

### **THE COAST**

Request to change Format

Consultation

Publication date: 22 March 2011

Closing date for responses: 19 April 2011

### Contents

Section		Page
1	Executive summary	2
2	Details and background information	3
Annex		Page
1	Responding to this consultation	6
2	Ofcom's consultation principles	8
3	Consultation response cover sheet	9
4	Consultation question	11
5	Request to change the Format of The Coast	12
6	Existing Format of The Coast	17
7	Other commercial and community radio stations in the Solent region	18

### Section 1

### **Executive summary**

- 1.1 Ofcom has received a Format change request from Celador Radio Ltd ('Celador') in relation to The Coast, which holds a regional FM commercial radio licence for the Solent area.
- 1.2 Celador wishes to change the station's character of service in its published Format from Adult Album Alternative ('Triple A') to classic and contemporary rock. No change is being sought to the target audience of over-40s.
- 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 Celador'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 Celador's request, having particular regard to the Format change criteria contained in the 1990 Broadcasting Act (as amended).

#### Section 2

### Details and background information

- 2.1 Ofcom has received a Format change request from Celador Radio Ltd ('Celador') in relation to The Coast, which holds a regional FM licence for the Solent area.
- 2.2 Broadcasting from studios in Southampton, the station launched in October 2006 as Original 106, and was acquired by Celador in 2008, when it changed its name to The Coast. The station has a Measured Coverage Area of 1.37 million adults (aged 15+).
- 2.3 The request from Celador is to change The Coast's music policy, as set out in the station's Character of Service in its published Format, from Adult Album Alternative ('Triple A') to classic and contemporary rock. No change is proposed to the demographic of the target audience.

Existing Character of Service (as set out in The Coast's published Format):

AN ADULT ALBUM ALTERNATIVE STATION PLAYING AN ALBUM-LED\*, CREDIBLE MIX OF ADULT-ORIENTED MUSIC, WITH PARTICULAR APPEAL FOR 40-59 YEAR-OLDS, WITH 24-HOUR NEWS. \* Album tracks which become UK Top 20 singles, or UK Top 20 singles subsequently appearing on albums, would not qualify.

New Character of Service proposed by Celador:

### A CLASSIC AND CONTEMPORARY ROCK STATION FOR LISTENERS OVER 40 IN THE SOLENT REGION.

- 2.4 This Solent regional licence was awarded by Ofcom in 2005. In addition to the winning application from Original 106 (now The Coast) from Original 106 FM Ltd, there were 13 other applicants for the licence:
  - All Talk FM (All Talk FM Solent Ltd)
  - C106 (Emmis Atlantic Radio Solent Ltd)
  - Fun FM (Children's Radio UK (Solent) Ltd)
  - Kerrang! 106 (Solent Radio Ltd)
  - Melody 106 (Solent Regional Radio Ltd)
  - SAGA 106 (Saga Radio (South) Ltd)
  - Smooth Solent (Real Radio Ltd)
  - Solent Life (Solent Life Ltd)
  - South Coast Radio (Scottish Radio Holdings plc)
  - The Arrow (The Arrow (Solent) Ltd)
  - The Coast 106 (The Coast Radio Ltd)
  - Tide FM (Tide FM Ltd)
  - Virgin Classic Rock (Virgin Classic Rock Ltd)
- 2.5 In the statement setting out its reasons for the licence award, Ofcom made the following comments regarding the music format proposed by Original 106:

It was felt that Original's decision to focus on album tracks and lesser-known singles, plus the inclusion in its main music mix of a number music genres and styles that are

currently under-represented on local commercial radio in the Solent region (such as adult and classic rock, classic alternative rock, blues, eclectic easy-listening and adult acoustic material), means that Original 106 would significantly broaden musical choice not only in terms of genre and style but also with regard to the overall variety of individual tracks available to Solent listeners. This facet of the application was well-supported by Original's output monitoring of existing stations in the licence area, which demonstrated the extent of musical homogeneity (in particular, the dominance of past and present mainstream pop) among existing stations in the Solent marketplace.

- 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:

  www.ofcom.org.uk/radio/ifi/rbl/formats/formats/fc/changeregs/
- 2.8 Given that the change proposed by Celador affects the station's core music policy, and requires a significant rewording of its published Character of Service, we do not consider that Celador'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 are 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 Celador, in which an argument is made that the output of The Coast would still be distinctive within the Solent marketplace and that, therefore, criterion (b) is satisfied.
- 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.

### 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 19 April 2011.**
- A1.2 Ofcom strongly prefers to receive responses using the online web form at <a href="http://stakeholders/consultations/the-coast/howtorespond/form">http://stakeholders/consultations/the-coast/howtorespond/form</a>, 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: <a href="mailto:jon.heasman@ofcom.org.uk">jon.heasman@ofcom.org.uk</a>, 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:

The Coast 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, <a href="https://www.ofcom.org.uk">www.ofcom.org.uk</a>, 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 <a href="http://www.ofcom.org.uk/about/accoun/disclaimer/">http://www.ofcom.org.uk/about/accoun/disclaimer/</a>

### **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 <a href="mailto:consult@ofcom.org.uk">consult@ofcom.org.uk</a>. 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, who is Ofcom's consultation champion:

Graham Howell Ofcom Riverside House 2A Southwark Bridge Road London SE1 9HA

Email: graham.howell@ofcom.org.uk

### Ofcom's consultation principles

A2.1 Of com 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.

### 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 <a href="https://www.ofcom.org.uk/consult/">www.ofcom.org.uk/consult/</a>.
- 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: The Coast 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 Name/contact details/job title		
Whole response Organisation		
Part of the response		
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)		

### Consultation question

Q1. Should Celador Radio Ltd be permitted to make its proposed changes to the Format of The Coast, 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).

# Request to change the Format of The Coast

Date of request:	8 <sup>th</sup> March 2011
Station Name:	The Coast
Licensed area and licence number:	AL 302
Licensee:	Celador Radio Limited
Contact name:	Richard Johnson

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

Character of Service	Existing Character of Service:
Complete this section if you are requesting a change to this part of your Format	AN ADULT ALBUM ALTERNATIVE STATION PLAYING AN ALBUM-LED*, CREDIBLE MIX OF ADULT-ORIENTED MUSIC, WITH PARTICULAR APPEAL FOR 40-59 YEAR-OLDS, WITH 24-HOUR NEWS  * Album tracks which become UK Top 20 singles, or UK Top 20 singles subsequently appearing on albums, would not qualify.
	Proposed new Character of Service:
	A CLASSIC AND CONTEMPORARY ROCK STATION FOR LISTENERS OVER 40 IN THE SOLENT REGION
Programme sharing and/or co-location arrangements	Current arrangements
Complete this section if	
you are requesting a change to this part of your 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: <a href="https://www.ofcom.org.uk/radio/ifi/rbl/formats/formats/fc/changeregs/">www.ofcom.org.uk/radio/ifi/rbl/formats/formats/fc/changeregs/</a>

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(1A)(a) relevance - that the departure would not substantially alter the character of the service;

The amendment in the character of service is a change from:

AN ADULT ALBUM ALTERNATIVE STATION PLAYING AN ALBUM-LED\*, CREDIBLE MIX OF ADULT-ORIENTED MUSIC, WITH PARTICULAR APPEAL FOR 40-59 YEAR-OLDS, WITH 24-HOUR NEWS

\* Album tracks which become UK Top 20 singles, or UK Top 20 singles subsequently appearing on albums, would not qualify.

### TO

A CLASSIC AND CONTEMPORARY ROCK STATION FOR LISTENERS OVER 40 IN THE SOLENT REGION

The proposed amendment does not significantly alter the character of the service.

This format amendment will continue to appeal to a similar target market.

The Coast will continue to:

- Play a broad range of tracks drawn from rock genres
- Play selected non-top 20 tracks
- Be male focussed
- Have strong appeal for those aged40+
- Be locally produced 24 hours a day
- Be located in the Solent

There is an obvious gap in this TSA for a station playing what is the most popular music genre of the past 40 years. The Coast will not seek to mimic other mainstream stations in any way. It will not in any way duplicate the existing provision of commercial radio services.

The format will remain distinctive and characterful and the transition is planned as a "brand strengthening" process rather than a marked change in direction.

The shift in emphasis that we seek is to move away from the reliance on album tracks (which theoretically could be any music genre) to a slightly more familiar and defined mix of classic and contemporary rock music.

The difference from the current character to the new character of service, and the significant difference in terms of additional audience appeal, is in the new service's flexibility to place a greater emphasis on familiar rock tracks and rock-orientated hits. This will deliver a mix that remains highly distinctive whilst attracting a greater response from listeners.

Section 106(1A)(b) relevance - 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;

Although we believe that this is not a substantive change under (a) above, we also believe that this will in no way narrow the range of programmes available in the Solent region.

The Coast will continue to offer a distinctive and genuine alternative to The Breeze, Capital FM, Fire Radio, Gold, Heart, Isle Of Wight Radio and Wave 105. Whilst there are seven competing services in this area, none of them include the word "rock" within their music formats.

The competing stations all have markedly different characters of service from The Coast's proposed mix of rock:

- The Breeze has a format of a "broad music and information station". However this is executed as a Soft AC format for 40+ listeners.
- Capital FM is a predominantly networked service playing "contemporary, chart music".
- Fire Radio is a local station for Bournemouth playing "rhythmic contemporary" music.
- Gold is a predominantly networked AM Gold service playing "classic pop"
- Heart is a predominantly networked service playing "contemporary and chart music" for the under 44s.
- Isle of Wight Radio is a local station for IOW with a full service format of "broad music".
- Wave 105 is a regional station, with a similar TSA to The Coast playing "Adult Contemporary and Soft Adult Contemporary hits"

From the above it can be seen that there is no Format that remotely transgresses the proposed revised Format for The Coast.

### **Music Monitoring**

As part of this format change request process we monitored the Solent ILR stations to determine the cross-over between them. Monitoring was undertaken over the week of 7-14 February 2011. Music was then sorted by artist and the top 20 most played artists on each station were then compared.

The analysis shows that:-

Wave 105 shares **16** of it's top 20 most played artists with other Solent ILR Isle of Wight Radio shares **15** of it's top 20 most played artists with other Solent ILR Heart shares **14** of it's top 20 most played artists with other Solent ILR Capital FM shares **8** of it's top 20 most played artists with other Solent ILR The Breeze shares **7** of it's top 20 most played artists with other Solent ILR Gold shares **6** of it's top 20 most played artists with other Solent ILR

The Coast will share just **5** of it's top 20 most played artists with other Solent ILR, making it the most differentiated station in the marketplace.

Example tracks that The Coast will play are:-The Eagles – Hotel California, Queen – Don't Stop Me Now, Eric Clapton – Wonderful Tonight, Dire Straits – Money For Nothing, Bruce Springsteen – Hungry Heart, David Bowie – Jean Genie, Rolling Stones – Start Me Up, U2 – With Or Without You, R.E.M. – Losing My Religion, Genesis – Follow You, Follow Me.

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 (<a href="www.ofcom.org.uk/radio/ifi/rbl/formats/fc/changeregs">www.ofcom.org.uk/radio/ifi/rbl/formats/fc/changeregs</a>), and also Ofcom's Localness guidance, which includesourco-location and programme sharing policy (<a href="www.ofcom.org.uk/radio/ifi/rbl/car/localness">www.ofcom.org.uk/radio/ifi/rbl/car/localness</a>).

Ofcom's "Regulation of Format Changes" states that "local commercial radio stations are, by their nature, commercial businesses and if a Format fails to deliver a commercial return to the owner there may be a need to allow more fundamental change".

Whilst we do not believe that this is a fundamental change, we do feel that the current Format does not allow us to deliver a service that is popular enough to derive meaningful advertising revenue. There has been significant investment in marketing and programming since the licence was awarded over four years ago, yet the station is unable (under this format) to move into double figures for weekly reach. The current 6.9% weekly reach figure and 695,000 hours leaves The Coast as an unsustainable business proposition – and one that is not a popular service for listeners in the Solent area.

The "Regulation of Format Changes" goes on to state that "judgement will be made on the basis of the overall sound of the station". As already noted, we are not trying to move The Coast into the Adult Contemporary or Contemporary Pop areas. This Format change request is a gentle move from "less popular Rock" to "more popular Rock"

#### The Format does not encourage variety.

Broadening of audience choice is designed to give listeners a greater variety of radio services.

However, the format of The Coast, with its lack of genre definition does not encourage or enforce music variety. The main driver restriction of the format is the chart position of a particular song on release – but this does not determine whether the song is rock, dance, adult contemporary or something else entirely.

The proposed format change ensures that The Coast will be unmistakably programmed as a rock service, and will be markedly different from any other ILR station in the Solent region.

The relaxation of the chart restriction allows us to offer a more popular service, that will provide a more attractive and accessible radio station for listeners in the Solent region.

## **Existing Format of The Coast**

### Service name

### THE COAST

Licence number	AL302
Licensed area	Solent region
MCA population	1,374,137
Frequency/ies	106 and 106.6 MHz

### **Character of Service**

AN ADULT ALBUM ALTERNATIVE STATION PLAYING AN ALBUM-LED\*, CREDIBLE MIX OF ADULT-ORIENTED MUSIC, WITH PARTICULAR APPEAL FOR 40-59 YEAR-OLDS, WITH 24-HOUR NEWS

\* Album tracks which become UK Top 20 singles, or UK Top 20 singles subsequently appearing on albums, would not qualify.

Service duration	24 hours
Locally-made programming	Studio location: Locally-made programming must be produced within the licensed area.
	Locally-made hours: At least 7 hours a day during daytime weekdays (must include breakfast). At least 4 hours daytime Saturdays and Sundays.
	Programme sharing: No arrangements.
Local news	At least hourly during daytime weekdays and peak-time weekends. At other times UK-wide, nations and international news should feature.

#### **Definitions**

Speech Excludes advertising, programme/promotional trails & sponsor of	
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: October 2010

# Other commercial and community radio stations in the Solent region

#### Commercial radio stations

Capital FM (South Hampshire)

http://www.ofcom.org.uk/static/radiolicensing/amfm/al115-2b.htm

Fire Radio (Bournemouth)

http://www.ofcom.org.uk/static/radiolicensing/amfm/al240-1.htm

Gold (Dorset)

http://www.ofcom.org.uk/static/radiolicensing/amfm/al025-2.htm

Gold (South Hampshire)

http://www.ofcom.org.uk/static/radiolicensing/amfm/al114-2.htm

Heart (Dorset)

http://www.ofcom.org.uk/static/radiolicensing/amfm/al026-2.htm

Heart (South Hampshire)

http://www.ofcom.org.uk/static/radiolicensing/amfm/al115-2a.htm

Isle of Wight Radio (Isle of Wight)

http://www.ofcom.org.uk/static/radiolicensing/amfm/al044-3.htm

The Breeze (Portsmouth)

http://www.ofcom.org.uk/static/radiolicensing/amfm/al238-1.htm

The Breeze (Southampton)

http://www.ofcom.org.uk/static/radiolicensing/amfm/al239-1.htm

Spirit FM (Chichester & Bognor Regis)

http://www.ofcom.org.uk/static/radiolicensing/amfm/al182-2.htm

Wave 105 (Solent regional)

http://www.ofcom.org.uk/static/radiolicensing/amfm/al215-1.htm

### **Community radio stations**

Angel Radio (Havant)

http://www.ofcom.org.uk/static/radiolicensing/Community/cr002.htm

Angel Radio Isle of Wight

http://www.ofcom.org.uk/static/radiolicensing/Community/cr007.htm

Express FM (Portsmouth)

http://www.ofcom.org.uk/static/radiolicensing/Community/cr006.htm

### Forest FM (Verwood, East Dorset)

http://www.ofcom.org.uk/static/radiolicensing/Community/cr063.htm

### Hope FM (Bournemouth)

http://www.ofcom.org.uk/static/radiolicensing/Community/cr086.htm

The Park (Brockenhurst)

Station not yet broadcasting.

Skyline Community Radio (Hedge End, Southampton)

http://www.ofcom.org.uk/static/radiolicensing/Community/cr009.htm

The Bay (Poole)

http://www.ofcom.org.uk/static/radiolicensing/Community/cr120.htm

Unity 101 (Southampton)

http://www.ofcom.org.uk/static/radiolicensing/Community/cr008.htm

Voice FM (Southampton)

Station not yet broadcasting.