

## Your response

Question	Your response
<p><b>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).</b></p>	<p>Ofcom should not consent to Bradford Asian Radio Limited Company (BAR) making the changes because:</p> <ol style="list-style-type: none"> <li>1. BAR wants to change from being “speech led” to being a “speech and music” station which materially changes the character of the service and seems to be a backdoor way of getting a format changed to one that other applicants had applied for but were not awarded a licence. BAR was awarded a licence because it widened the choice for the listener from the existing “Music Led” commercial station. This change substantially alters the character of the service and narrows the choice.</li> <li>2. The target community change from “Asian population” to “primarily Pakistani” is yet again a material change. This goes against the ethos of community cohesion that BAR claims to want to create. How can you unite communities when you wish to ignore certain minorities throughout the year except for maybe a few days during a particular religious festival? This change in target community will definitely narrow the range of programmes available and will naturally discourage, be it unintentionally, non-Pakistani’s to access or use training services thereby negatively impacting the overall social gain key commitment of the station.</li> <li>3. If BAR, as it claims, has a well-established network comprising of Muslims, Hindu, Sikh and Christian all year round then why does BAR not want to continue serving them all year round.</li> <li>4. BAR’s main reasoning that there is significant demand and/or support should be put to strict proof. How did BAR carry out this research – Was it on the Radio or their Website? How many listeners did they</li> </ol>

talk to/interview and over what period? Did the respondents come from a cross section of the original Target Community? Paper Documentation or on-air recordings showing demand should be produced as proof. Just because BAR believes it has the support/demand should not be accepted as gospel.

5. The reduction by 54% of the original output key commitment drastically changes the character of the Service.
6. In almost all of BAR's "reasons for proposed change" responses it states:
  - Being unable to produce good quality locally based speech content
  - Unable to recruit the right type of volunteers.

When BAR initially applied for the "Speech Led" format it had claimed huge demand and support for itself, so where has that demand and support gone. It is the responsibility of every community station to recruit volunteers from their Target Community and then appropriately train them to present programmes within the framework of the broadcasting codes to enable the volunteers to deliver quality programmes as per the Stations key Commitments.

7. BAR's claim that all their requested changes are minor is an understatement as in fact the request fundamentally changes the whole character of the service be it speech/music output, substantial reduction in original output, complete change of format during religious and cultural festivals or indeed the Target Community.