

Analogue Commercial Radio Licence: Format Change Request Form

Date of request:	25 March 2020
Station Name:	Fire Radio
Licensed area and licence number:	Bournemouth AL240
Licensee:	Celador Radio Ltd
Contact name:	Graham Bryce

Details of requested change(s) to Format

<p>Character of Service</p> <p><i>Complete this section if you are requesting a change to this part of your Format</i></p>	<p>Existing Character of Service:</p> <p>A music-led service primarily targeting 15-34 year-olds, with appropriate speech content to appeal to young local listeners. The music will be 'rhythmic contemporary' featuring dance, soul and related contemporary genres</p>
	<p>Proposed new Character of Service:</p> <p>A music-led service primarily targeting 15-44 year-olds with appropriate speech content to appeal to local listeners. The music will focus primarily on current hits and a mix of hit music from the last 15 years</p>
<p>Programme sharing and/or co-location arrangements</p> <p><i>Complete this section if you are requesting a change to this part of your Format</i></p>	<p>Current arrangements:</p> <p><u>Programme sharing:</u> No arrangements</p> <p><u>Co-location arrangements:</u> Locally made programming must be produced within the licensed area of Bournemouth (AL000240) and Solent (AL000302)</p>
	<p>Proposed new arrangements:</p> <p><u>Programme sharing:</u> No change</p> <p><u>Co-location arrangements:</u> Locally-made programming must be made within the Approved Area of the South of England (Bauer amended)</p>
<p>Locally-made hours and/or local news bulletins</p> <p><i>Complete this section if you are requesting a change to this</i></p>	<p>Current obligations:</p> <p>At least 7 hours a day during daytime weekdays (must include breakfast). At least 4 hours daytime Saturdays and Sundays.</p>

<i>part of your Format</i>	Proposed new obligations: At least 3 hours a day during daytime weekdays.
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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.¹ 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 on our website.²

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

¹ Available at https://www.ofcom.org.uk/data/assets/pdf_file/0024/87405/The-regulation-of-Format-changes.pdf

² At https://www.ofcom.org.uk/data/assets/pdf_file/0024/87405/The-regulation-of-Format-changes.pdf

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.

b. The departure would not narrow the range of programmes available. The competitors in the area are Heart, Sam FM, Smooth and Wave.

- Heart focuses on dance, rhythmic pop and upbeat pop from the 90s to today.
- Sam FM plays pop and rock from the 70s and 80s.
- Smooth plays pop, soft pop, soul and disco from the 70s, 80s and 90s
- Wave 105's format is "a locally oriented music and information station for over-30s in the Solent and adjacent area, playing a spread of contemporary and soft adult contemporary hits and treating speech as an important ingredient". It plays a wide range of pop, pop rock, soft pop and upbeat pop from the 80s to today with a small proportion of older tracks and some rock, dance, soul and disco.

The existing station, Fire, plays primarily current dance, pop and rhythmic pop supplemented by dance and rhythmic pop from the 90s and 00s. The music played is 68% current (from 2018).

The proposed new format would see the station become part of the Hits Radio network alongside Bauer's FM stations in the north of England like Radio City. As such it would play a broad mix of pop from the last 15 years with a focus on upbeat pop, rhythmic pop and dance. The new format will focus on more recent music than Heart, whose output is around 25% current compared to stations in the Hits Radio network which is over half current (56% based on our analysis of the stations from 5-11 November 2018 00:00-24:00).

The stations would therefore be distinct from its competitors in the area. (see music analysis in the Annex)

The change to local hours and programme sharing are in line with Ofcom's localness guidelines.

e. Programmes included in the licensed service will cease to be made at premises in the area or locality for which the service is provided, but those programmes will continue to be made wholly or partly at premises within the approved area.

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 policy³ and also Ofcom's Localness guidance, which includes our co-location and programme sharing policy.⁴

³ Available at https://www.ofcom.org.uk/data/assets/pdf_file/0024/87405/The-regulation-of-Format-changes.pdf

⁴ Available at <http://stakeholders.ofcom.org.uk/broadcasting/radio/localness/>

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.

Data Protection

We require the information requested in this form in order to carry out our licensing duties under the Broadcasting Act 1990, Broadcasting Act 1996 and Communications Act 2003.

Please see Ofcom's General Privacy Statement www.ofcom.org.uk/about-ofcom/foi-dp/general-privacy-statement for further information about how Ofcom handles your personal information and your corresponding rights

Annex

Music analysis of stations in the area and the proposed new format, Hits Radio (national), based on analysis from 5-11 November 2018 00:00-24:00

Station: Fire

No of unique tracks	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock								0
Rock heavy								0
Alternative & Indie				1	2			3
Urban & Garage			1	8	33	19	16	77
Dance & Hip Hop				25	38	50	16	129
Pop				2	6	20	14	42
Pop Rhythmic			1	7	35	43	32	118
Pop Rock						4	3	7
Pop soft				2	5	10	6	23
Pop upbeat				4	10	11	4	29
Soul, reggae & disco				1	1			2
TOTAL	0	0	3	50	129	157	91	430

Station: Fire

% of unique tracks	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock								0.0%
Rock heavy								0.0%
Alternative & Indie				0.2%	0.5%			0.7%
Urban & Garage				1.9%	7.7%	4.4%	3.7%	17.7%
Dance & Hip Hop				5.8%	8.8%	11.6%	3.7%	30.0%
Pop				0.5%	1.4%	4.7%	3.3%	9.8%
Pop Rhythmic				1.6%	8.1%	10.0%	7.4%	27.2%
Pop Rock						0.9%	0.7%	1.6%
Pop soft				0.5%	1.2%	2.3%	1.4%	5.3%
Pop upbeat				0.9%	2.3%	2.6%	0.9%	6.7%
Soul, reggae & disco				0.2%	0.2%			0.5%
TOTAL	0.0%	0.0%	0.2%	11.6%	30.0%	36.5%	21.2%	99.5%

No of unique plays	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock								0
Rock heavy								0
Alternative & Indie				1	2			3
Urban & Garage			1	8	61	54	198	322
Dance & Hip Hop				30	72	140	462	704
Pop				2	16	79	346	443
Pop Rhythmic			1	8	97	99	519	724
Pop Rock						5	63	68
Pop soft				2	5	59	87	153
Pop upbeat				4	24	44	128	200
Soul, reggae & disco				1	1			2
TOTAL	0	0	3	56	277	480	1803	2619

% of unique plays	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock								0.0%
Rock heavy								0.0%
Alternative & Indie								0.0%
Urban & Garage				0.3%	2.3%	2.1%	7.6%	12.3%
Dance & Hip Hop				1.1%	2.7%	5.3%	17.6%	26.9%
Pop				0.1%	0.6%	3.0%	13.2%	16.9%
Pop Rhythmic				0.3%	3.7%	3.8%	19.8%	27.6%
Pop Rock						0.2%	2.4%	2.6%
Pop soft				0.1%	0.2%	2.3%	3.3%	5.8%
Pop upbeat				0.2%	0.9%	1.7%	4.9%	7.6%
Soul, reggae & disco								0.0%
TOTAL	0.0%	0.0%	0.0%	2.1%	10.5%	18.3%	68.8%	99.7%

Description

Core: Current dance, rhythmic pop and pop
 Secondary: Dance and rhythmic pop from the 90s and 00s
 Spice: Soft pop and upbeat pop

Station: Heart

No of unique tracks	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock			1		2			3
Rock heavy								0
Alternative & Indie								0
Urban & Garage				4	2		4	10
Dance & Hip Hop				32	17	21	10	80
Pop				3	10	24	12	49
Pop Rhythmic				12	16	17	16	61
Pop Rock					1	9	2	12
Pop soft				5	4	11	6	26
Pop upbeat				13	20	23	6	62
Soul, reggae & disco				1				1
TOTAL	0	0	1	70	72	105	56	304

Station: Heart

% of unique tracks	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock				0.3%	0.7%			1.0%
Rock heavy								0.0%
Alternative & Indie								0.0%
Urban & Garage				1.3%	0.7%		1.3%	3.3%
Dance & Hip Hop				10.5%	5.6%	6.9%	3.3%	26.3%
Pop				1.0%	3.3%	7.9%	3.9%	16.1%
Pop Rhythmic				3.9%	5.3%	5.6%	5.3%	20.1%
Pop Rock					0.3%	3.0%	0.7%	3.9%
Pop soft				1.6%	1.3%	3.6%	2.0%	8.6%
Pop upbeat				4.3%	6.6%	7.6%	2.0%	20.4%
Soul, reggae & disco				0.3%				0.3%
TOTAL	0.0%	0.0%	0.3%	23.0%	23.7%	34.5%	18.4%	100.0%

No of unique plays	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock			1		22			23
Rock heavy								0
Alternative & Indie								0
Urban & Garage				35	26		4	65
Dance & Hip Hop				178	70	150	102	500
Pop				35	62	218	115	430
Pop Rhythmic				57	118	130	157	462
Pop Rock					13	86	2	101
Pop soft				26	35	103	129	293
Pop upbeat				89	104	166	85	444
Soul, reggae & disco				5				5
TOTAL	0	0	1	425	450	853	594	2323

% of unique plays	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock					0.9%			0.9%
Rock heavy								0.0%
Alternative & Indie								0.0%
Urban & Garage				1.5%	1.1%		0.2%	2.8%
Dance & Hip Hop				7.7%	3.0%	6.5%	4.4%	21.5%
Pop				1.5%	2.7%	9.4%	5.0%	18.5%
Pop Rhythmic				2.5%	5.1%	5.6%	6.8%	19.9%
Pop Rock					0.6%	3.7%	0.1%	4.3%
Pop soft				1.1%	1.5%	4.4%	5.6%	12.6%
Pop upbeat				3.8%	4.5%	7.1%	3.7%	19.1%
Soul, reggae & disco				0.2%				0.2%
TOTAL	0.0%	0.0%	0.0%	18.3%	19.4%	36.7%	25.6%	100.0%

Description

Core: Dance, rhythmic and upbeat pop from the '90s to today
 Secondary: Soft pop
 Spice: Urban and garage

Station: Radio City

No of unique tracks	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock					5			5
Rock heavy								0
Alternative & Indie				2				2
Urban & Garage			6	14	2			22
Dance & Hip Hop			23	17	21	15		76
Pop			6	11	26	16		59
Pop Rhythmic			2	21	39	15		77
Pop Rock			3	4	12	5	24	44
Pop soft			8	21	24	11		64
Pop upbeat			2	10	24	35	11	82
Soul, reggae & disco								0
TOTAL	0	0	2	58	119	159	73	411

Station: Radio City

% of unique tracks	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock					1.2%			1.2%
Rock heavy								0
Alternative & Indie					0.5%			0.5%
Urban & Garage			1.5%	3.4%	0.5%			5.4%
Dance & Hip Hop			5.6%	4.1%	5.1%	3.6%		18.5%
Pop			1.5%	2.7%	6.3%	3.9%		14.4%
Pop Rhythmic			0.5%	5.1%	9.5%	3.6%		18.7%
Pop Rock			0.7%	1.0%	2.9%	1.2%	5.8%	11.6%
Pop soft			1.9%	5.1%	5.8%	2.7%		15.6%
Pop upbeat			0.5%	2.4%	5.8%	8.5%	2.7%	20.0%
Soul, reggae & disco								0
TOTAL			0.5%	14.1%	29.0%	38.7%	17.8%	100.0%

No of unique plays	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock				12				12
Rock heavy								0
Alternative & Indie				2				2
Urban & Garage			7	21	2			30
Dance & Hip Hop			28	26	80	251		385
Pop			7	18	135	204		364
Pop Rhythmic			2	43	154	295		494
Pop Rock			3	9	65	70		147
Pop soft			9	26	92	206		333
Pop upbeat			2	11	61	173	231	478
Soul, reggae & disco								0
TOTAL	0	0	2	67	218	701	1257	2245

% of unique plays	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock					0.5%			0.5%
Rock heavy								0
Alternative & Indie					0.1%			0.1%
Urban & Garage			0.3%	0.9%	0.1%			1.3%
Dance & Hip Hop			1.2%	1.2%	3.6%	11.2%		17.1%
Pop			0.3%	0.8%	6.0%	9.1%		16.2%
Pop Rhythmic			0.1%	1.9%	6.9%	13.1%		22.0%
Pop Rock			0.1%	0.4%	2.9%	3.1%		6.5%
Pop soft			0.4%	1.2%	4.1%	9.2%		14.8%
Pop upbeat			0.1%	0.5%	2.7%	7.7%	10.3%	21.3%
Soul, reggae & disco								0
TOTAL			0.1%	3.0%	9.7%	31.2%	56.0%	100.0%

Description

Core: A broad mix of pop from the last 15 years, from soft pop to dance
 Secondary: Pop rock
 Spice: Urban and garage

Station: Smooth

No of unique tracks	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock								0
Rock heavy								0
Alternative & Indie								0
Urban & Garage								0
Dance & Hip Hop								0
Pop	4	15	27	8	1	1		56
Pop Rhythmic		1	7	1		1		10
Pop Rock		2	13	1	6		1	23
Pop soft	11	40	86	52	17	18	5	229
Pop upbeat	1	4	11		1	1		19
Soul, reggae & disco	1	19	12	1				33
TOTAL	17	81	156	63	25	21	6	369

Station: Smooth

% of unique tracks	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock								0
Rock heavy								0
Alternative & Indie								0
Urban & Garage								0
Dance & Hip Hop								0
Pop	1.1%	4.1%	7.3%	2.2%	0.3%	0.3%		15.2%
Pop Rhythmic		0.3%	1.9%	0.3%		0.3%		2.7%
Pop Rock		0.5%	3.5%	0.3%	1.6%		0.3%	6.2%
Pop soft	3.0%	10.8%	23.3%	14.1%	4.6%	4.9%	1.4%	62.1%
Pop upbeat		1.1%	3.0%		0.3%	0.3%		4.6%
Soul, reggae & disco	0.3%	5.1%	3.3%	0.3%				8.9%
TOTAL	4.6%	22.0%	42.3%	17.1%	6.8%	5.7%	1.6%	100.0%

No of unique plays	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock								0
Rock heavy								0
Alternative & Indie								0
Urban & Garage								0
Dance & Hip Hop								0
Pop	24	69	148	41	2	6		290
Pop Rhythmic		3	51	1		4		59
Pop Rock		9	102	1	29		20	161
Pop soft	84	192	473	264	97	130	67	1307
Pop upbeat	7	13	42		7	3		72
Soul, reggae & disco	4	100	56	12				172
TOTAL	119	386	872	319	135	143	87	2061

% of unique plays	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock								0
Rock heavy								0
Alternative & Indie								0
Urban & Garage								0
Dance & Hip Hop								0
Pop	1.2%	3.3%	7.2%	2.0%	0.1%	0.3%		14.1%
Pop Rhythmic		0.1%	2.5%	0.0%		0.2%		2.9%
Pop Rock		0.5%	4.9%	0.0%	1.4%		1.0%	7.8%
Pop soft	4.1%	9.3%	23.0%	12.8%	4.7%	6.3%	3.3%	63.4%
Pop upbeat		0.6%	2.0%		0.3%	0.1%		3.5%
Soul, reggae & disco	0.2%	4.9%	2.7%	0.6%				8.3%
TOTAL	5.4%	18.7%	42.3%	15.5%	6.6%	6.9%	4.2%	100.0%

Description

Core: Soft pop from the 70s, 80s and 90s
 Secondary: Pop from the 80s, soul, reggae and disco from the 70s and 80s
 Spice: Pop and soft pop from the 60s, 00s and 10s

Station: Wave

No of unique tracks	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock	5	21	33	2	9	2	1	73
Rock heavy			1					1
Alternative & Indie				10		3	1	14
Urban & Garage							1	1
Dance & Hip Hop			8	49	15	11	5	88
Pop	15	46	141	60	23	24	13	322
Pop Rhythmic	1	2	42	31	12	27	11	126
Pop Rock	5	42	68	51	24	20	9	219
Pop soft	13	23	62	70	29	22	12	231
Pop upbeat	5	19	92	30	27	25	8	206
Soul, reggae & disco	5	32	26	6			1	70
TOTAL	49	185	473	309	139	134	62	1351

Station: Wave

% of unique tracks	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock	0.4%	1.6%	2.4%	0.1%	0.7%	0.1%	0.1%	5.4%
Rock heavy								0.0%
Alternative & Indie					0.7%		0.2%	1.0%
Urban & Garage								0.1%
Dance & Hip Hop			0.6%	3.6%	1.1%	0.8%	0.4%	6.5%
Pop	1.1%	3.4%	10.4%	4.4%	1.7%	1.8%	1.0%	23.8%
Pop Rhythmic	0.1%	0.1%	3.1%	2.3%	0.9%	2.0%	0.8%	9.3%
Pop Rock	0.4%	3.1%	5.0%	3.8%	1.8%	1.5%	0.7%	16.2%
Pop soft	1.0%	1.7%	4.6%	5.2%	2.1%	1.6%	0.9%	17.1%
Pop upbeat	0.4%	1.4%	6.8%	2.2%	2.0%	1.9%	0.6%	15.2%
Soul, reggae & disco	0.4%	2.4%	1.9%	0.4%			0.1%	5.2%
TOTAL	3.6%	13.7%	34.9%	22.9%	10.3%	9.9%	4.6%	99.9%

No of unique plays	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock	5	23	39	3	14	3	1	88
Rock heavy								0
Alternative & Indie				10		3	5	18
Urban & Garage								15
Dance & Hip Hop			8	61	15	18	57	159
Pop	18	49	155	76	26	38	94	456
Pop Rhythmic	1	2	46	42	14	38	70	213
Pop Rock	5	47	80	72	31	26	59	320
Pop soft	16	26	70	82	33	28	141	396
Pop upbeat	5	24	107	37	32	39	71	315
Soul, reggae & disco	6	42	31	8			3	90
TOTAL	56	213	536	391	165	193	501	2055

% of unique plays	60s	70s	80s	90s	00s	10s	Current	TOTAL
Rock	0.2%	1.1%	1.9%	0.1%	0.7%	0.1%	0.0%	4.3%
Rock heavy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alternative & Indie	0.0%	0.0%	0.0%	0.5%	0.0%	1.0%	0.2%	0.9%
Urban & Garage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dance & Hip Hop	0.0%	0.0%	0.4%	3.0%	0.7%	0.9%	2.8%	7.7%
Pop	0.9%	2.4%	7.5%	3.7%	1.3%	1.8%	4.6%	22.2%
Pop Rhythmic	0.0%	0.1%	2.2%	2.0%	0.7%	1.8%	3.4%	10.4%
Pop Rock	0.2%	2.3%	3.9%	3.5%	1.5%	1.3%	2.9%	15.6%
Pop soft	0.8%	1.3%	3.4%	4.0%	1.6%	1.4%	6.9%	19.3%
Pop upbeat	0.2%	1.2%	5.2%	1.8%	1.6%	1.9%	3.5%	15.3%
Soul, reggae & disco	0.3%	2.0%	1.5%	0.4%	0.0%	0.0%	0.1%	4.4%
TOTAL	2.7%	10.4%	26.1%	19.0%	8.0%	9.4%	24.4%	100.0%

Description

Core: Pop, pop rock, soft pop and upbeat pop from the 80s to today
 Secondary:
 Spice: Dance, rock, soul and disco

Ofcom notes on the request

Statutory requirements

This request relates to the FM licence for the Bournemouth area held by Celador Radio Ltd ('Celador'), currently broadcasting as Fire Radio.

Every FM local commercial radio station is required to broadcast a service which complies with a defined 'character of service', and also a certain amount of locally-made programming and local news. These requirements are specified in its Format. Locally-made programmes are those made within a station's licensed area or, where Ofcom has approved a wider area relating to that station, that 'approved area'.

Celador has requested the following changes to the Format of the Bournemouth area licence:

- To change the 'character of service' description from *"A music-led service primarily targeting 15-34 year-olds, with appropriate speech content to appeal to young local listeners. The music will be 'rhythmic contemporary' featuring dance, soul and related contemporary genres"* to *"A music-led service primarily targeting 15-44 year-olds with appropriate speech content to appeal to local listeners. The music will focus primarily on current hits and a mix of hit music from the last 15 years"*.
- To produce locally-made programming anywhere within the approved area of the South of England (Bauer amended).
- To reduce the required number of locally-made programming hours on weekday daytimes from seven to three, and from four to none on weekend days.

These proposed changes would change the character of service as set out in the Format of the licence, and accordingly can be agreed only if Ofcom is satisfied in regard to one of the statutory criteria set out in section 106(1A) of the Broadcasting Act 1990 (as set out in the request, above).

If we are satisfied in relation to one of the statutory criteria, we are then able to decide whether or not to approve the request, taking account of our published policy criteria.

Assessment

Proposed change to 'character of service'

In considering the proposed changes to the character of service description, we were satisfied in relation to section 106(1A)(a) of the Broadcasting Act 1990, that the proposed changes would not substantially alter the character of service.

This is on the basis that Fire Radio will continue to be a music-led station, targeting a younger demographic in Bournemouth with an obligation to provide "appropriate" local news and speech content, in a manner that is consistent with Ofcom's published localness guidelines.

With regard to the changes to the music requirements, our view was that given that the overwhelming majority of "hit music" both currently and from the past 15 years could reasonably be described as "rhythmic contemporary" (i.e. what is currently required by Fire

Radio's existing Format) we did not believe that the requested change would be likely to significantly alter the character of Fire Radio's service in this respect.

We were also satisfied that there were no policy grounds upon which to reject this request, taking account of our [published policy criteria](#) on Format changes. In particular, for the reason set out above, we were satisfied that the extent of the impact of the change on the character of the Fire Radio service would be limited.

Proposed changes to locally-made programming requirements

With regard to the request to broadcast locally-made programming from anywhere within the approved area of the South of England (Bauer amended), Ofcom was satisfied in relation to section 106(1A)(e) of the Broadcasting Act 1990, on the basis that the change requested, if approved, would result in programmes included in the licensed service being made at premises within the South of England approved area (Bauer amended).

In considering the proposed change to the volume of locally-made hours we were satisfied in relation to section 106(1A)(a) of the Broadcasting Act 1990 – that the change would not substantially alter the character of service. This is because the proposal is consistent with our published [localness guidelines](#).

In addition, as a matter of general policy, Ofcom is content to approve Format change requests relating to localness obligations which are consistent with our published localness guidelines, and because we are satisfied that the licensee will continue to meet its licence obligations to provide local material relevant to the listeners in its licence area.

Decision

Ofcom decided to approve this Format change request from Celador Radio Ltd because we were satisfied in relation to two of the relevant statutory criteria, and for the policy reasons outlined above.

July 2020