

Question	Your response
<p><b>Question 1:</b> Do you agree with Ofcom’s proposed approach to remove specific music genre requirements from Key Commitments? Please provide further information and/or evidence in support of your response.</p>	<p>Confidential? – N</p> <p>Although we have no specific music genre requirements within our remit, it makes sense for stations to be able to manage their own music unless their remit is a music based station of specific genres or aimed at a specific ethnicity, in which case music should be agreed within the Key Commitments.</p>
<p><b>Question 2:</b> Do you agree with Ofcom’s approach to remove specific speech content requirements from Key Commitments? Please provide further information and/or evidence in support of your response.</p>	<p>Confidential? – N</p> <p>We agree with the approach to remove specific speech content requirements.</p> <p>As a station which knows its audience well, providing relevant speech is inherent in what we do, in order to attract an audience, engage and inform them. It is therefore in our opinion over-regulating our speech content to have to work to a pre-defined list of speech items. By nature of our community-focussed station, we balance local content with music to provide a service our target will enjoy. Without the local content why would anyone listen? They can get non-stop music from many other sources. Our farming news for example is a key part of our output and we would include this without the need for it being stipulated by Ofcom as it is very relevant to a part of our target audience. We would rather be regulated in a more general manner on the Social gain we provide overall.</p>
<p><b>Question 3:</b> Do you agree with Ofcom’s approach to remove original output requirements from Key Commitments? Please provide further information and/or evidence in support of your response.</p>	<p>Confidential? – N</p> <p>We agree with the approach to remove original output requirements. A lighter touch regulation is more appropriate and quota-based regulation is inappropriate. We only have a very limited amount of specialist syndicated programmes – only 2 hours a week and don’t feel the need for this regulation.</p>
<p><b>Question 4:</b> Do you agree with Ofcom’s approach to remove locally-produced output requirements from Key Commitments? Please provide further information and/or evidence in support of your response.</p>	<p>Confidential? – N</p> <p>We agree with the approach to remove locally-produced requirements.</p> <p>The majority of Dales Radio’s content is locally-produced, but actually where it is broadcast from is irrelevant to our audience. It</p>

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	<p>could come from the moon, so long as WHAT is broadcast is relevant to our audience. The only time the source of the content becomes relevant to the listener is when it comes from an outside broadcast within the area such as one of our many country shows or Dales events. In these cases our presence and coverage is invaluable to the listener.</p> <p>Technology has evolved dramatically in the past decade and Dales Radio embraces that to ensure locally relevant contributions are on air from across our area around the clock.</p> <p>Our output lives and breathes the Dales and our team knows the area very well, enabling them to really connect with the audience.</p> <p>It is important to mention that as our entire team are volunteers, sometime a presenter is not available through illness and we have to make alternative arrangements – we should not have to worry about desperately trying to find alternatives to meet a Key Commitment. Better we can still provide output that is relevant and reliable.</p> <p>We wholly support removing this key commitment in favour of a lighter touch regulation.</p>
<p><b>Question 5:</b> Do you agree with Ofcom’s proposed approach to language requirements for community radio stations? Please provide further information and/or evidence in support of your response.</p>	<p>Confidential? – N</p> <p>Not applicable to Dales Radio</p>
<p><b>Question 6:</b> Do you agree with Ofcom’s proposed approach to standardising language in the character of service descriptions for community radio stations? Please provide further information and/or evidence in support of your response.</p>	<p>Confidential? – N</p> <p>Yes, we are supportive of standardising wording for key commitments and retain special characteristics pertinent to each station.</p>
<p><b>Question 7:</b> Do you agree with Ofcom’s assessment of the impacts of its proposed changes? Please provide further information and/or evidence in support of your response.</p>	<p>Confidential? – N</p> <p>We agree with Ofcom’s assessment of its proposed changes. We feel it will have a beneficial impact for both licensee and regulator, whilst still ensuring stations deliver on their social gain requirements.</p>

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	<p>ments and in delivering a credible relevant service to the target audience. It still ensures stations maintain their local presence and provides training and inclusivity for the audience.</p> <p>As already discussed with Ofcom in the Dales we have a number of geographic and weather-related situations for a station covering such a large area with multiple transmitters. Geographically, the Dales is vast – over 1000 square miles and so providing one studio in the area does not allow access to all – it can take 90 minutes to drive from one end of our area to the other and so having access points in each town in our area is more appropriate and gives the listener better access in bad weather, when many parts are inaccessible. Using broadband, now widely available and with 5G in many parts, listeners and contributors can embrace technology to react with the station without physically having to go to one location. Our view is that the Key Commitments should dictate what is required, not how we deliver it – that should be up to the station to interpret.</p>
<p><b>Question 8:</b> Are there any impacts of these proposals which Ofcom has not recognised in this document?</p>	<p>Confidential? – N None that we can see.</p>
<p><b>Question 9:</b> Do you agree with our assessment of the potential impact of our proposals on the Welsh language? Please provide further information and/or evidence in support of your response.</p>	<p>Confidential? – N No comment to make.</p>
<p><b>Question 10:</b> Do you think our proposal could be formulated or revised to ensure, or increase, positive effects, or reduce/eliminate any negative effects, on opportunities to use the Welsh language and treating the Welsh language no less favourably than English?</p>	<p>Confidential? – N No comment to make.</p>
<p><b>Question 11:</b> Do you agree with our proposed compliance principles?</p>	<p>Confidential? – N We agree with Ofcom’s proposed compliance principles</p>

Please complete this form in full and return to [broadcast.licensing@ofcom.org.uk](mailto:broadcast.licensing@ofcom.org.uk).