



RADIO CEREDIGION

Request to change Format

Consultation

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Section 1

Executive summary

- 1.1 Ofcom has received a Format change request from Radio Ceredigion Ltd ('RCL') in relation to Radio Ceredigion, which holds the local FM commercial radio licence for the Ceredigion area of west Wales.
- 1.2 RCL wishes to change the station's character of service in its published Format with regard to the provision of Welsh language material. In particular, it wishes to remove the requirement that the station's bilingual (speech) output should equate to "roughly half and half English and Welsh", and it also wishes to reduce the requirement for Welsh-language music tracks (during daytime hours) from 20% to 10% of music output.
- 1.3 A request for a Format change can be approved only if it satisfies at least one of the five criteria set out in section 106(1A) of the Broadcasting Act 1990 (as amended). The criteria are set out in full in Section 2 of this document.
- 1.4 We do not consider that RCL's request meets criterion (a), that the departure would not substantially alter the character of service. As a result, we are required to consult on the request.
- 1.5 We are therefore seeking views on the request, having particular regard to the Format change criteria set out in the 1990 Broadcasting Act.

Section 2

Details and background information

- 2.1 Ofcom has received a Format change request from Radio Ceredigion Ltd ('RCL') in relation to Radio Ceredigion, which holds the local FM commercial radio licence for the Ceredigion area of west Wales.
- 2.2 Radio Ceredigion was launched in 1992, and is a small-scale service with a Measured Coverage Area of 72,000 adults (aged 15+). The station was acquired by Town & Country Broadcasting Ltd in April 2010, via a majority-owned subsidiary company Radio Ceredigion Ltd, and the new owners were given permission by Ofcom to relocate the station from its previous base in Aberystwyth to co-locate (outside of its Measured Coverage Area) with other Town & Country-owned stations at Narberth.
- 2.3 The request from RCL is to change the station's Character of Service in its published Format with regard to the provision of Welsh language material. In particular, it wishes to remove the requirement that the station's bilingual output should equate to "roughly half and half English and Welsh", and it also wishes to reduce the requirement for Welsh-language music tracks (during daytime hours) from 20% to 10%.

Existing Character of Service (as set out in Radio Ceredigion's published Format):

A LOCAL COMMUNITY-ORIENTED BILINGUAL (ROUGHLY HALF AND HALF ENGLISH AND WELSH) STATION FOR THE WEST WALES COAST. AT LEAST 20% OF THE MUSIC BROADCAST DURING DAYTIME SHOULD BE WELSH-LANGUAGE TRACKS, AND AT LEAST AN HOUR OF COMMUNITY PROGRAMMING IN THE WELSH LANGUAGE SHOULD BE BROADCAST EACH WEEKDAY.

New Character of Service proposed by RCL:

A LOCAL COMMUNITY-ORIENTED BILINGUAL STATION FOR THE WEST WALES COAST. AT LEAST 10% OF THE MUSIC BROADCAST DURING DAYTIME SHOULD BE WELSH-LANGUAGE TRACKS, AND AT LEAST AN HOUR OF COMMUNITY PROGRAMMING IN THE WELSH LANGUAGE SHOULD BE BROADCAST EACH WEEKDAY.

- 2.4 The requirement in the current Character of Service for Radio Ceredigion to air at least 20% Welsh-language music tracks during daytime programming was added by Ofcom – against the wishes of the licensee – to Radio Ceredigion's Format in March this year, alongside a requirement to broadcast at least an hour of community programming in Welsh each weekday. Section 355 of the Communications Act 2003 requires that, whenever a station undergoes a change of control, Ofcom must undertake a review of its programme output. When the review has been completed, Ofcom may amend the Format requirements of the licence in order to reflect particular aspects of the output that were being broadcast under the previous owners, if we believe that the existing published Format does not sufficiently capture this. The full Section 355 Review report on Radio Ceredigion is available at: <http://licensing.ofcom.org.uk/binaries/radio/change-control/ceredigion-revised.pdf>

- 2.5 The Ceredigion local radio licence was fully re-advertised by the Radio Authority in 1999, a result of the original licensee's unsatisfactory record of compliance with licence conditions. In addition to the winning application from Radio Ceredigion, submitted by Radio Ceredigion 2000 CYF, there was one other applicant for the licence, from Champion Ceredigion (an application from The Marcher Radio Group Ltd). In the re-award statement the Authority noted that:

“Radio Ceredigion’s programming is very individual in character; there is a broad and eclectic music policy and a far greater proportion of speech, over half of which is broadcast in Welsh, than is usual in conventional ILR stations.”

On the Welsh-language issue it commented:

“The audience research commissioned by the group indicated that the existing service has a significant reach, especially among Welsh speakers, and is succeeding in attracting listeners from across a wide age-range. It perhaps does not serve non-Welsh speakers as well.”

- 2.6 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 service

b) that the departure would not narrow the range of programmes available by way of relevant independent radio services to persons living 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)).

- 2.7 Even if Ofcom is of the opinion that the proposed change satisfies one of 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 at:

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

- 2.8 Given that the change proposed by RCL will have potentially significant implications for the balance of English and Welsh language output broadcast by the station, and requires changes to the wording of its published Character of Service, we do not consider that RCL's request meets criterion (a), that the departure would not substantially alter the character of service. Therefore, in accordance with section 106ZA of the 1990 Broadcasting Act, we are consulting on the request.

- 2.9 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 in the region, which are listed in Annex 7.
- 2.10 Annex 5 contains the Format change request submitted by RCL, in which an argument is made that the proposed change satisfies each of the criterion (a) to (d) in section 106(1A) of the 1990 Broadcasting Act.
- 2.11 We are therefore seeking views on the request, having particular regard to the Format change criteria set out in Section 106 (1A) of the Broadcasting Act 1990 (as amended), as set out above.

Annex 1

Responding to this consultation

How to respond

- A1.1 Ofcom invites written views and comments on the issues raised in this document, to be made **by 5pm on 03 June 2011**.
- A1.2 Ofcom strongly prefers to receive responses using the online web form at <http://stakeholders.ofcom.org.uk/consultations/ceredigion/howtorespond/form>, as this helps us to process the responses quickly and efficiently. We would also be grateful if you could assist us by completing a response cover sheet (see Annex 3), to indicate whether or not there are confidentiality issues. This response coversheet is incorporated into the online web form questionnaire.
- A1.3 For larger consultation responses – particularly those with supporting charts, tables or other data – please email: jon.heasman@ofcom.org.uk, attaching your response in Microsoft Word format, together with a consultation response coversheet.
- A1.4 Responses may alternatively be posted or faxed to the address below:
- Radio Ceredigion consultation
F.A.O. Jon Heasman
Manager, Commercial Radio Licensing
Ofcom
Riverside House
2A Southwark Bridge Road
London SE1 9HA
- Fax: 020 7981 3850
- A1.5 Note that we do not need a hard copy in addition to an electronic version. Ofcom will acknowledge receipt of responses if they are submitted using the online web form but not otherwise.
- A1.6 It would be helpful if your response could include direct answers to the question asked in this document, at Annex 4. It would also help if you can explain why you hold your views and how the proposals would impact on you.

Further information

- A1.7 If you want to discuss the issues and questions raised in this consultation, or need advice on the appropriate form of response, please contact Jon Heasman directly on 020 7783 4509.

Confidentiality

- A1.8 We believe it is important for everyone interested in an issue to see the views expressed by consultation respondents. We will therefore usually publish all responses on our website, www.ofcom.org.uk, ideally on receipt. If you think your response should be kept confidential, can you please specify what part or whether all of your response should be kept confidential, and specify why. Please also place such parts in a separate annex.

- A1.9 If someone asks us to keep part or all of a response confidential, we will treat this request seriously and will try to respect this. But sometimes we will need to publish all responses, including those that are marked as confidential, in order to meet legal obligations.
- A1.10 Please also note that copyright and all other intellectual property in responses will be assumed to be licensed to Ofcom to use. Ofcom's approach on intellectual property rights is explained further on its website at <http://www.ofcom.org.uk/about/accoun/disclaimer/>

Next steps

- A1.11 Following the end of the consultation period, Ofcom intends to publish a statement.
- A1.12 Please note that you can register to receive free mail Updates alerting you to the publications of relevant Ofcom documents. For more details please see: http://www.ofcom.org.uk/static/subscribe/select_list.htm

Ofcom's consultation processes

- A1.13 Ofcom seeks to ensure that responding to a consultation is as easy as possible. For more information please see our consultation principles in Annex 2.
- A1.14 If you have any comments or suggestions on how Ofcom conducts its consultations, please call our consultation helpdesk on 020 7981 3003 or e-mail us at consult@ofcom.org.uk . We would particularly welcome thoughts on how Ofcom could more effectively seek the views of those groups or individuals, such as small businesses or particular types of residential consumers, who are less likely to give their opinions through a formal consultation.
- A1.15 If you would like to discuss these issues or Ofcom's consultation processes more generally you can alternatively contact Graham Howell, Corporation Secretary, who is Ofcom's consultation champion:

Graham Howell
Ofcom
2a Southwark Bridge Road
London
SE1 9HA

Email graham.howell@ofcom.org.uk

Annex 2

Ofcom's consultation principles

A2.1 Ofcom has published the following seven principles that it will follow for each public written consultation:

Before the consultation

A2.2 Where possible, we will hold informal talks with people and organisations before announcing a big consultation to find out whether we are thinking in the right direction. 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

A2.3 We will be clear about who we are consulting, why, on what questions and for how long.

A2.4 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 to give us a written response. If the consultation is complicated, we may provide a shortened Plain English Guide for smaller organisations or individuals who would otherwise not be able to spare the time to share their views.

A2.5 We will consult for up to 10 weeks depending on the potential impact of our proposals.

A2.6 A person within Ofcom will be in charge of making sure we follow our own guidelines and reach out to the largest number of people and organisations interested in the outcome of our decisions. Ofcom's 'Consultation Champion' will also be the main person to contact with views on the way we run our consultations.

A2.7 If we are not able to follow one of these principles, we will explain why.

After the consultation

A2.8 We think it is important for everyone interested in an issue to see the views of others during a consultation. We would usually publish all the responses we have received on our website. In our statement, we will give reasons for our decisions and will give an account of how the views of those concerned helped shape those decisions.

Annex 3

Consultation response cover sheet

- A3.1 In the interests of transparency and good regulatory practice, we will publish all consultation responses in full on our website, www.ofcom.org.uk.
- A3.2 We have produced a coversheet for responses (see below) and would be very grateful if you could send one with your response (this is incorporated into the online web form if you respond in this way). This will speed up our processing of responses, and help to maintain confidentiality where appropriate.
- A3.3 The quality of consultation can be enhanced by publishing responses before the consultation period closes. In particular, this can help those individuals and organisations with limited resources or familiarity with the issues to respond in a more informed way. Therefore Ofcom would encourage respondents to complete their coversheet in a way that allows Ofcom to publish their responses upon receipt, rather than waiting until the consultation period has ended.
- A3.4 We strongly prefer to receive responses via the online web form which incorporates the coversheet. If you are responding via email, post or fax you can download an electronic copy of this coversheet in Word or RTF format from the 'Consultations' section of our website at www.ofcom.org.uk/consult/.
- A3.5 Please put any parts of your response you consider should be kept confidential in a separate annex to your response and include your reasons why this part of your response should not be published. This can include information such as your personal background and experience. If you want your name, address, other contact details, or job title to remain confidential, please provide them in your cover sheet only, so that we don't have to edit your response.

Cover sheet for response to an Ofcom consultation

BASIC DETAILS

Consultation title: Radio Ceredigion consultation

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	<input type="checkbox"/>	Name/contact details/job title	<input type="checkbox"/>
Whole response	<input type="checkbox"/>	Organisation	<input type="checkbox"/>
Part of the response	<input type="checkbox"/>	If there is no separate annex, which parts?	<input type="checkbox"/>

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)

Annex 4

Consultation question

Q1. Should Radio Ceredigion Ltd be permitted to make its proposed changes to the Format of Radio Ceredigion, with particular regard to the statutory criteria set out in Section 2 of this consultation document ? (Section 106 (1A) of the 1990 Broadcasting Act, as amended, relating to Format changes).

Annex 5



Analogue Commercial Radio Licence: Format Change Request Form

Date of request:	27 April 2011
Station Name:	Radio Ceredigion
Licensed area and licence number:	Ceredigion AL139
Licensee:	Radio Ceredigion Ltd
Contact name:	Martin Mumford

Details of requested change(s) to Format

Character of Service <i>Complete this section if you are requesting a change to this part of your Format</i>	Existing Character of Service: A LOCAL COMMUNITY-ORIENTED BILINGUAL (ROUGHLY HALF AND HALF ENGLISH AND WELSH) STATION FOR THE WEST WALES COAST. AT LEAST 20% OF THE MUSIC BROADCAST DURING DAYTIME SHOULD BE WELSH-LANGUAGE TRACKS, AND AT LEAST AN HOUR OF COMMUNITY PROGRAMMING IN THE WELSH LANGUAGE SHOULD BE BROADCAST EACH WEEKDAY.
	Proposed new Character of Service: A LOCAL COMMUNITY-ORIENTED BILINGUAL STATION FOR THE WEST WALES COAST. AT LEAST 10% OF THE MUSIC BROADCAST DURING DAYTIME SHOULD BE WELSH-LANGUAGE TRACKS, AND AT LEAST AN HOUR OF COMMUNITY PROGRAMMING IN THE WELSH LANGUAGE SHOULD BE BROADCAST EACH WEEKDAY.
Programme sharing and/or co-location arrangements <i>Complete this section if you are requesting a change to this part of your</i>	Current arrangements:

Format	Proposed new arrangements:
Locally-made hours and/or local news bulletins	Current obligations:
Complete this section if you are requesting a change to this part of your Format	Proposed new obligations:

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 www.ofcom.org.uk/radio/ifi/rbl/formats/formats/fc/changeregs/).

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 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(a) relevance.

(a) ***that the departure would not substantially alter the character of the service;***

The character of service is not substantially affected by this amendment. Radio Ceredigion will continue to produce the same output it has been programming since April 2010.

Welsh Language music output

The recent 355 Review confirmed that Radio Ceredigion played a minimum of 10% Welsh Language music prior to the change of control. The requested departure is based on historical evidence and maintains this distinctive characteristic.

Welsh Language speech output

With presentation in both English and Welsh evident throughout its output, Radio Ceredigion has a clear bilingual ethos and is the only station in the area that reflects its bilingual language and culture.

In the past 12 months Radio Ceredigion has introduced Welsh Language programming to peak-time programming. Previously the Welsh Language was sidelined to the middle of the day, where available audiences are significantly lower. The Format amendment will secure the continuation of these bilingual programming policies, giving the station a unique characteristic to other commercial (and BBC) services which broadcast in only English or in Welsh, allowing more local people greater access to Welsh language provision on the station.

Section 106 (b), (c) and (d) relevance...

(b) ***that the departure would not narrow the range of programmes available by way of relevant independent radio services to persons living the area or locality for which the service is licensed to be provided;***

Listeners to Radio Ceredigion will continue to hear the same output. There will be no narrowing in the range of services available to persons living in the area and we will retain a commitment to broadcasting in both English and Welsh. The music policy remains in line with the station's historical Welsh Language music output.

(c) *that the departure would be conducive to the maintenance or promotion of fair and effective competition;*

In recent months Radio Ceredigion has spent a vast amount of management resource in correspondence with Ofcom over the interpretation of its format.

With limited resources, we wish to avoid constant subjective interpretations by either differing personnel at Ofcom or by Radio Ceredigion programmers. The amendment will give us the operational flexibility to deliver the best local radio service for the county. Without this freedom, the station's viability will remain, at best, marginal and under constant threat of closure, as proven by its disastrous historical financial performance.

(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.*

Our listeners use both English and Welsh, side by side, in everyday conversation and we replicate this balance throughout our programming without needing to measure it.

Listeners are now more engaged with the station, with programming tools such as emails/calls/texts/Facebook suggesting that Radio Ceredigion enjoys a significant following amongst local listeners. Our Facebook page now has over 1,500 followers, many of who communicate with the station in both English and Welsh. We have a policy of using both English and Welsh on our social media platforms when communicating with our audience.

Our Format amendment will confirm the programming policies which have helped Radio Ceredigion to improve its finances in the past 12 months. These have been well received by advertisers and we have seen a significant uplift in the number of advertisers using the station since we adopted a mixed language strategy rather than the simplistic and more divisive "blocks" of language programming that were used by previous owners.

Self-evidently, a commercial radio station can only exist with the support of local businesses. In September 2010 we asked 50 local businesses for their views on Radio Ceredigion. 76% said they were listening more or the same to the station than previously. 95% liked the overall music mix and a clear majority liked it a lot. Individual comments and feedback suggested that there was perhaps too much Welsh music and this was a disincentive to listen and/or advertise with the station. Despite these views, we believe that our commitment to maintain Welsh Language music is important to reflect the culture of the area.

With regards about Welsh language programming, 76% thought the amount of Welsh Language programming struck a good balance. A small number thought there is too much Welsh and some and some believed there is too little. This clear majority is a good indication of support for our approach to bilingual programming, where the languages stand side by side.

Crucially, in terms of advertising activity we asked "are you now more likely or less likely to consider using Radio Ceredigion as part of your activity?" 81% of respondents said they were more likely to advertise with the station. We are pleased to say that this has come through strongly, with a significant upturn in local businesses using the station (the actual number of active monthly clients has trebled).

In summary, our programming policies are clearly viewed positively by a significant majority of local businesses who have shown their support by either advertising or listening to the station. This has increased the chances of Radio Ceredigion achieving commercial viability. (We have previously submitted a copy of this advertiser research to Ofcom).

Finally, evidence comes from the available language statistics and the popularity of other local radio services we operate in parts of Wales where the Welsh Language is also strong. The 2001 Census showed that Ceredigion was in the top four areas of Wales with strong Welsh Language skills, as was also Carmarthenshire where we operate that County's leading commercial radio service. However, those with "no knowledge of Welsh" in Ceredigion was relatively high at 39% and higher than the percentage of respondents to this question in Carmarthenshire (36%). Radio Carmarthenshire – where we broadcast a good amount of Welsh language programming without it being measured - has recently recorded its highest ever audience figures. The success of Radio Carmarthenshire and the progress we have clearly already made with Radio Ceredigion is proof that our programming policies can support Welsh Language programming in a commercial broadcasting environment.

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/>).

Whilst waiting for the conclusion of its recent 355 Review process, Radio Ceredigion was able to use a wider interpretation of its Format, whilst keeping to the bilingual spirit and ethos of the Format. This policy has received an extremely positive response from the station's listeners and advertisers.

However, since the 355 Review process ended and because we do not wish to be "in breach" we have reverted to the "letter" of the Format. Since it is very prescriptive, it has unearthed serious operational problems which call into question the viability of the service.

Radio Ceredigion is one of the UK's smallest commercial stations. Since the output can only be monitored retrospectively, this adds a significant workload to our small team. We do not wish to be "in breach" and because we do not have sufficient resources to monitor the station, it is forcing us to make editorial decisions based on language and not on relevance or listener interest.

The key issue arising is that we are now having to reduce our local speech content in order to attempt to balance the amount of English and Welsh being spoken on the station.

For example, news bulletins now consist of a mixed headlines format once an hour of no more than 30 seconds due to concerns we'd struggle to broadcast an equivalent amount of Welsh during the day if it was any longer. These headlines take the format of 2 national stories and 1 local. Previously, we broadcast hourly updates of 2 minutes of national news from Sky and 1.5 to 2 minutes of local (3 stories) every hour, 24 hours a day. Programmers are unable to include any longer length stories which would have previously featured in the news as they're aware they'll have to balance the length they speak with equivalent length of Welsh.

We've also been forced to make presenters limit lengths of their interviews, if they're in English, as it puts a burden on balancing with Welsh somewhere else. This means if you don't speak Welsh, you don't have an equal opportunity to feature on your own local station. It is also making us favor those who speak Welsh as their Primary Language over those who do not – and many listeners, although they speak Welsh, are not as confident about coming to air in the language. This means we are losing the ability to feature local listeners on their local station. This cannot be the intent of the Format of a local radio service.

A recent example is Radio Ceredigion's appearance on BBC 1's "DIY SOS" programme, when a small part of the interview was aired during the show. Our programming team wanted to re-play the full interview with Nick Knowles at 11.15am but decided it could not as it was 5 minutes of English language which would be almost impossible to balance with Welsh without breaking into full Welsh programming for an hour or two. This is because, like most small local stations, the bulk of our output is music so speech is limited in any case. We were therefore forced to air the interview at 1910 to allay any fears of breaking the 50/50 obligation during daytime.

Another significant change is that, previously, we would play highlights of the station's popular overnight rally coverage but, due to the fact that many of the local participants choose to speak English, we no longer play the highlights from the event in daytime hours. This means that not only are thousands of listeners missing out on hearing highlights of these great local events but the participants themselves can't hear coverage of events in which they are taking part!

It cannot be right that a local radio station has to cut important or relevant local speech, making the existing Format unfit for purpose.

Finally, bilingual neither means, requires nor implies "half and half", with its dictionary definition being the ability "to speak two languages". This is what Radio Ceredigion does and will continue to do under its revised Format. Ofcom has agreed that Radio Ceredigion's Format has been open to differing interpretations over the years and this is not be in the interests of listeners, regulators or operators.

In allowing the ability to co-locate with Radio Pembrokeshire, Ofcom recognised that "Radio Ceredigion is clearly facing big financial challenges". It still is. The station's last Format change request for co-location stated it "operates at a considerable loss... Management accounts for the six months to September, 2009, show losses of over £60,000, the same as in the corresponding months of 2008. Full year losses in the last two years have been an unsustainable £130,000-plus a year'.

Despite the significant progress we have made on the cost base and on increased sales, we have invested in areas such as transmission and audience research (RAJAR) and so the station therefore remains marginal. The progress we have made risks being undone if we

have to revert to the letter rather than the spirit of the existing Format. By agreeing to the change, the station's future will be secure.

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.

Version 6 – amended April 2010

Annex 6

Existing Format of Radio Ceredigion

Service name

RADIO CEREDIGION

Licence number	AL139
Licensed area	Ceredigion area
MCA population	72,088
Frequency/ies	96.6, 97.4, 103.3 MHz

Character of Service

A LOCAL COMMUNITY-ORIENTED BILINGUAL (ROUGHLY HALF AND HALF ENGLISH AND WELSH) STATION FOR THE WEST WALES COAST. AT LEAST 20% OF THE MUSIC BROADCAST DURING DAYTIME SHOULD BE WELSH-LANGUAGE TRACKS, AND AT LEAST AN HOUR OF COMMUNITY PROGRAMMING IN THE WELSH LANGUAGE SHOULD BE BROADCAST EACH WEEKDAY.

Service duration	24 hours
Locally-made programming	Studio location: Locally made programming must be produced within the licensed areas of Ceredigion (AL139) or Pembrokeshire (AL272).
	Locally-made hours: At least 6 hours per day during daytime weekdays (must include breakfast). At least 4 hours daytime Saturdays and Sundays.
	Programme sharing: No arrangements.
Local news	As appropriate with and/or between programming. 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: March 2011

Annex 7

Other commercial and community radio stations in Ceredigion

Commercial radio stations:

Real Radio (North & Mid Wales)

<http://www.ofcom.org.uk/static/radiolicensing/amfm/al329-1.htm>

Community radio stations:

None currently licensed in this area.