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## Bradford Asian Radio

### Request to change Key Commitments

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**CONSULTATION:**

Publication Date: 5 December 2019

Closing Date for Responses: 9 January 2020

# Contents

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## Section

1. Overview	3
2. Details and background information	4
3. Consideration of the request and Preliminary View	7

## Annex

A1. Responding to this consultation	10
A2. Ofcom's consultation principles	12
A3. Consultation coversheet	13
A4. Consultation question	14
A5. Key Commitments change request from Bradford Asian Radio Limited Company	15
A6. Bradford Asian Radio's current Key Commitments	25
A7. Other local radio stations in Bradford Asian Radio's licence area	27

# 1. Overview

A community radio station's Key Commitments set out the type of broadcast output it is required to provide, and form a part of its licence. Key Commitments include: a description of the community to be served; a summary of the character of the service; a description of the programme service; social gain objectives; access and participation arrangements; and mechanisms to ensure accountability to the target community. When a request to change Key Commitments constitutes a substantial alteration to the character of service, the request is subject to consultation. This document outlines the request received from Bradford Asian Radio Limited Company (or "the Licensee"), and Ofcom's preliminary view on the request.

## What we are proposing – in brief

Ofcom is considering the Key Commitments change request submitted by Bradford Asian Radio Limited Company ('BAR'), which holds a community radio licence for Bradford broadcasting as 'Bradford Asian Radio'. The Licensee wishes to:

- Change its description of character of service so that it is no longer a "speech-led" radio station for the "Asian population of Bradford", but a "music and speech radio station" for the "Asian (primarily Pakistani) population of Bradford", which also offers "special programming on religious and cultural occasions".
- Change its music requirements from music "from the Indian sub-continent", to "Pakistani, Indian, Punjabi, Mirpuri and Qawwali Music" and to make reference to being able to change its music output to "religious/spiritual tracks only" during religious and cultural occasions.
- Change its speech output requirements so it is able to limit output to "religious and cultural programming only" during moments of religious significance, relevant to its target community.
- Reduce its original output requirement from "a minimum of 13 hours per day" to "a minimum of 42 hours per week."

We have taken a preliminary view on the request and are minded to allow the Key Commitments changes requested by the Licensee. However, we are seeking views on the request before we make a final decision. The consultation closes at **5pm** on **9 January 2020**.

## 2. Details and background information

- 2.1 The licence for each community radio service contains ‘Key Commitments’ which describe the type of programme service the licensee is required to provide.
- 2.2 Ofcom has received a Key Commitments change request from Bradford Asian Radio Limited Company (‘BAR’), which holds a community radio licence for Bradford, with regards to its service ‘Bradford Asian Radio’. BAR’s target community is “the Asian population of Bradford”.

### Bradford Asian Radio Limited Company’s licence

- 2.3 The station commenced broadcasting in December 2016.
- 2.4 The current Key Commitments are appended to this consultation document as Annex 6. They can also be viewed on the Ofcom website [here](#).
- 2.5 BAR has requested several changes, and a copy of its Key Commitments change request form is appended to this document as Annex 5.

### Statutory framework and considerations

- 2.6 Community radio services are licensed under the terms of three related pieces of legislation. In particular, the Community Radio Order 2004 (the “Order”) applies modified versions of the provisions of the Communications Act 2003 (the “2003 Act”) and Broadcasting Act 1990 (the “1990 Act”) to community radio. The legislation sets out requirements that must be met for radio services to qualify as ‘community radio services’, including that such services are not profit-distributing, are provided for a target community, deliver social gain objectives, invite access and participation in the service, and are accountable to the target community.
- 2.7 Section 106(1) of the 1990 Act (as modified by the Order) requires that community radio licences include such conditions as appear to Ofcom to be appropriate for securing that the character of the licensed service (as proposed by the licence holder when making its application) is maintained during the period for which the licence is in force.
- 2.8 The way section 106(1) applies in practice is that, when a prospective licence holder applies for a community radio licence, it must set out its proposals as to the character of the service it intends to provide. Those proposals are summarised in what is known as a ‘Key Commitments’ document, which then forms the basis for the terms and conditions contained in the licence regarding the ‘character of the service’ and its delivery. Such terms and conditions are agreed with each licensee before the station starts broadcasting. (The ‘licensee’ is the organisation which holds the community radio licence.)
- 2.9 The Key Commitments document includes:
  - a description of the community to be served;
  - a summary of the character of service (a short description of the station’s aims);

- a description of the programme service;
- social gain objectives (including how the station will satisfy the mandatory social gain requirements set out in the legislation, and any other social gain objectives of the service);
- access and participation arrangements; and
- mechanisms to ensure accountability to the target community.

2.10 In determining the licence conditions that should be included in a licence under section 106(1) of the 1990 Act, section 106(1A) provides that Ofcom may, in particular, include conditions that enable it to consent to a “departure from the character of a licensed service” (or, in other words, the Key Commitments) should a licence holder subsequently request such a change. This is embodied in condition 2(5) of each community radio licence, allowing Ofcom to consent to changes in Key Commitments. Before Ofcom can give its consent, it must be satisfied that one of a number of statutory criteria has been fulfilled (see below). However, the legislation also gives Ofcom discretion not to consent to a proposed change, even if one of these criteria is satisfied.

2.11 The statutory criteria that Ofcom must apply when considering requests to change Key Commitments are set out in Section 106(1A) of the 1990 Act (as modified by the Order), and are as follows:

- that the departure would not substantially alter the character of the service (section 106(1A)(a));
- that the departure would not narrow the range of programmes available by way of relevant independent radio services to persons comprising the relevant community (section 106(1A)(b));
- that, there is evidence that, among persons comprising that community, there is a significant demand for, or significant support for, the change that would result from the departure (section 106(1A)(d));
- that the departure would not 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 (section 106(1A)(e)); or
- that the departure would not be prejudicial to the delivery of social gain resulting from the provision of the service provided under that licence (section 106(1A)(f)).

2.12 Where Ofcom is considering whether or not to consent to a proposed change on the basis of sections 106(1A)(b), (d), (e) or (f) above, it is under a general obligation to consult with those who, in its opinion, are likely to be affected by the change. Ofcom is not, however, required to consult when it is satisfied that a proposed change satisfies section 106(1A)(a) - i.e. that a proposed change would "not substantially alter the character of the service". The term ‘character of the service’ is not defined in the legislation. We consider that it includes everything that is set out in each service’s Key Commitments section of its licence. For the avoidance of doubt, this goes beyond a sub-section in the Key Commitments document

entitled 'description of character of service' to encompass the entirety of the Key Commitments annex to the licence.

2.13 The legislation leaves the decision as to whether to permit a change, even if one of the above criteria is satisfied, to Ofcom's discretion. There may be reasons (depending on the circumstances of the case) why Ofcom may not consent to the proposed change, notwithstanding that one of the statutory criteria is met. We have [published criteria](#) we use to help us judge whether a request of this kind should be approved, namely:

- a) whether the proposed change conflicts with the community radio 'characteristics of service' set out in legislation;
- b) the time elapsed since the licence commenced;
- c) the reason for the change (including the environment in which the service operates and whether a station may need to adjust Key Commitments better to serve its target community);
- d) the extent of the impact of the change on the character of the service; and
- e) the avoidance of 'format creep' through a series of small changes.

2.14 We also take account of our general statutory duties, including:

- f) our principal duty to further the interests of citizens and consumers;
- g) our duty to secure the availability throughout the UK of a wide range of television and radio services which (taken as a whole) are both of high quality and calculated to appeal to a variety of tastes and interests (including specifically a range and diversity of local radio services), as well as the maintenance of a sufficient plurality of providers of different services; and
- h) our duty to have regard to the different interests of persons in the different parts of the UK, of the different ethnic communities within it and of persons living in rural and in urban areas.

2.15 Where we consult, we will usually do so by publishing a consultation document on our website. We will usually include in that document a preliminary view about the request. That is not a decision, but a provisional view, subject to the consultation process, so that those who wish to respond to the consultation can do so on an informed basis. We then consider all the responses to the consultation and make our decision on the request.

## 3. Consideration of the request and Preliminary View

- 3.1 Annex 5 contains BAR's Key Commitment change request. BAR wishes, in respect of its Bradford Asian Radio service, to:
- a) Change its description of character of service so that it is no longer a "speech-led" radio station for the "Asian population of Bradford", but a "music and speech radio station" for the "Asian (primarily Pakistani) population of Bradford", which also offers "special programming on religious and cultural occasions".
  - b) Change its music requirements from music "from the Indian sub-continent", to "Pakistani, Indian, Punjabi, Mirpuri and Qawwali Music" and to make reference to being able to change its music output to "religious/spiritual tracks only" during religious and cultural occasions.
  - c) Change its speech output requirements so it is able to limit output to "religious and cultural programming only" during moments of religious significance, relevant to its target community.
  - d) Reduce its original output requirement from "a minimum of 13 hours per day" to "a minimum of 42 hours per week."
- 3.2 The request is made on the basis that the change would satisfy all five of Ofcom's statutory criteria in section 106(1A) of the 1990 Act, and that they are consistent with Ofcom's generally applied policy criteria for such requests. BAR's full rationale is contained in the Key Commitment change request at Annex 5.
- 3.3 BAR's main reasoning for the proposed changes is that it believes that there is significant demand and/or support for the changes proposed amongst its target community.

### Ofcom's preliminary view

- 3.4 We have given initial consideration as to whether any of the statutory criteria, as outlined above in paragraph 2.11, would be met by BAR's Key Commitments change request. In doing so, we have considered the likely impact such changes would have on the current target community, the Asian population of Bradford. Our preliminary views are as follows.
- 3.5 To start, and the reason why we are publishing this consultation document, we consider that the change would substantially alter the character of the service (i.e. we are not satisfied in relation to criterion (a)), for several reasons. Firstly, the change would involve changing of the service from a 'speech-led' service to a 'speech and music' service. We would therefore expect materially reduced amounts of speech output, and increased music output, which would be expected to alter the character of service. Secondly, the target community changes from the Asian population of Bradford generally, to the 'Asian (primarily Pakistani) population'. Whilst this is partly a factual statement about the demographic composition of the Asian community in Bradford, we would expect the specific emphasis on the largest single group within the Bradford Asian community to alter

the character of the service. Thirdly, the changes would reduce the original output requirement (over the course of a seven-day period) by 54%, again materially altering the character of the service to one including less original content. Finally, the changes potentially involve additional changes to the character of the service during religious and cultural festivals.

- 3.6 The fact that BAR was going to provide a speech-led service was an important factor in Ofcom's decision to award a community radio licence to BAR. We therefore consider that changing this to a service which is no longer speech-led, would constitute a particularly substantial change to the service that the licensee originally intended to provide to its original target community. We also consider the size of the proposed reduction in original output to be substantial. As noted above, as we are not satisfied in relation to statutory criterion (a) it is therefore necessary for Ofcom to consult on the request.
- 3.7 We have also considered the request in relation to the remaining statutory criteria. We provisionally consider that we could be satisfied in relation to criterion (e) – that the changes would not be prejudicial to the access by members of the target community to the facilities used for the provision of the service and for training in the use of those facilities. This is because we are satisfied that, even with the changes proposed, BAR will still be required under its licence to offer opportunities to the Asian community of Bradford for access, participation and training. In this respect, we recognise that within its request, BAR has emphasised its commitment to accessibility, through highlighting the responsibility which has been placed upon the licensee within its Key Commitments. We are therefore satisfied, on a preliminary basis (that is, before we have been able to take account of any consultation responses), in relation to statutory criterion (e).
- 3.8 As we are satisfied, on a preliminary basis, in relation to one of the statutory criteria, we have also considered whether, again on a preliminary basis, we would be willing to approve the request, having regard to our published policy criteria.
- 3.9 We firstly recognise that the extent of the impact on the character of service will, in some respects be substantial. In particular, there will be a reduction in original output and a greater emphasis on music with less on speech. In light of the fact that speech output was an important part of the service's offer on licence award, we have carefully considered whether this is balanced by other factors.
- 3.10 We note that the changes should not, in our provisional view, impact negatively on the station's ability to continue to comply with the core characteristics of a community radio service as set out in the Community Radio Order 2004. The service will continue to exist for the good of members of the public or particular communities and to deliver social gain. In that respect, we note that a clear commitment to accessibility of facilities continues, output will continue to serve the sizeable Asian community in Bradford, and the description of the character of service in the Key Commitments continues to place emphasis on strengthening interfaith and multicultural relations.
- 3.11 We also note that, whilst reducing original output and shifting focus away from speech and towards music, the changes also provide more specificity regarding the types of music covered, and refer to changes in the balance of programming around religious and cultural



events (albeit not a requirement to cover such events). We recognise that these changes may help Bradford Asian Radio to better serve its target community, providing relevant music and speech content and enabling the service to adapt programming around religious and cultural events in a manner intended to appeal to the target community and potentially fulfil aims in relation to interfaith relations.

- 3.12 In relation to the specific reference to the Pakistani community, we recognise that those with a Pakistani background constitute the substantial majority of the Asian community in the broadcast area, and that specialist music as well as religious and cultural programming may be an appropriate part of providing a service to the target community.
- 3.13 We are also aware that three years have elapsed since the station began broadcasting, providing some time for the service to operate with its Key Commitments. BAR has set out in its request that its reasons for requesting a reduction in original output and shift of focus from speech to music include a reduction in volunteer capacity making it more difficult to meet the original commitments than anticipated. BAR notes that this, particularly in the light of a desire to ensure speech output, and particularly live output, needs to be appropriately managed and delivered by trained and vetted individuals. BAR also notes that listeners have requested more music from specific genres.
- 3.14 In light of the above, Ofcom's preliminary view is that we are satisfied in relation to at least one of the statutory criteria, and we are also, on balance, satisfied with regard to our policy criteria. We are therefore currently minded to consent to the requested change to the Licensee's Key Commitments. However, we will pay close attention to any views of the current target community expressed in response to this consultation, as well as to the views of any other respondents.

# 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 9 January 2020**.
- A1.2 You can download a response form from <https://www.ofcom.org.uk/consultations-and-statements/category-2/bradford-asian-radio-key-commitments-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 [broadcast.licensing@ofcom.org.uk](mailto:broadcast.licensing@ofcom.org.uk), as an attachment in Microsoft Word format, together with the [cover sheet](#).
- A1.4 Responses may alternatively be posted to the address below, marked with the title of the consultation:
- Broadcast Licensing team  
Ofcom  
Riverside House  
2A Southwark Bridge Road  
London SE1 9HA
- A1.5 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.
- A1.6 We will publish a transcript of any audio or video responses we receive (unless your response is confidential)
- A1.7 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.
- A1.8 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.
- A1.9 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.
- A1.10 If you want to discuss the issues and questions raised in this consultation, please contact Jon Heasman on 020 7783 4509, or by email to [jon.heasman@ofcom.org.uk](mailto:jon.heasman@ofcom.org.uk).

## Confidentiality

- A1.11 Consultations are more effective if we publish the responses before the consultation period closes. In particular, 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 [the Ofcom website](#) as soon as we receive them.
- A1.12 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.
- A1.13 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, in order to meet legal obligations.
- A1.14 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 in our [Terms of Use](#).

## Next steps

- A1.15 Following this consultation period, Ofcom plans to publish a statement in January 2020.
- A1.16 If you wish, you can [register to receive mail updates](#) alerting you to new Ofcom publications.

## Ofcom's consultation processes

- A1.17 Ofcom aims to make responding to a consultation as easy as possible. For more information, please see our consultation principles in Annex 2.
- A1.18 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.
- A1.19 If you would like to discuss these issues, or Ofcom's consultation processes more generally, please contact the corporation secretary:

Corporation Secretary  
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: Bradford Asian Radio Limited Company's request to change Key Commitments

To (Ofcom contact): Broadcast Licensing

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? \_\_\_\_\_

\_\_\_\_\_

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 question

**Question 1:** Should Ofcom consent to Bradford Asian Radio Limited Company making the changes it proposes to the Key Commitments of Bradford Asian Radio, with particular regard to the statutory criteria set out in Section 1 of this consultation document? (Section 106 (1A) of the 1990 Broadcasting Act, as modified by the Community Radio Order 2004).

## A5. Key Commitments change request from Bradford Asian Radio Limited Company

<b>Community radio station name:</b>	<b>Bradford Asian Radio 1413 AM / MW</b>
<b>Licence number:</b>	<b>CR100145</b>
<b>Licensee (company name):</b>	<b>Bradford Asian Radio Limited Company</b>
<b>Contact name:</b>	<b>Syed Hassan</b>
<b>Date of request:</b>	<b>07/10/2019</b>

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

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

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

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

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

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

<b>Existing commitment (as in your published key commitments)</b>  Please only include one commitment change per row, and add more rows as necessary into the table.	<b>Proposed revised/new key commitment</b>	<b>Reason for proposed change</b>
<p>Description of character of service</p> <p>" Bradford Asian Radio is a speech-led radio station for the Asian population of Bradford, working to create a sense of social cohesion and to strengthen interfaith and multicultural relations. It delivers community entertainment, information, engaging speech, and recognisable music, invites comment from the community, and offers coverage of religious and cultural events and festivals held in the city. "</p>	<p>Description of character of service</p> <p>"Bradford Asian Radio is a music and speech radio station which serves the Asian (primarily Pakistani) population of Bradford, working to create a sense of social cohesion and to strengthen interfaith and multicultural relations. It delivers community entertainment, recognisable music, information, engaging speech, invites comment from the community, and offers special programmes on religious and cultural occasions."</p>	<p>Producing good quality locally based speech content has been more difficult than originally anticipated. Partially due to volunteer expectation and capacity.</p> <p>We have a stringent recruitment and selection process to ensure volunteers presenters are vetted and in some cases refused live broadcast slot as their style and content is not compatible with the type of radio content we want to broadcast. There are elements in the community who may have extreme opinions or personal experiences which can make their views harsh as a result of them being victims of racism or Islamophobia. They then may try to paint the whole country as racist when it can't be further from the truth.</p> <p>The requirement to be stringent on the character and calibre of the volunteers and</p>



		<p>meeting listener expectation has led us to request these minor amendments to our key commitments.</p> <p>We think as a radio station we ought to be serving the communities as they wish to be served and try to make radio listening experience pleasurable, positive and entertaining experience.</p> <p>In addition, our listeners are requesting increased music content by ringing in and making requests, music is an integral part of our heritage and culture especially when a hard pressed working class Asians are driving back home from work or to work then they are looking for something soothing and relaxing and they feel that it is the music they are after no some more serious news led material that can be stressful at time.</p> <p>Having said that, we will still focus on quality based speech led programming which will be led by senior presenters to ensure balance and objectivity.</p> <p>We, therefore, feel that this would be an appropriate change at this stage in our</p>
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		development, giving us more time to work on quality humour-based speech programmes, along with musical entertainment to takes stresses of daily life out of our working-class communities.
Music. The main types of music broadcast over the course of each week are: from the Indian sub-continent.	Music. The main types of music broadcast over the course of each week are: Pakistani, Indian, Punjabi, Mirpuri and Qawwali Music. During religious and cultural occasions, the music format may change to religious/spiritual tracks only.	<p>Just to fulfil our listeners demand to deliver our service more effectively to the target communities on their religious and cultural occasions and complying to our key commitments as well.</p> <p>To ensure we are able to continue to deliver religious and cultural programmes with relevant and spiritual tracks at times of religious significance especially for members of the Muslim, Hindu, Sikh and Christian faiths and avoid being in breach of our existing music commitment.</p>
Speech. The main types of speech output broadcast over the course of each week are: local, national and international news; sport, information and advice; community events; religious information, and discussions.	Speech. The main types of speech output broadcast over the course of each week are: news, sport, information and advice; community events and discussions. During times of religious significance and cultural celebrations, the speech output may be restricted to religious and cultural programming only.	<p>To enable us to continue the community programmes for the target community events including Christmas, Easter, Ramadan, Vaisakhi and Diwali.</p> <p>To ensure we are able to continue in delivering religious and cultural programmes for the local community, as we have for the last three years delivering special educational</p>

		and informative programmes for Diwali, Vaisakhi, Ramadan, Christmas and Easter.
The service provides original output1 for a minimum of 13 hours per day.	The service provides original output1 for a minimum of 42 hours per week.	Due to above reasons and the fact that volunteer recruitment has been a challenge to say the least and we do not wish to push our existing committed volunteer too far, just in case we lose our solid core volunteer base.

## 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?	NO please explain why below
<p>No, the character of this service would not be affected by this change. As in the past three years, we always been presenting religious and cultural programmes and been focusing on all the major community events successfully so the character of the service would remain exactly the same as before.</p> <p>Each year for the past three years we have delivered special religious and cultural programmes on the relevant religious dates for the local community and with great success. As licensed the</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.

Bradford Asian Radio - request to change Key Commitments

<p>programmes are delivered in community languages and English, the character of the service would remain exactly the same as before.</p>	
<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?</p>	<p>NO please explain why below</p>
<p>No, it will enable us to continue provide high quality speech content and add more musical content as requested by people from the target communities.</p> <p>The programming will still be as varied, with a range of talk shows, interviews, musical shows and children's/family shows. However, the programmes will be couched in the relevant spiritual/religious context during specific festival periods/dates for various faith groups including Christian, Muslim, Hindu, and Sikh communities.</p>	
<p>(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?</p>	<p>YES please explain why below</p>
<p>Yes, we have identified support for more music content from our listeners and are responding to demand.</p> <p>We have delivered religious and cultural programmes on significant dates throughout the year for the South Asian Community, with the help and support of the local Church, Mosques, Temple and Gurdwara, our audience have shown their support through participation and acknowledged our efforts to create a more cohesive community through friendships and respect of each other's religion.</p> <p>We have a huge demand for the religious dates by the local community to be involved in, and we have been successful in training volunteers to deliver religious programmes for another religion – Hindu and Christian presenters delivering programmes in Ramadan for a Muslim audience, and Muslim presenters delivering programmes for Diwali, Vaisakhi, Christmas and Easter, also Christian Pastor delivering programmes to highlight the similarities of the Abrahamic religions thus showing we have more in common than differences. Delivering these programmes has become a norm for us, and is expected by our listeners and religious groups.</p>	
<p>(d) Do you consider that your proposed changes would be prejudicial to the access by members of that community to</p>	<p>NO please explain why below</p>

Bradford Asian Radio - request to change Key Commitments

<p>the facilities used for the provision of the service and for training in the use of those facilities?</p>	
<p>No, we are committed to offering access to our facilities by all our target communities</p> <p>All members of the community are invited to train and use our facilities irrespective of religious dates/programmes. We have a well established network comprising of Muslims, Hindu, Sikh and Christian who are all on hand to assist at all times of the year. As previously stated, we welcome input from – and use of our facilities by – people of all faiths (and none) at all times, and this would not change.</p>	
<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?</p>	<p>NO please explain why below</p>
<p>No, by responding to our listeners requests and maintaining the quality of the speech content we would not affect the social gain in any way.</p> <p>Building bridges between different faith and cultural groups is part of our key commitments. At times of religious significance, our ability to do this is actually enhanced because it allows us to focus our attentions on one particular faith group, and the shared values and principles it espouses. For example, during our Ramadan programming, people not of Muslim backgrounds will learn about the religion. At Christmas time, our programming helps us promote cohesion between the Christian community and other communities. The same applies at Diwali, Vahsakhi, Holi, Navratri, Easter, Eid Milaad Ul Nabi, etc. Homing in on relevant religious and cultural festivals at the appropriate times aids us even better in our mission to unite communities and promote mutual understanding. Furthermore, by broadcasting religious programmes we are also able reach out to new audiences, ie, members of the community who would not ordinarily listen to music-based programmes due to their beliefs. However when we broadcast religious programmes, we are able to use that opportunity to also relay local information such as facilities and services available from the local authority, the Police, NHS, training and employment opportunities. We are therefore able to reach out even more to people who are potentially marginalised or isolated for a variety of reasons.</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

([https://www.ofcom.org.uk/data/assets/pdf\\_file/0017/31913/kc-changes-guidance.pdf](https://www.ofcom.org.uk/data/assets/pdf_file/0017/31913/kc-changes-guidance.pdf))

As stated early feedback from listener's focus group and demand from callers via telephone calls during live programme, suggest that our music to speech content ratio requires tweaking. We are therefore, requesting the following: Speech 30% Music 70% to enable us to better meet demand.

We believe that the proposed change is in accordance with OFCOMs policy to ensure that the social gains provided by Community Radio services are spread across the local community. This change would be welcomed by the community and will help to ensure the quality and sustainability of our station, supporting our existing and future volunteers.

We believe our proposed changes are relatively minor in nature, but they still fit completely with Ofcom's 'changes to key commitments' guidance. We believe the changes, if adopted, will streamline and simplify our community radio licence further, acknowledging the importance of religiously and culturally sensitive programming but still allowing us to provide every one of our listeners with the same quality of service.

The character of our service - and the nature and output of our programming - would not change at all. For the last 3 years, we have provided religiously appropriate programming at relevant times for a variety of faiths. However the focus has always been to serve ALL faith groups and communities, and use the appropriate date/festival to promote understanding, cohesion and education.

There would still be a huge variety of programming, covering the spectrum of entertainment, music, family shows, children's shows and talk shows, but - at the appropriate dates only - they would be couched in the relevant faith/cultural background. So, for example, a period of Vahsakhi special programming may include 100 per cent output appropriate to that festival/religious. The same would apply to Muslim, Christian and Hindu festivals. These are the groups that form almost 100 per cent of our total listenership.

Periodically we conducted our own survey among our listeners, asking them what percentage of faith-based programming they would like to hear at appropriate times of the year, and 99 percent of respondents opted for 100 percent. These minor changes to our key commitments would, we believe, help us even MORE to achieve our overall aims of community cohesion, bridge building

**Bradford Asian Radio - request to change Key Commitments**

and the desire to educate, entertain and inform our audience, whatever background they may come from.



## A6. Bradford Asian Radio's current Key Commitments

### Key Commitments

**Licence number: CR100145**

<b>Service name</b>	<b>Bradford Asian Radio</b>
<b>Licence area</b>	<b>Bradford city centre and surrounding areas (as shown in the licensed coverage area map)</b>
<b>Frequency</b>	<b>1413 kHz</b>

### Description of character of service

Bradford Asian Radio is a speech-led radio station for the Asian population of Bradford, working to create a sense of social cohesion and to strengthen interfaith and multicultural relations. It delivers community entertainment, information, engaging speech, and recognisable music, invites comment from the community, and offers coverage of religious and cultural events and festivals held in the city.

The service broadcasts:

- Music. The main types of music broadcast over the course of each week are from the Indian sub-continent.
- Speech. The main types of speech output broadcast over the course of each week are: local, national and international news; sport, information and advice; community events; religious information, and discussions.
- Programming in primarily Urdu, Punjabi, Hindi and English. Other community languages such as Mirpuri and Bengali may also feature.
- The service provides original output<sup>3</sup> for a minimum of eight hours per day.
- The service provides locally-produced output<sup>4</sup> for a minimum of 13 hours per day.

The studio is located within the licensed coverage area.

The service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air, and in doing so, achieves the following objectives:

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<sup>3</sup> Original output is output that is first produced for and transmitted by the service, and excludes output that was transmitted elsewhere before. Original output can be live or voice-tracked. Repeat broadcasts of original output do not count towards the minimum requirement.

<sup>4</sup> Locally-produced output is output made and broadcast from within the service's licensed coverage area.

**Bradford Asian Radio - request to change Key Commitments**

- the facilitation of discussion and the expression of opinion,
- the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and
- the better understanding of the particular community and the strengthening of links within it.

Members of the target community contribute to the operation and management of the service.

The service has mechanisms in place to ensure it is accountable to its target community.

[June 2016]

## A7. Other local radio stations in Bradford Asian Radio's licence area

### Analogue commercial radio stations

Capital (Yorkshire) 'A rhythmic-based (e.g. dance, club etc) music-led service for 15-29 year-olds supplemented with news, information and entertainment. The service should have particular appeal for listeners in their 20s.'

Heart (South & West Yorkshire) 'A full service mainstream popular music station for Yorkshire, targeting primarily 25-54 year olds, treating news, speech, regional information and listener interactivity as important ingredients, and running 24-hour news.'

Pulse 1 (Bradford & Huddersfield) 'A locally oriented contemporary and chart music and information station for under 40s in the Bradford and Huddersfield area'.

Pulse 2 (Bradford & Huddersfield) 'A classic pop hit-led service targeted primarily at over 30s in the Bradford, Halifax And Huddersfield area with news and information'.

Sunrise FM (Bradford) 'A broad Asian music, entertainment and information service for Asians in the Bradford area, in appropriate languages.'

### Analogue community radio stations

BCB 106.6 FM (Bradford) 'a service for diverse inner city communities in Bradford'.

Radio MAC (Bradford) 'serves the diverse Muslim and wider community of Bradford'.  
Note this service is not yet broadcasting (licence awarded in 2018).