

Key Commitments

Licence number: CR102884

Service name	Sound Radio
Licence area	Kinmel Bay & Towyn, Abergele, Rhyl and surrounding towns and villages in the Vale of Clwyd (as shown in the licensed coverage area map)
Frequency	103.1 MHz

Description of character of service

Sound Radio is for the communities of Kinmel Bay & Towyn, Abergele, Rhyl and surrounding towns and villages in the Vale of Clwyd. The station actively encourages the target audience to engage and participate in the service by providing a variety of accessible ways to do so, and broadcasts some programming in Welsh.

The service broadcasts:

- Music. The main types of music broadcast over the course of each week are: 60s to present day chart music, soul, blues and dance music.
- Speech. The main types of speech output broadcast over the course of each week are: interviews, discussions, and local news, weather and travel.
- Programming in English and a proportion of material in Welsh.
- The service provides original output¹ for a minimum of 84 hours per week.
- The service provides locally-produced output² for a minimum of 70 hours per week.

The studio is located within the licensed coverage area.

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

- the facilitation of discussion and the expression of opinion,
- the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and

¹ Original output is content which is first produced for, and transmitted by, the station and excludes output that was transmitted elsewhere before. Original output can be live, pre-recorded or voice-tracked. Repeat broadcasts of original output and continuous music with no speech content other than advertisements, station idents and/or outsourced news bulletins (i.e. news bulletins produced by a third party) do not meet Ofcom's definition of original output.

² Locally-produced output is content which is made and broadcast from within the station's licensed coverage area. It may include all types of local production including repeats and continuous music, as long as it is created anywhere within the licensed coverage area and is not material that is networked from other stations. Content which is made outside the station's licensed coverage area, but edited and broadcast from within the coverage area, does not meet Ofcom's definition of locally-produced output.

- the better understanding of the particular community and the strengthening of links within it.

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

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

[JANUARY 2020]

Link to application for reference: https://www.ofcom.org.uk/data/assets/pdf_file/0028/150994/Sound-Radio_Kinmel-Bay_application.pdf