

Key Commitments

Licence number: CR103404

Service name	Embrace Radio
Licence area	Northampton (as shown in the licensed coverage area map)
Frequency	104.7 MHz

Description of character of service

Embrace will serve, regardless of ethnicity, all those who live and work in the Borough of Northampton and whose family life is rooted in the borough of Northampton and its environs. It will provide a mix of music, local news and information relevant to the adult population in the town.

The service broadcasts:

- Music: The main types of music broadcast over the course of each week are: A mix of music from the past to the present, with specialist shows aimed at all types of interest groups.
- Speech. The main types of speech output broadcast over the course of each week are: Local and national news, community news and information, interviews, discussions, and event information, presented in an accessible style.
- The service provides original output¹ for a minimum of 70 hours per week.
- The service provides locally-produced output² for a minimum of 42 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.

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