording of each published Character of Service, and proposes changes to arrangements for locally-made programming, locally made hours and news provision. Consequently, we do not consider that any of the requests meet criterion (a) – that the departure would not substantially alter the character of service. In addition, criterion (e), which relates to co-location requests, is not relevant to this request. In accordance with section 106ZA of the Broadcasting Act 1990, we are therefore consulting on the requests.
- 1.21 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 across or within the West Midlands and North Shropshire, which are listed at Annex 11.

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<sup>2</sup> At [https://www.ofcom.org.uk/\\_data/assets/pdf\\_file/0024/87405/The-regulation-of-Format-changes.pdf](https://www.ofcom.org.uk/_data/assets/pdf_file/0024/87405/The-regulation-of-Format-changes.pdf)

- 1.22 Given that the three Format change requests are linked, Ofcom will consider them together, considering the combined effect of the all the proposed changes on the West Midlands and north Shropshire analogue radio markets, rather than considering the requests separately and independently. We ask that respondents to this consultation adopt the same approach.
- 1.23 The three Format Change Requests submitted by Bauer are available at Annexes A5, A7 and A9, in which arguments are made that, when taken together, the proposed Format changes would not narrow the range of programmes available by way of relevant independent radio services to persons living in the area of locality for which the services are licensed to be provided, and therefore that criterion (b) is satisfied.
- 1.24 We are seeking views on the request, having particular regard to the Format change criteria set out in Section 106(1A) (b) to (d) of the Broadcasting Act 1990 (as amended), as set out above.



# A1. Responding to this consultation

## How to respond

A1.1 Ofcom would like to receive views and comments on the issues raised in this document, by 5pm on Friday 05 October 2018.

A1.2 You can download a response form from <https://www.ofcom.org.uk/consultations-and-statements/category-3/bauer-radio-format-change>. You can return this by email or post to the address provided in the response form.

A1.3 If your response is a large file, or has supporting charts, tables or other data, please email it to [jon.heasman@ofcom.org.uk](mailto:jon.heasman@ofcom.org.uk), as an attachment in Microsoft Word format, together with the cover sheet (<https://www.ofcom.org.uk/consultations-and-statements/consultation-response-coversheet>).

Responses may alternatively be posted to the address below, marked with the title of the consultation:

Bauer Radio West Midlands & Shropshire consultation

F.A.O. Jon Heasman

Ofcom

Riverside House

2A Southwark Bridge Road

London SE1 9HA

A1.4 We welcome responses in formats other than print, for example an audio recording or a British Sign Language video. To respond in BSL:

- Send us a recording of you signing your response. This should be no longer than 5 minutes. Suitable file formats are DVDs, wmv or QuickTime files; or,
- Upload a video of you signing your response directly to YouTube (or another hosting site) and send us the link.

A1.5 We will publish a transcript of any audio or video responses we receive (unless your response is confidential).

A1.6 We do not need a paper copy of your response as well as an electronic version. We will acknowledge receipt if your response is submitted via the online web form, but not otherwise.

A1.7 You do not have to answer all the questions in the consultation if you do not have a view; a short response on just one point is fine. We also welcome joint responses.

A1.8 It would be helpful if your response could include direct answers to the questions asked in the consultation document. The questions are listed at Annex 4. It would also help if you could explain why you hold your views, and what you think the effect of Ofcom's proposals would be.

- A1.9 If you want to discuss the issues and questions raised in this consultation, please contact Jon Heasman directly on 020 7783 4509, or by email to [jon.heasman@ofcom.org.uk](mailto:jon.heasman@ofcom.org.uk).

## Confidentiality

- A1.10 Consultations are more effective if we publish the responses before the consultation period closes. This can help people and organisations with limited resources or familiarity with the issues to respond in a more informed way. So, in the interests of transparency and good regulatory practice, and because we believe it is important that everyone who is interested in an issue can see other respondents' views, we usually publish all responses on our website, [www.ofcom.org.uk](http://www.ofcom.org.uk), as soon as we receive them.
- A1.11 If you think your response should be kept confidential, please specify which part(s) this applies to, and explain why. Please send any confidential sections as a separate annex. If you want your name, address, other contact details or job title to remain confidential, please provide them only in the cover sheet, so that we don't have to edit your response.
- A1.12 If someone asks us to keep part or all of a response confidential, we will treat this request seriously and try to respect it. But sometimes we will need to publish all responses, including those that are marked as confidential, to meet legal obligations.
- A1.13 Please also note that copyright and all other intellectual property in responses will be assumed to be licensed to Ofcom to use. Ofcom's intellectual property rights are explained further at <https://www.ofcom.org.uk/about-ofcom/website/terms-of-use>.

## Next steps

- A1.14 Following this consultation period, Ofcom plans to publish a statement.
- A1.15 If you wish, you can register to receive mail updates alerting you to new Ofcom publications; for more details please see <https://www.ofcom.org.uk/about-ofcom/latest/email-updates>

## Ofcom's consultation processes

- A1.16 Ofcom aims to make responding to a consultation as easy as possible. For more information, please see our consultation principles in Annex 2.
- A1.17 If you have any comments or suggestions on how we manage our consultations, please email us at [consult@ofcom.org.uk](mailto:consult@ofcom.org.uk). We particularly welcome ideas on how Ofcom could more effectively seek the views of groups or individuals, such as small businesses and residential consumers, who are less likely to give their opinions through a formal consultation.
- A1.18 If you would like to discuss these issues, or Ofcom's consultation processes more generally, please contact Jacqui Gregory, Ofcom's consultation champion:

Jacqui Gregory  
Ofcom  
Riverside House  
2a Southwark Bridge Road  
London SE1 9HA  
Email: [corporationsecretary@ofcom.org.uk](mailto:corporationsecretary@ofcom.org.uk)

## A2. Ofcom's consultation principles

### **Ofcom has seven principles that it follows for every public written consultation:**

#### **Before the consultation**

- A2.1 Wherever possible, we will hold informal talks with people and organisations before announcing a big consultation, to find out whether we are thinking along the right lines. 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**

- A2.2 We will be clear about whom we are consulting, why, on what questions and for how long.
- A2.3 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 for people to give us a written response. If the consultation is complicated, we may provide a short Plain English / Cymraeg Clir guide, to help smaller organisations or individuals who would not otherwise be able to spare the time to share their views.
- A2.4 We will consult for up to ten weeks, depending on the potential impact of our proposals.
- A2.5 A person within Ofcom will be in charge of making sure we follow our own guidelines and aim to reach the largest possible number of people and organisations who may be interested in the outcome of our decisions. Ofcom's Consultation Champion is the main person to contact if you have views on the way we run our consultations.
- A2.6 If we are not able to follow any of these seven principles, we will explain why.

#### **After the consultation**

- A2.7 We think it is important that everyone who is interested in an issue can see other people's views, so we usually publish all the responses on our website as soon as we receive them. After the consultation we will make our decisions and publish a statement explaining what we are going to do, and why, showing how respondents' views helped to shape these decisions.

## A3. Consultation coversheet

### BASIC DETAILS

Consultation title: Request to change Format – Bauer Radio West Midlands & Shropshire stations

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

Name/contact details/job title

Whole response

Organisation

Part of the response

If there is no separate annex, which parts? \_\_\_\_\_

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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)

## A4. Consultation questions

- A4.1 Ofcom is seeking views on these Format Change Requests. In this case any decision by Ofcom can only be taken having particular regard to three statutory criteria (Section 106 (1A) (b) (c) and/or (d) of the Broadcast Act 1990 (as amended)).
- A4.2 These criteria are set on page four of this consultation document. Ofcom may consent to a change of Format only if it is satisfied in relation to at least one of the statutory criteria.
- A4.3 Respondents are requested to frame their views and responses with reference to, or in the context of, these three statutory criteria.

### Question 1:

Should Bauer radio (West Midlands) Limited be permitted to make its proposed change to the Format of Absolute Radio (West Midlands)?

### Question 2:

Should Birmingham Broadcasting Limited be permitted to make its proposed change to the Format of Free Radio 80s (Birmingham)?

### Question 3:

Should Orion Media Limited be permitted to make its proposed change to the Format of Free Radio 80s (Wolverhampton, Shrewsbury & Telford)?

## A5. Format change request for Absolute Radio (West Midlands)

<b>Date of request:</b>	08 August 2018
<b>Station Name:</b>	Absolute Radio (to be rebranded if the change is permitted)
<b>Licensed area and licence number:</b>	West Midlands AL288
<b>Licensee:</b>	Bauer Radio (West Midlands) Ltd
<b>Contact name:</b>	Graham Bryce

### Details of requested change(s) to Format

<b>Character of Service</b>  <i>Complete this section if you are requesting a change to this part of your Format</i>	<b>Existing Character of Service:</b>  A ROCK-ORIENTATED STATION COMBINING NEW MUSIC WITH CLASSIC ALBUM TRACKS AIMED AT 25-44 YEAR OLDS
	<b>Proposed new Character of Service:</b>  A CLASSIC POP HITS SERVICE WITH LOCAL NEWS AND INFORMATION AIMED PRIMARILY AT THE OVER-30s IN THE WEST MIDLANDS
<b>Programme sharing and/or co-location arrangements</b>  <i>Complete this section if you are requesting a change to this part of your Format</i>	<b>Current arrangements:</b>  No Arrangements - Because the station is broadcast nationally on DAB it simulcasts the Absolute Radio national service produced in London
	<b>Proposed new arrangements:</b>  No Arrangements

<p><b>Locally-made hours and/or local news bulletins</b></p> <p><i>Complete this section if you are requesting a change to this part of your Format</i></p>	<p><b>Current arrangements:</b></p> <p><u>Locally made hours</u> None</p> <p><u>Local news bulletins</u> None</p> <p>Because the station is broadcast nationally on DAB it need carry no locally-made programmes or local news</p>
	<p><b>Proposed new obligations:</b></p> <p><u>Locally made hours</u> The station will comply with Ofcom policy for the provision of locally made hours. (This is currently being consulted upon by Ofcom separately)</p> <p><u>Local news bulletins</u> Broadcast hourly during weekday daytimes and at peak-time at the weekend. Outside these times, UK-wide, national and international news should feature.</p>

The holder of an analogue local commercial radio licence 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 at <http://stakeholders.ofcom.org.uk/broadcasting/radio/formats-content/changes/> )

Under section 106(1A) of the Broadcasting Act 1990 (as amended), Ofcom may consent to a change of a Format only if it is satisfied that *at least* one of the following five statutory 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 in 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*
- (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; or*
- (e) *that (i) the departure would result from programmes included in the licensed service ceasing to be made at premises in the area or locality for which the service is provided, but (ii) those programmes would continue to be made wholly or partly at premises within the approved area (as defined in section 314 of the Communications Act 2003 (local content and character of services)).*



Only one of these five 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 particular circumstances of the case) why Ofcom may not consent to the proposed change. The additional criteria to which Ofcom will have regard when exercising this discretion can be found at:

<http://stakeholders.ofcom.org.uk/broadcasting/radio/formats-content/changes/> )

Applicants should note that, under section 106ZA of the same Act (as amended), a proposed change that *does not* satisfy the first or last of these criteria (i.e. a change that Ofcom considers *would* or *could* substantially alter the character of the service, or does not relate to the origin of locally-made programmes) 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) or (e) 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 set out the statutory criterion, or criteria, set out in section 106(1A) of the Broadcasting Act 1990 that you believe is/are satisfied in relation to this Format change request, and the reasons for this:**

**Section 106(b) relevance....**

The other available local analogue commercial services within the West Midlands comprise Free Radio 80s, Free Radio, Heart West Midlands, Smooth West Midlands, Capital Birmingham, Touch FM, Radio XL and Signal 107. The proposal seeks to replace the national service of Absolute Radio broadcast locally under licence number AL288 with this new service, playing classic pop hits (the current Format of Free Radio 80s). Unlike the existing Absolute Radio West Midlands service, the proposed new service will broadcast local news and information throughout weekday daytimes and weekend peak. It will also broadcast at least the minimum number of locally made hours required by Ofcom's localness guidelines which are currently being consulted on.

Separate but linked requests have been submitted for format changes to licences AL076 (Birmingham) and AL118 (Wolverhampton & Shropshire) to change their formats from "classic pop hits" to "classic rock"

When taken together, the range of programmes on offer will not be reduced. While local programming is currently carried on Free Radio 80s, the service is on AM and DAB and is only listened to by 59,000 people. The proposed new service will carry local news and information and locally made programming and being on FM we expect its reach to be substantially higher. This was our experience when we made a similar change in Liverpool in 2015.

**Section 106(c) relevance....**

Making this change, particularly when taking into account the separate proposals referred to above, will ensure continuation of the current competitive dynamic.

**Section 106(d) relevance....**

While we have not carried out specific audience research to support this proposal, our experience in the Liverpool market where we moved this format from AM to FM resulted in an increased audience. The final survey before the Liverpool change showed a reach of 101,000 listener, listening for an average of 5.3 hours, resulting in total hours of listening per week of 537,000. The latest survey for the station shows a reach of 198,000, average hours of 12.0 and total hours of 2,370,000; more than a four-fold increase. While the increase in the West Midlands may not be so great, we nevertheless believe that the change will bring substantial benefits to audiences.

**Please provide any additional information and/or evidence in support of the proposed change(s) below. In particular, the applicant may wish to outline how they see that the proposed change fits within Ofcom’s published Format change request policy (<http://stakeholders.ofcom.org.uk/broadcasting/radio/formats-content/changes/>) and also Ofcom’s Localness guidance, which includes our co-location and programme sharing policy (<http://stakeholders.ofcom.org.uk/broadcasting/radio/localness/>).**

**Background to licence AL000321BA/1**

This licence AL 288 first began broadcasting to the West Midlands in 2004 as Kerrang! Radio. The service was replaced by Planet Rock in June 2013 which was subsequently replaced by Absolute Radio in September 2015. Throughout its existence the station has always had a rock format. Initially it was all locally made in Birmingham and carried local news and information. However when the station was rebranded Planet Rock it took advantage of the Ofcom policy which allows a regional station not to have to be locally made or carry any local content if it provides a national version of the service on DAB. So since 2013 there has been no local content on the FM service, which currently simulcasts the national version of Absolute Radio, which is also available across the area on DAB.

If the proposed change is accepted, Absolute Radio will continue to be available to all listeners in the area, on DAB (via Digital One), national AM and digital TV platforms.

### **A classic pop hits service**

In this submission we propose that Absolute Radio West Midlands is replaced by a classic pop hits format (currently the format of our AM local service Free Radio 80s, although the new station may have a different name). This oldies format has a wide appeal and has proved to be successful in many areas of the country. However, on AM it is not maximising its potential. The weekly reach of all adults for Free Radio 80s in the Birmingham, Wolverhampton and Shropshire areas (the area covered by this FM licence) is 59,000 with weekly hours of 321,000. Just over half of existing listening is on AM (RAJAR figures).

By making this switch from AM to FM, we believe we can significantly improve this performance and, in an increasingly competitive market, take listeners and listening from both BBC Radio WM and BBC Radio 2. We propose to introduce locally made programming (at least the minimum required for local stations according to the Ofcom localness guidelines, which are currently being consulted upon) and introduce local news bulletins throughout weekday daytime and weekend peak times.

Our experience of a similar change in Liverpool suggests that existing listeners would listen for longer and non-listeners would be more likely to listen.

The result of all these changes taken together will be to increase the range of commercial analogue radio services available to listeners in the West Midlands, in that two services – Absolute Radio (on FM and AM) and Free Radio 80s (AM) – will be replaced by three – Absolute Radio (AM), Absolute Classic Rock (AM) and a classic pop hits service (FM).

### Notes

# 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.

## A6. Existing Format of Absolute Radio (West Midlands)

### Service name

<b>ABSOLUTE RADIO</b>
-----------------------

<b>Licence number</b>	AL288
<b>Licensed area</b>	West Midlands
<b>MCA population</b>	2,294,015
<b>Frequency</b>	105.2 MHz

### Character of Service

<p>A ROCK-ORIENTATED STATION COMBINING NEW MUSIC WITH CLASSIC ALBUM TRACKS AIMED AT 25-44 YEAR OLDS</p>	
<b>Service duration</b>	24 hours
<b>Locally-made programming</b>	<p><b>Studio location:</b> Locally-made programming must be produced within the licensed area.</p>
	<p><b>Locally-made hours:</b> At least 10 hours per day during daytime weekdays (must include breakfast) and at least 4 hours daytime Saturdays and Sundays, unless the service broadcast under the licence is an Approved Version of the Service, in which case no programming need be locally-made.</p>
	<p><b>Programme sharing:</b> No arrangements. However, the service broadcast under this licence may be an Approved Version of the Service provided that it complies with the Character of Service described above.</p>
<b>Local news</b>	<p>At least hourly during peak-times, unless the service broadcast under the licence is an Approved Version of the Service, in which case news bulletins, some of which may be local, will be broadcast at least hourly at peak-times. Outside peak, UK-wide, nations and international news should feature.</p>

**Definitions**

<b>Speech / Music</b>	Excludes advertising, programme/promotional trails & sponsor credits
<b>Peak-time</b>	Weekday breakfast and drive-time, and weekend late breakfast
<b>Daytime</b>	06.00 to 19.00 weekdays and weekends
<b>Approved version of the service</b>	<p>An “Approved Version of the Service” for the purposes of this Licence is one that corresponds to the Absolute Radio service carried on the Digital One multiplex (licence no. DM001).</p> <p>It will so correspond if in every calendar month:</p> <ul style="list-style-type: none"> <li>(a) at least 80 per cent of the programmes on each service are the same; and</li> <li>(b) at least 50 per cent of the programmes are broadcast at the same time on both services.</li> </ul>

**Notes**

This Format should be read in conjunction with Ofcom’s published Localness Guidelines.

**Last updated: July 2015**

## A7. Format change request for Free Radio 80s (Birmingham)

<b>Date of request:</b>	08 August 2018
<b>Station Name:</b>	Free Radio 80s (to be rebranded Absolute Classic Rock if the change is permitted)
<b>Licensed area and licence number:</b>	Birmingham area AL076
<b>Licensee:</b>	Birmingham Broadcasting Ltd
<b>Contact name:</b>	Graham Bryce

### Details of requested change(s) to Format

<b>Character of Service</b>  <i>Complete this section if you are requesting a change to this part of your Format</i>	<b>Existing Character of Service:</b> A CLASSIC POP HITS STATION, WITH LOCAL INFORMATION AND OCCASIONAL LOCAL SPORTS COVERAGE, TARGETED PRIMARILY AT 35-54 YEAR-OLDS IN THE BIRMINGHAM AREA.
	<b>Proposed new Character of Service:</b> A CLASSIC ROCK MUSIC STATION FOR LISTENERS IN THE BIRMINGHAM AREA
<b>Programme sharing and/or co-location arrangements</b>  <i>Complete this section if you are requesting a change to this part of your Format</i>	<b>Current arrangements:</b> Locally-made programming must be produced within the licensed areas of Birmingham (AL076), Coventry (AL021) or Wolverhampton & Shropshire (AL118).
	<b>Proposed new arrangements:</b> No Arrangements – In line with Ofcom localness guidelines, 10 hours a day of the service will be produced in England.

<p><b>Locally-made hours and/or local news bulletins</b></p> <p><b><i>Complete this section if you are requesting a change to this part of your Format</i></b></p>	<p><b>Current arrangements:</b></p> <p><u>Locally made hours</u> At least 4 hours a day between 6am and midnight on weekdays</p> <p><u>Local news bulletins</u> Hourly at peak-time weekdays and weekends. At other times UK-wide, nations and international news should feature.</p>
	<p><b>Proposed new obligations:</b></p> <p><u>Locally made hours</u> None</p> <p><u>Local news bulletins</u> None</p>

The holder of an analogue local commercial radio licence 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 at <http://stakeholders.ofcom.org.uk/broadcasting/radio/formats-content/changes/> )

Under section 106(1A) of the Broadcasting Act 1990 (as amended), Ofcom may consent to a change of a Format only if it is satisfied that *at least* one of the following five statutory 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 in 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*
- (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; or*
- (e) *that (i) the departure would result from programmes included in the licensed service ceasing to be made at premises in the area or locality for which the service is provided, but (ii) those programmes would continue to be made wholly or partly at premises within the approved area (as defined in section 314 of the Communications Act 2003 (local content and character of services)).*

Only one of these five 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 particular circumstances of the case) why Ofcom may not consent to the proposed change.

The additional criteria to which Ofcom will have regard when exercising this discretion can be found at:

<http://stakeholders.ofcom.org.uk/broadcasting/radio/formats-content/changes/> )

Applicants should note that, under section 106ZA of the same Act (as amended), a proposed change that *does not* satisfy the first or last of these criteria (i.e. a change that Ofcom considers *would* or *could* substantially alter the character of the service, or does not relate to the origin of locally-made programmes) 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) or (e) 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 set out the statutory criterion, or criteria, set out in section 106(1A) of the Broadcasting Act 1990 that you believe is/are satisfied in relation to this Format change request, and the reasons for this:**

**Section 106(b) relevance....**

The other available local analogue commercial services within the Birmingham area comprise Absolute Radio (West Midlands), Free Radio, Heart West Midlands, Smooth West Midlands, Capital Birmingham, Touch FM and Radio XL. The proposal seeks to replace the current Free Radio 80s service with Absolute Classic Rock.

Separate but linked requests have been submitted for format changes to licence AL118 (Wolverhampton & Shropshire) to change its format from “classic pop hits” to “classic rock” and licence AL288 (West Midlands) to change its format from “a Rock-orientated station combining new music with classic album tracks aimed at 25-44 year-olds” to a “classic pop hits” format.

When taken together, the range of programmes on offer will not be reduced. While local programming is currently carried on Free Radio 80s, the service is on AM and DAB and across this licence and the adjacent one (AL118) for Wolverhampton with which it shares programming, the service is only listened to by 59,000 people. The proposed new “classic pop hits” service on FM licence AL288 will carry local news and information and locally made programming.

However the service on this licence (AL076) will be a specialist music service, where local material is much less relevant. The service will be unlike anything else currently available on analogue radio in this market and so we expect it to achieve at least a similar audience to the existing AM service.



### **Section 106(c) relevance....**

Making this change, particularly when taking into account the separate proposals referred to above, will ensure continuation of the current competitive dynamic.

### **Section 106(d) relevance....**

We have not carried out specific research to support this proposal.

**Please provide any additional information and/or evidence in support of the proposed change(s) below. In particular, the applicant may wish to outline how they see that the proposed change fits within Ofcom’s published Format change request policy (<http://stakeholders.ofcom.org.uk/broadcasting/radio/formats-content/changes/> ) and also Ofcom’s Localness guidance, which includes our co-location and programme sharing policy (<http://stakeholders.ofcom.org.uk/broadcasting/radio/localness/> ).**

### **Background to licence AL076**

This licence AL076 first began broadcasting to the Birmingham area in 1974 as BRMB. The service subsequently became a “classic hits” format and in 2012 was re-branded by the then owners, Orion Radio, as Free Radio 80s.

The audience to the station has declined over the years due to increased competition on FM and DAB and between this and the adjacent licence AL118 now only attracts a weekly audience of 59,000.

Although under Ofcom’s localness guidelines the station could have ceased to offer local programming and local news and information, it has continued to do so. Given the small size of the audience this is no longer viable.

### **A classic rock music service**

The existing Absolute Radio service will continue to be available on AM and DAB across the area. The proposed service, Absolute Classic Rock, will complement the existing Absolute Radio service, providing listeners with enhanced choice on analogue radio. The Absolute Classic Rock service has also recently been added to the local DAB multiplex in Birmingham.

The result of all these changes taken together will be to increase the range of commercial analogue radio services available to listeners in the West Midlands, in that two services – Absolute Radio (on FM and AM) and Free Radio 80s (AM) – will be replaced by three – Absolute Radio (AM), Absolute Classic Rock (AM) and a classic pop hits service (FM)

### Notes

# 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.

## A8. Format of Free Radio 80s (Birmingham)

### FREE RADIO 80s (Birmingham)

<b>Licence number</b>	AL076
<b>Licensed area</b>	Birmingham area
<b>MCA population</b>	1,758,367
<b>Frequency/ies</b>	1152 kHz

#### Character of Service

**A CLASSIC POP HITS STATION, WITH LOCAL INFORMATION AND OCCASIONAL LOCAL SPORTS COVERAGE, TARGETED PRIMARILY AT 35-54 YEAR-OLDS IN THE BIRMINGHAM AREA.**

<b>Service duration</b>	24 hours
<b>Locally-made programming</b>	<b>Studio location:</b> Locally-made programming must be produced within the licensed areas of Birmingham (AL076), Coventry (AL021) or Wolverhampton & Shropshire (AL118).
	<b>Locally-made hours:</b> At least 4 hours a day between 6am and midnight on weekdays.
	<b>Programme sharing:</b> All programmes may be shared between the Birmingham licence (AL076), the Coventry licence (AL021) and the Wolverhampton & Shropshire licence (AL118).
<b>Local news</b>	Hourly at peak-time weekdays and weekends. At other times UK-wide, nations and international news should feature.

#### Definitions

Speech	Excludes advertising, programme/promotional trails & sponsor credits
Peak-time	Weekday breakfast and drive-time, and weekend late breakfast
Daytime	06.00 to 19.00 weekdays and weekends

#### Notes

This Format should be read in conjunction with Ofcom's published Localness Guidelines. Last amended: July 2010

## A9. Format change request from Free Radio 80s (Wolverhampton & Shrops.)

<b>Date of request:</b>	08 August 2018
<b>Station Name:</b>	Free Radio 80s (to be rebranded Absolute Classic Rock if the change is permitted)
<b>Licensed area and licence number:</b>	Wolverhampton & Shropshire area AL118
<b>Licensee:</b>	Orion Media Ltd
<b>Contact name:</b>	Graham Bryce

### Details of requested change(s) to Format

<p><b>Character of Service</b></p> <p><i>Complete this section if you are requesting a change to this part of your Format</i></p>	<p><b>Existing Character of Service:</b></p> <p>A CLASSIC POP HITS STATION, WITH LOCAL INFORMATION AND OCCASIONAL LOCAL SPORTS COVERAGE, TARGETED PRIMARILY AT 35-54 YEAR-OLDS IN THE WOLVERHAMPTON &amp; SHROPSHIRE AREA.</p>
	<p><b>Proposed new Character of Service:</b></p> <p>A CLASSIC ROCK MUSIC STATION FOR LISTENERS IN THE WOLVERHAMPTON &amp; SHROPSHIRE AREA</p>
<p><b>Programme sharing and/or co-location arrangements</b></p> <p><i>Complete this section if you are requesting a change to this part of your Format</i></p>	<p><b>Current arrangements:</b></p> <p>Locally-made programming must be produced within the licensed areas of Birmingham (AL076), Coventry (AL021) or Wolverhampton &amp; Shropshire (AL118)</p>
	<p><b>Proposed new arrangements:</b></p> <p>No Arrangements – In line with Ofcom localness guidelines, 10 hours a day of the service will be produced in England</p>

<p><b>Locally-made hours and/or local news bulletins</b></p> <p><i>Complete this section if you are requesting a change to this part of your Format</i></p>	<p><b>Current arrangements:</b></p> <p><u>Locally made hours</u> At least 4 hours a day between 6am and midnight on weekdays</p> <p><u>Local news bulletins</u> Hourly at peak-time weekdays and weekends. At other times UK-wide, nations and international news should feature.</p>
	<p><b>Proposed new obligations:</b></p> <p><u>Locally made hours</u> None</p> <p><u>Local news bulletins</u> None</p>

The holder of an analogue local commercial radio licence 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 at <http://stakeholders.ofcom.org.uk/broadcasting/radio/formats-content/changes/> )

Under section 106(1A) of the Broadcasting Act 1990 (as amended), Ofcom may consent to a change of a Format only if it is satisfied that *at least* one of the following five statutory 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 in 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*
- (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; or*
- (e) *that (i) the departure would result from programmes included in the licensed service ceasing to be made at premises in the area or locality for which the service is provided, but (ii) those programmes would continue to be made wholly or partly at premises within the approved area (as defined in section 314 of the Communications Act 2003 (local content and character of services)).*

Only one of these five 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

particular circumstances of the case) why Ofcom may not consent to the proposed change. The additional criteria to which Ofcom will have regard when exercising this discretion can be found at:

<http://stakeholders.ofcom.org.uk/broadcasting/radio/formats-content/changes/> )

Applicants should note that, under section 106ZA of the same Act (as amended), a proposed change that *does not* satisfy the first or last of these criteria (i.e. a change that Ofcom considers *would* or *could* substantially alter the character of the service, or does not relate to the origin of locally-made programmes) 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) or (e) 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 set out the statutory criterion, or criteria, set out in section 106(1A) of the Broadcasting Act 1990 that you believe is/are satisfied in relation to this Format change request, and the reasons for this:**

**Section 106(b) relevance....**

The other available local analogue commercial services within the Wolverhampton & Shropshire area comprise Absolute Radio (West Midlands), Free Radio, Heart West Midlands, Smooth West Midlands, Signal 107 and Radio XL. The proposal seeks to replace the current Free Radio 80s service with Absolute Classic Rock.

Separate but linked requests have been submitted for format changes to licence AL076 (Birmingham) to change its format from “classic pop hits” to “classic rock” and licence AL288 (West Midlands) to change its format from “a Rock-orientated station combining new music with classic album tracks aimed at 25-44 year-olds” to a “classic pop hits” format.

When taken together, the range of programmes on offer will not be reduced. While local programming is currently carried on Free Radio 80s, the service is on AM and DAB and across this licence and the adjacent one (AL076) for Birmingham with which it shares programming, the service is only listened to by 59,000 people. The proposed new “classic pop hits” service on FM licence AL288 will carry local news and information and locally made programming.

However the service on this licence (AL118) will be a specialist music service, where local material is much less relevant. The service will be unlike anything else currently available on analogue radio in this market and so we expect it to achieve at least a similar audience to the existing AM service.

#### **Section 106(c) relevance....**

Making this change, particularly when taking into account the separate proposals referred to above, will ensure continuation of the current competitive dynamic.

#### **Section 106(d) relevance....**

We have not carried out specific research to support this proposal.

**Please provide any additional information and/or evidence in support of the proposed change(s) below. In particular, the applicant may wish to outline how they see that the proposed change fits within Ofcom’s published Format change request policy (<http://stakeholders.ofcom.org.uk/broadcasting/radio/formats-content/changes/> ) and also Ofcom’s Localness guidance, which includes our co-location and programme sharing policy (<http://stakeholders.ofcom.org.uk/broadcasting/radio/localness/> ).**

#### **Background to licence AL118**

This licence AL118 first began broadcasting to the Wolverhampton area in 1976 as Beacon Radio. The service subsequently became a “classic hits” format and in 2012 was re-branded by the then owners, Orion Radio, as Free Radio 80s.

The audience to the station has declined over the years due to increased competition on FM and DAB and between this and the adjacent licence AL076 now only attracts a weekly audience of 59,000.

Although under Ofcom’s localness guidelines the station could have ceased to offer local programming and local news and information, it has continued to do so. Given the small size of the audience this is no longer viable.

#### **A classic rock music service**

The existing Absolute Radio service will continue to be available on AM and DAB across the area. The proposed service, Absolute Classic Rock, will complement the existing Absolute Radio service, providing listeners with enhanced choice on analogue radio.

The result of all these changes taken together will be to increase the range of commercial analogue radio services available to listeners in the West Midlands, in that two services – Absolute Radio (on FM and AM) and Free Radio 80s (AM) – will be replaced by three – Absolute Radio (AM), Absolute Classic Rock (AM) and a classic pop hits service (FM)

#### Notes

# 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.

## A10. Format of Free Radio 80s (Wolverhampton & Shropshire)

### FREE RADIO 80s (Wolverhampton & Shropshire)

Licence number	AL118
Licensed area	Wolverhampton & Shropshire
MCA population	2,174,496
Frequency/ies	990 & 1017 kHz

#### Character of Service

**A CLASSIC POP HITS STATION, WITH LOCAL INFORMATION AND OCCASIONAL LOCAL SPORTS COVERAGE, TARGETED PRIMARILY AT 35-54 YEAR-OLDS IN THE WOLVERHAMPTON AREA.**

Service duration	24 hours
Locally-made programming	<i>Studio location:</i> Locally-made programming must be produced within the licensed areas of Birmingham (AL076), Coventry (AL021) or Wolverhampton & Shropshire (AL118).
	<i>Locally-made hours:</i> At least 4 hours a day between 6am and midnight on weekdays.
	<i>Programme sharing:</i> All programmes may be shared between the Birmingham licence (AL076), the Coventry licence (AL021) and the Wolverhampton & Shropshire licence (AL118).
Local news	Hourly at peak-time weekdays and weekends. At other times UK-wide, nations and international news should feature.

#### Definitions

Speech	Excludes advertising, programme/promotional trails & sponsor credits
Peak-time	Weekday breakfast and drive-time, and weekend late breakfast
Daytime	06.00 to 19.00 weekdays and weekends

#### Notes

This Format should be read in conjunction with Ofcom's published Localness Guidelines **Last amended: July 2010**

## A.11 Other commercial and community radio stations in the West Midlands & Shropshire

### Analogue commercial radio stations

Capital FM (Birmingham)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al000046ba3capitalfm.htm>

Free Radio (Birmingham)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al000077ba3freeradio.htm>

Free Radio (Wolverhampton, Shrewsbury & Telford)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al000119ba3freeradio.htm>

Heart (West Midlands)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al000169ba3heart.htm>

Radio XL (West Midlands)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al000171ba2radioxl.htm>

Signal 107 (Shrewsbury)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al000310ba1signal107.htm>

Signal 107 (Telford)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al100972ba1signal107.htm>

Signal 107 (Wolverhampton)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al100766ba1signal107.htm>

Smooth Radio (West Midlands)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al000265ba6smoothradio.htm>

Touch FM (South East Staffordshire)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al100805ba3touchfm.htm>



### **Analogue community radio stations**

Ambur Radio (Walsall)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/community/cr000175ba2amburradio.htm>

Big City Radio (Birmingham)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/community/cr000038ba3bigcityradio.htm>

Black Country Radio (Stourbridge)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/community/cr000041ba2blackcountryradio.htm>

Gulshan Radio (Wolverhampton)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/community/cr100527ba1gulshanradio.htm>

New Style Radio (Birmingham)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/community/cr000037ba2newstyleradio987fm.htm>

Nova FM (Newport, Shropshire)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/community/cr100520ba1novafm.htm>

Raaj FM (Sandwell)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/community/cr000177ba1raajfm.htm>

Radio Tamworth

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/community/cr000173ba3radiotamworth.htm>

Stafford FM

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/community/cr000035ba2salfordcityradio.htm>

Switch Radio (Birmingham)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/community/cr000174ba3switchradio1075.htm>

WCR FM (Wolverhampton)

<http://static.ofcom.org.uk/static/radiolicensing/html/radio-stations/community/cr000042ba3wcrfm.htm>