

Key Commitments

Licence number: CR102893

Service name	Alfred
Licence area	Shaftesbury (as shown in the licensed coverage area map)
Frequency	107.3 MHz

Description of character of service

Alfred will provide a highly localised service of news, information, extended interviews, discussion, features and spoken word programming for the community of Shaftesbury and the surrounding rural area. Alfred will reflect the community's vibrant arts scene and strong sense of civic pride in their location by establishing an open-access forum for broadcast content generated by members of the community.

The service broadcasts:

- Music. Alfred will not play commercially available music, but will feature local performers and session recordings from local events in a weekly 'local music hour'.
- Speech. The main types of speech output broadcast over the course of each week are: local news, interviews, oral history recordings, community announcements, spoken word, drama, folklore, panel discussions, book reviews and comedy, all of which will be locally recorded.
- The service provides original output¹ for a minimum of 140 hours per week.
- The service provides locally-produced output² for a minimum of 140 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
- 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.

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

(November 2021)

Link to application for reference: [Alfred-Shaftsbury application.pdf \(ofcom.org.uk\)](#)