



# Classic Gold and AM Networking

(including a general approach to AM Format change)

## Consultation

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## Section 1

# Summary

- 1.1 UBC Media Group Plc, owners of the Classic Gold stations on the AM frequency wish to regionalise presentation across part of their network. Currently, the 18 Classic Gold stations serve the licence areas as set out in each individual station Format.
- 1.2 UBC propose 'regionalising' 13 of their 18 stations by creating clusters of two or three stations based on geographical location. For example, **West** – Bristol and Swindon ... **Anglia** – Ipswich and Norwich ... and so on. Five Classic Gold stations are to remain stand alone and unaffected by these proposals.
- 1.3 In addition, UBC are requesting a change to all Classic Gold formats that will allow them to broadcast their four-hour local show at any time during "weekday daytime". Currently all requirements for locally produced/presented output must be during 'peaktime', generally understood to be 'breakfast' or 'drivetime'.
- 1.4 Ofcom has the ability to consent to such changes under conditions included in the Classic Gold licences, in accordance with Sections 106 (1A) and (1B) of the Broadcasting Act 1990 (Annex 4) if it is satisfied that:
  - That the departure would not substantially alter the character of the service
  - The change would not narrow the range of programmes available by way of relevant independent radio services
  - The change would be conducive to the maintenance or promotion of fair and effective competition
  - There is evidence that, amongst persons living in the affected areas, there is a significant demand for, or significant support for, the change
- 1.5 Before deciding whether to consent to this change, Ofcom is required under Section 106ZA of the Broadcasting Act 1990 (also Annex 4) to consult (a minimum of 28 days) those likely to be affected. This consultation is therefore seeking views on the proposed substantial Format changes to the Classic Gold services.
- 1.6 This consultation will also seek views on how Ofcom should approach requests for change on AM stations generally.

## Section 2

# Background

## Classic Gold Networking

- 2.1 Extensive part-networking was allowed by the previous regulator (Radio Authority) for a number of years. As a general rule, it allowed AM stations which were in areas also served by comparable local FM services (and usually in common ownership) to join together in common output, provided that there was at least 4 hours of separate local peak time service and a clear and demonstrable local content at other times.
- 2.2 The original “sell” was that well-known names could be hired across a network, but not for individual stations, so local stations would benefit from having ‘name’ presenters electronically on board. The ‘star’ proposition has diminished somewhat over the years, although presenters like Tony Blackburn and Kid Jensen do still appear.
- 2.3 The local content has been in the form of drop-ins through the day and news, usually provided by the FM sister station. (The only exception is Classic Gold in Crawley/Reigate which is now a simulcast of the London-based digital Classic Gold broadcast).
- 2.4 The only local presenter on the Classic Gold stations is at drive-time. So, the music output is computer-generated and drop-ins are organised by the local newsroom, as is the news. The local presenter sits in for four hours and usually does management tasks, too.
- 2.5 Classic Gold recently lost their Bristol presenter and asked, as an experiment, if the Swindon presenter could, temporarily broadcast across both stations. The drop-ins and the news would continue to be discrete, tailored for each area. The four-hour slot would have a regionalised presenter and the rest of the programmes would be as normal. They experimented in order to see if they felt regionalisation could work across the network; they believe it can.

## Points to Consider

- 2.6 The difficulties of broadcasting on AM are now well documented. Phase 2 of Ofcom’s radio review, ‘Radio: Preparing for the Future’ states:
 

“Ofcom has long recognised that AM stations are at a disadvantage in retaining listeners because of the relatively poor quality of the medium. Changes, including substantial changes, to AM station formats, will therefore be more willingly agreed than would be the case for FM stations.”
- 2.7 Under Section 314 of the Communications Act 2003, Ofcom has drawn up a set of localness guidelines (see Annex and is therefore obliged to protect localness. In the case of the Classic Gold services, their localness obligations are met through news bulletins and local drop-ins.
- 2.8 Radio Review findings on listener expectation with respect to issues like studio location will need to taken account of.

## Section 3

# Change

### The Request

- 3.1 UBC's rationale behind the request for change is available on the Ofcom website at <http://www.ofcom.org.uk/consult/condocs/classicgold/ubcmmedia.pdf>.
- 3.2 The main points made by UBC in its case for change were:
- The change would arrest a trend of decline and ensure the continued viability of the Classic Gold licences
  - The change would not alter the character of service
  - Research findings and the trial currently operating across the Swindon and Bristol services demonstrates that the change would not be to the detriment of the listener experience or local output
  - Freedom to re-schedule local output during daytime would allow such shows to reach a wider audience

### Precedent

- 3.3 It has not been uncommon for stations to request changes to their Formats and in some cases, if such changes were not regarded as substantial, they have been granted at colleague level. This is regarded as a substantial change to the character of service. The Communications Act 2003 obliges Ofcom to launch a consultation in such circumstances. So far, two such consultations have been launched, one was successful; the other was not.

### Impact Assessment

- 3.4 Given the history, positioning and the audience ratings for AM services any impact assessment with regards to either industry or listenership is not likely to be significant.

### Questions

- 3.5 Summary of Consultation Questions:

- 1) *Would the output of the Classic Gold services as described in UBC's submission narrow the range of programmes available?*
- 2) *Would the change be conducive to fair and effective competition in the affected areas?*
- 3) *Are there any other matters you think Ofcom should take into account when considering this request for substantial change to the Classic Gold service?*
- 4) *In general, how do you think Ofcom should approach future requests for Format change on AM stations?*

## Annex 1

# Responding to this consultation

## How to respond

Ofcom invites written views and comments on the issues raised in this document, to be made by **5pm on 12 January 2006**.

Ofcom strongly prefers to receive responses as e-mail attachments, in Microsoft Word format, 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 2), among other things to indicate whether or not there are confidentiality issues. The cover sheet can be downloaded from the 'Consultations' section of our website.

Please can you send your response to first [ruth.john@ofcom.org.uk](mailto:ruth.john@ofcom.org.uk).

Responses may alternatively be posted or faxed to the address below, marked with the title of the consultation.

Ruth John  
Radio Executive  
Ofcom  
Riverside House  
2A Southwark Bridge Road  
London SE1 9HA

Note that we do not need a hard copy in addition to an electronic version. Also note that Ofcom will not routinely acknowledge receipt of responses.

It would be helpful if your response could include direct answers to the questions asked in this document. It would also help if you can explain why you hold your views, and how Ofcom's proposals would impact on you.

## Further information

If you have any want to discuss the issues and questions raised in this consultation, or need advice on the appropriate form of response, please contact Ruth John on 020 7981 3849 or Martin Campbell on 020 7981 3850.

## Confidentiality

Ofcom thinks 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, [www.ofcom.org.uk](http://www.ofcom.org.uk), ideally on receipt (when respondents confirm on their response cover sheet that this is acceptable).

All comments will be treated as non-confidential unless respondents specify that part or all of the response is confidential and should not be disclosed. Please place any confidential parts of a response in a separate annex, so that non-confidential parts may be published along with the respondent's identity.

Ofcom reserves its power to disclose any information it receives where this is required to carry out its legal requirements. Ofcom will exercise due regard to the confidentiality of information supplied.

Please also note that copyright and all other intellectual property in responses will be assumed to be licensed to Ofcom to use, to meet its legal requirements. Ofcom's approach on intellectual property rights is explained further on its website, at [www.ofcom.org.uk/about\\_ofcom/gov\\_accountability/disclaimer](http://www.ofcom.org.uk/about_ofcom/gov_accountability/disclaimer).

### **Next steps**

Following the end of the consultation period, Ofcom intends to publish a statement around mid February.

Please note that you can register to get automatic notifications of when Ofcom documents are published, at [http://www.ofcom.org.uk/static/subscribe/select\\_list.htm](http://www.ofcom.org.uk/static/subscribe/select_list.htm).

### **Ofcom's consultation processes**

Ofcom is keen to make responding to consultations easy, and has published some consultation principles (see Annex 1) which it seeks to follow, including on the length of consultations.

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 [consult@ofcom.org.uk](mailto:consult@ofcom.org.uk). 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, whose views are less likely to be obtained in a formal consultation.

If you would like to discuss these issues, or Ofcom's consultation processes more generally, you can alternatively contact Vicki Nash, Director, Scotland, who is Ofcom's consultation champion:

Vicki Nash  
Ofcom (Scotland)  
Sutherland House  
149 St. Vincent Street  
Glasgow G2 5NW  
Tel: 0141 229 7401  
Fax: 0141 229 7433  
E-mail: [vicki.nash@ofcom.org.uk](mailto:vicki.nash@ofcom.org.uk)

## Annex 2

# Ofcom's consultation principles

A2.1 Ofcom 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 version for smaller organisations or individuals who would otherwise not be able to spare the time to share their views.

A2.5 We will normally allow ten weeks for responses to consultations on issues of general interest.

A2.6 There will be a person within Ofcom who 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. This individual (who we call the 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. This may be because a particular issue is urgent. If we need to reduce the amount of time we have set aside for a consultation, we will let those concerned know beforehand that this is a 'red flag consultation' which needs their urgent attention.

### After the consultation

A2.8 We will look at each response carefully and with an open mind. We will give reasons for our decisions and will give an account of how the views of those concerned helped shape those decisions.



## Annex 3

# Consultation response cover sheet

- A3.1 In the interests of transparency, we will publish all consultation responses in full on our website, [www.ofcom.org.uk](http://www.ofcom.org.uk), unless a respondent specifies that all or part of their response is confidential. We will also refer to the contents of a response when explaining our decision, without disclosing the specific information that you wish to remain confidential.
- A3.2 We have produced a cover sheet for responses (see below) and would be very grateful if you could send one with your response. This will speed up our processing of responses, and help to maintain confidentiality by allowing you to state very clearly what you don't want to be published. We will keep your completed cover sheets confidential.
- 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 cover sheet 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 in the form of a Microsoft Word attachment to an email. Our website therefore includes an electronic copy of this cover sheet, which you can download from the 'Consultations' section of our website.
- A3.5 Please put any confidential parts of your response in a separate annex to your response, so that they are clearly identified. 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: Classic Gold and AM Networking

To (Ofcom contact):

Name of respondent:

Representing (self or organisation/s):

Address (if not received by email):

**CONFIDENTIALITY**

What do you want Ofcom to keep confidential?

Nothing	<input type="checkbox"/>	Name/contact details/job title	<input type="checkbox"/>
Whole response	<input type="checkbox"/>	Organisation	<input type="checkbox"/>
Part of the response	<input type="checkbox"/>	If there is no separate annex, which parts?	

If you want part of your response, your name or your organisation to be confidential, 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. It can be published in full on Ofcom’s website, unless otherwise specified on this cover sheet, and I authorise Ofcom to make use of the information in this response to meet its legal requirements. 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)

## Annex 4

# Ofcom's Localness Guidelines

## Introduction

- A4.1 Localness is not an issue for all stations, but where it is demanded within the format, it should be addressed directly as per these guidelines.
- A4.2 The extent to which local material is included in the service provided by a licensee varies by station and is specified in the station's Format. Ofcom regards the Format, as supported by the localness guidelines, as fulfilling the statutory requirement regarding the provision of an appropriate amount of local material and a suitable proportion of locally made programmes.
- A4.3 Localness can be both characterised and delivered in a number of ways (news, information, comment, outside broadcasts, what's-on, travel news, interviews, charity involvement, weather, local artists, local arts and culture, sport coverage, phone-ins, listener interactivity etc.), therefore precise definitions can be unhelpful.
- A4.4 Ofcom guidelines are not rules or demands as such. However, in its move towards 'output' rather than 'input' regulation Ofcom feels it is useful to outline the sort of considerations that may come into play if it becomes necessary to investigate a station's localness output. Many of these considerations are based on listener expectation.
- A4.5 It is the obligation of each station to deliver a suitable level of localness output as defined within the Format in whichever way it sees fit within its licence conditions. The guidelines set out the areas of issue that may be questioned by Ofcom if it has cause to investigate a station's localness output. The extent to which any particular guidelines have been considered may vary, dependent on the context of the complaint.

## Local material - What it is

- Station programming of specific relevance which also offers a distinctive alternative to UK-wide or nations' service;
- Content drawn from, and / or relevant to, the area is often the major point of difference between stations, and therefore licensees should be able to identify a range of local aspects of their stations and how they are providing output specific to their area;
- The feel for an area a listener should get by tuning in to a particular station, coupled with confidence that matters of importance, relevance or interest to the target audience in the area will be accessible on air; and
- Programming likely to give listeners a feeling of ownership and / or kinship, particularly at times of crisis (snow, floods etc).

## Local material - What it isn't

- Localising news (e.g. conducting vox pop interviews in one area and playing them out as if from another or inserting local place names into UK-wide stories) without local news / information generation would not be regarded as a contribution towards localness;

- Pure promotional off-air activity such as station promotion in the area (vehicles carrying station logos, roadshows, etc.) are not in themselves substitutes for localness without on-air activity involving something other than self-promotion;
- Competitions / promotions that invite and involve listener participation from outside a station area would not be regarded as a contribution to localness; and
- The Communications Act 2003 [Section 314] stipulates that advertisements are not regarded as local programming within the context of localness and Ofcom's localness guidance.

A4.6 These statements are guidelines which recognise localness can be delivered in many ways, which are neither mutually exclusive nor individually obligatory. For instance, regular featuring of local music or artists is not a pre-requisite ingredient for the delivery of localness, but would certainly be regarded as a contribution towards such delivery. Similarly, the organisation of roadshows and the presence locally of promotional vehicles are regarded by Ofcom as important aspects of radio station activity, but could only be regarded as a contribution towards the delivery of localness if such activity manifested itself constructively on-air, as Section 314 requires Ofcom to consider only what is included in programmes.

### **Local material – News provision, automation, networking, studio location, etc**

A4.7 In addition to the above general guidance we want to outline the sort of factors likely to be considered by Ofcom if the provision of local programming at a particular station is questioned. Such factors are guidelines only, but the extent to which they may appear to have been considered might influence Ofcom's findings in the event of Ofcom 'output' scrutiny.

- For listeners, it is the quality, relevance, timeliness and accuracy of the news that matters, not where it is read from. Any group of stations may therefore operate news hubs in any way which makes operational sense for them. However, in order to provide a comprehensive local news service in touch with the area it is covering, Ofcom believes each station should have direct and accountable editorial responsibility for covering its licensed area. It also believes that the appropriate provision of professional journalistic cover, based within the licence area, on days when local news provision is a Format obligation, is a reasonable minimum expectation. Any individual station should have procedures in place to be able to react to and report on local news events in a timely manner. Therefore, while Ofcom understands the need to record news bulletins this should be as an exception rather than a rule. Ofcom also draws the attention of licensees to the research findings and listeners' expectations that peak time bulletins should be live (or pre-recorded only shortly before transmission); an expectation we believe is reasonable.
- It is up to each station to decide how best to produce its locally-made programming and so there are no restrictions on the amount of automation (e.g. using voice tracking) that a station may use. To the extent that such programming forms a part of local hours (as defined in the station's Format), any such automated programmes should be locally-made and to the extent it comprises part of the station's local material should take account of Ofcom's localness guidelines. However, as with news, licensees are expected to take into account listeners' expectations and be able to react to events on a timely basis when it comes to automated and live programming; and
- While stations are free to network programmes outside the requirements regarding locally-made programming in their formats, and are free to use automation as they

see fit, they are still expected to be able to respond to local events in a timely manner, providing live local programming in the way and at times that audiences expect.

### **Locally made programmes**

A4.8 Where a station is required to provide locally-made programming, its studios should be located within its licensed area, although Ofcom will consider requests for co-location on a case-by-case basis, taking in such factors as Format obligations, financial impact, output impact, operational needs, etc.

## Annex 5

# Broadcasting Act 1990

### 106 Requirements as to character and coverage of sound broadcasting services

(1) A national or local licence shall include such conditions as appear to Ofcom to be appropriate for securing that the character of the licensed service, as proposed by the licence holder when making his application, is maintained during the period for which the licence is in force.

(1A) Conditions included in a licence for the purposes of subsection (1) may provide that OFCOM may consent to a departure from the character of the licensed service if, and only if, they are 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 in the area or locality for which the service is licensed to be provided;

(c) that, in the case of a local licence, the departure would be conducive to the maintenance or promotion of fair and effective competition in that area or locality; or

(d) that, in the case of a local licence, 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.

(1B) The matters to which OFCOM must have regard in determining for the purposes of this section the character of a service provided under a local licence include, in particular, the selection of spoken material and music in programmes included in the service. ...

(7) In this section 'relevant independent radio services' means the following services so far as they are services falling to be regulated under section 245 of the Communications Act 2003-

(a) sound broadcasting services;

(b) radio licensable content services;

(c) additional services;

but, in relation to a departure from the character of a service provided under a local licence, does not include a service that is provided otherwise than wholly or mainly for reception by persons living and working in the area or locality in question."

## **106ZA Consultation about change of character of local services**

(1) Before deciding for the purposes of a condition imposed under subsection (1A) of section 106 whether to consent to a departure from the character of a service provided under a local licence on any of the grounds mentioned in paragraphs (b) to (d) of that subsection, OFCOM must publish a notice specifying-

(a) the proposed departure; and

(b) the period in which representations may be made to OFCOM about the proposal.

(2) That period must end not less than 28 days after the date of publication of the notice.

(3) The notice must be published in such manner as appears to OFCOM to be appropriate for bringing it to the attention of the persons who, in OFCOM's opinion, are likely to be affected by the departure.

(4) OFCOM-

(a) are not required to publish a notice under this section, and

(b) may specify a period of less than 28 days in such a notice as the period for representations,

if they consider that the publication of the notice, or allowing a longer period for representations, would result in a delay that would be likely prejudicially to affect the interests of the licence holder.

(5) OFCOM are not required under this section-

(a) to publish any matter that is confidential in accordance with subsection (6) or (7); or

(b) to publish anything that it would not be reasonably practicable to publish without disclosing such a matter.

(6) A matter is confidential under this subsection if-

(a) it relates specifically to the affairs of a particular body; and

(b) its publication would or might, in OFCOM's opinion, seriously and prejudicially affect the interests of that body.

(7) A matter is confidential under this subsection if-

(a) it relates specifically to the private affairs of an individual; and

(b) its publication would or might, in OFCOM's opinion, seriously and prejudicially affect the interests of that individual.

## Annex 6

# Relevant Classic Gold Station Formats

- CLASSIC GOLD 1260 STATION FORMAT
- CLASSIC GOLD 936/1161 STATION FORMAT
- CLASSIC GOLD AMBER(Suffolk) STATION FORMAT
- CLASSIC GOLD AMBER (Norwich) STATION FORMAT
- CLASSIC GOLD GEM STATION FORMAT
- CLASSIC GOLD 1359 STATION FORMAT
- CLASSIC GOLD WABC STATION FORMAT
- CLASSIC GOLD 1332 STATION FORMAT
- CLASSIC GOLD 1557 NORTHAMPTONSHIRE STATION FORMAT
- CLASSIC GOLD BREEZE STATION FORMAT
- CLASSIC GOLD 1431/1485 STATION FORMAT
- CLASSIC GOLD 792 /828 STATION FORMAT
- CLASSIC GOLD 1521 STATION FORMAT



## CLASSIC GOLD 1260 STATION FORMAT

### Licence Outline

<b>Station Name</b>	Classic Gold 1260
<b>Licence Area</b>	The Bristol and Bath area (as defined in the Radio Authority's Measured Coverage Area map)
<b>Frequency</b>	1260 kHz
<b>Service Duration</b>	24 hours a day (at least 4 hrs weekday locally produced/presented)

### Definitions

<b>Speech</b>	"Speech" excludes advertising, programme/promotional trails & sponsor credits, and may be calculated across daytime or non daytime.
<b>Music Percentages</b>	Any music percentages are calculated as a percentage of the total tracks broadcast in the period specified.
<b>Peaktime(s)</b>	"Peaktime(s)" refers to Weekday Breakfast and Afternoon Drivetime output, and Weekend Late Breakfast.
<b>Daytime</b>	"Daytime" refers to 0600 to 1900 weekdays, and weekend output from 0800 to 1400.
<b>Locally produced/presented</b>	Production and presentation from within the licence area or from within the licence area of Classic Gold. 939/1161. <b>This arrangement to be reviewed Spring 2006.</b> All requirements for locally produced/presented output must include peaktime.

### Character of Service

**A CLASSIC POP HIT-LED SERVICE TARGETED PRIMARILY AT OVER 40's IN THE BRISTOL AND BATH AREA.**

### Detail

The programming will feature classic pop hits (ex top 40) selected predominantly from the period 15-40 years prior to broadcast. Hits less than 15 years old will never account for more than 25% of the music output.

Speech should never exceed 25% of daytime output or 50% non-daytime (apart from sports coverage weekday evenings or weekend afternoons), but a reasonable balance of information from across the area must be maintained within each day. During non locally produced/presented time there must be at least 40 separate local informational inserts/drop-ins spread through weekday daytime, 20 through weekend daytime and 20 through all non daytime. Hourly bulletins containing local news will be aired at least during peaktime. National news will feature at other times. Any particular news arrangements agreed for Classic Gold's 'sister' FM station (covering the same area) may, if desired, be adopted for Classic Gold itself.

Themed music focusing on a genre from the main mix (ie 60s, 70s, 80s etc) may be broadcast during non daytime and weekends.

## CLASSIC GOLD 936/1161 STATION FORMAT

### Licence Outline

<b>Station Name</b>	Classic Gold 936 / 1161
<b>Licence Area</b>	The Swindon and West Wiltshire area (as defined in the Radio Authority's Measured Coverage Area map)
<b>Frequency</b>	936 and 1161 kHz
<b>Service Duration</b>	24 hours a day (at least 4 hrs weekday locally produced/presented)

### Definitions

<b>Speech</b>	"Speech" excludes advertising, programme/promotional trails & sponsor credits, and may be calculated across daytime or non daytime.
<b>Music Percentages</b>	Any music percentages are calculated as a percentage of the total tracks broadcast in the period specified.
<b>Peaktime(s)</b>	"Peaktime(s)" refers to Weekday Breakfast and Afternoon Drivetime output, and Weekend Late Breakfast.
<b>Daytime</b>	"Daytime" refers to 0600 to 1900 weekdays, and weekend output from 0800 to 1400.
<b>Locally produced/presented</b>	Production and presentation from within the licence area or from within the licence area of Classic Gold 1260. <b>This arrangement to be reviewed Spring 2006.</b> All requirements for locally produced/presented output must include peaktime.

### Character of Service

**A CLASSIC POP HIT-LED SERVICE TARGETED PRIMARILY AT OVER 40's IN THE SWINDON AND WEST WILTSHIRE AREA.**

### Detail

The programming will feature classic pop hits (ex top 40) selected predominantly from the period 15-40 years prior to broadcast. Hits less than 15 years old will never account for more than 25% of the music output.

Speech should never exceed 25% of daytime output or 50% non-daytime (apart from sports coverage weekday evenings or weekend afternoons), but a reasonable balance of information from across the area must be maintained within each day. During non-locally produced/presented time there must be at least 40 separate local informational inserts/drop-ins spread through weekday daytime, 20 through weekend daytime and 20 through all non daytime. Hourly bulletins containing local news will be aired at least during peaktime. National news will feature at other times. Any particular news arrangements agreed for Classic Gold's 'sister' FM station (covering the same area) may, if desired, be adopted for Classic Gold itself.

Themed music focusing on a genre from the main mix (ie 60s, 70s, 80s etc) may be broadcast during non daytime and weekends.

## CLASSIC GOLD AMBER(Suffolk) STATION FORMAT

### Licence Outline

<b>Station Name</b>	Classic Gold Amber (Suffolk)
<b>Licence Area</b>	Ipswich and Bury St Edmunds area (as defined in the Radio Authority's Measured Coverage Area map)
<b>Frequency</b>	1251 and 1170 kHz
<b>Service Duration</b>	24 hours a day (at least 4 hrs weekday locally produced/presented)

### Definitions

<b>Speech</b>	"Speech" excludes advertising, programme/promotional trails & sponsor credits, and may be calculated across daytime or non daytime.
<b>Music Percentages</b>	Any music percentages are calculated as a percentage of the total tracks broadcast in the period specified.
<b>Peaktime(s)</b>	"Peaktime(s)" refers to Weekday Breakfast and Afternoon Drivetime output, and Weekend Late Breakfast.
<b>Daytime</b>	"Daytime" refers to 0600 to 1900 weekdays, and weekend output from 0800 to 1400.
<b>Locally produced/presented</b>	Production and presentation from within the licence area. All requirements for locally produced/presented output must include peaktime.

### Character of Service

**A CLASSIC POP HIT-LED SERVICE TARGETED PRIMARILY AT OVER 40s IN THE IPSWICH AND BURY ST EDMUNDS AREA.**

### Detail

The programming will feature classic pop hits (ex top 40) selected predominantly from the period 15-40 years prior to broadcast. Hits less than 15 years old will never account for more than 25% of the music output. Speech should never exceed 30% of daytime output or 50% non-daytime (apart from sports coverage weekday evenings or weekend afternoons), but a reasonable balance of information from across the area must be maintained within each day. During non-locally produced/presented time there must be at least 40 informational inserts/drop-ins spread through weekday daytime, 20 through weekend daytime and 20 through all non daytime. Hourly bulletins containing local news will be aired at least during peaktime (except Sundays), which should include some extended bulletins. National news will feature at other times. Any particular news arrangements agreed for Classic Gold's 'sister' FM station (covering the same area) may, if desired, be adopted for Classic Gold itself. Themed music focussing on a genre from the main mix (ie 60s, 70s, 80s etc) may be broadcast during non daytime and weekends.

## CLASSIC GOLD AMBER (Norwich) STATION FORMAT

### Licence Outline

<b>Station Name</b>	Classic Gold Amber (Norwich)
<b>Licence Area</b>	The Norwich and Great Yarmouth area (as defined in the Radio Authority's Measured Coverage Area map)
<b>Frequency</b>	1152 kHz
<b>Service Duration</b>	24 hours a day (at least 4 hrs weekday locally produced/presented)

### Definitions

<b>Speech</b>	"Speech" excludes advertising, programme/promotional trails & sponsor credits, and may be calculated across daytime or non daytime.
<b>Music Percentages</b>	Any music percentages are calculated as a percentage of the total tracks broadcast in the period specified.
<b>Peaktime(s)</b>	"Peaktime(s)" refers to Weekday Breakfast and Afternoon Drivetime output, and Weekend Late Breakfast.
<b>Daytime</b>	"Daytime" refers to 0600 to 1900 weekdays, and weekend output from 0800 to 1400.
<b>Locally produced/presented</b>	Production and presentation from within the licence area. All requirements for locally produced/presented output must include peaktime.

### Character of Service

**A CLASSIC POP HIT-LED SERVICE TARGETED PRIMARILY AT OVER 40s IN THE NORWICH AND GREAT YARMOUTH AREA.**

### Detail

The programming will feature classic pop hits (ex top 40) selected predominantly from the period 15-40 years prior to broadcast. Hits less than 15 years old will never account for more than 25% of the music output. Speech should never exceed 30% of daytime output or 50% non-daytime (apart from sports coverage weekday evenings or weekend afternoons), but a reasonable balance of information from across the area must be maintained within each day. During non-locally produced/presented time there must be at least 40 informational inserts/drop-ins spread through weekday daytime, 20 through weekend daytime and 20 through all non daytime. Hourly bulletins containing local news will be aired at least during peaktime, which should include some extended bulletins. National news will feature at other times. Any particular news arrangements agreed for Classic Gold's 'sister' FM station (covering the same area) may, if desired, be adopted for Classic Gold itself. Themed music focussing on a genre from the main mix (ie 60s, 70s, 80s etc) may be broadcast during non daytime and weekends.

## CLASSIC GOLD GEM STATION FORMAT

### Licence Outline

<b>Station Name</b>	Classic Gold Gem
<b>Licence Area</b>	The Nottingham and Derby area (as defined in the Radio Authority's Measured Coverage Area map)
<b>Frequency</b>	945 and 999 kHz
<b>Service Duration</b>	24 hours a day (at least 4 hrs weekday locally produced/presented)

### Definitions

<b>Speech</b>	"Speech" excludes advertising, programme/promotional trails & sponsor credits, and may be calculated across daytime or non daytime.
<b>Music Percentages</b>	Any music percentages are calculated as a percentage of the total tracks broadcast in the period specified.
<b>Peaktime(s)</b>	"Peaktime(s)" refers to Weekday Breakfast and Afternoon Drivetime output, and Weekend Late Breakfast.
<b>Daytime</b>	"Daytime" refers to 0600 to 1900 weekdays, and weekend output from 0800 to 1400.
<b>Locally produced/presented</b>	Production and presentation from within the licence area. All requirements for locally produced/presented output must include peaktime.

### Character of Service

**A CLASSIC POP HIT-LED SERVICE TARGETED PRIMARILY AT OVER 40's IN THE NOTTINGHAM AND DERBY AREA.**

### Detail

The programming will feature classic pop hits (ex top 40) selected predominantly from the period 15-40 years prior to broadcast. Hits less than 15 years old will never account for more than 25% of the music output.

Speech should never exceed 25% of daytime output or 50% non-daytime (apart from sports coverage weekday evenings or weekend afternoons), but a reasonable balance of information from across the area must be maintained within each day. During non-locally produced/presented time there must be at least 40 separate local informational inserts/drop-ins spread through weekday daytime, 20 through weekend daytime and 20 through all non daytime. Hourly bulletins containing local news will be aired at least during peaktime. National news will feature at other times. Any particular news arrangements agreed for Classic Gold's 'sister' FM station (covering the same area) may, if desired, be adopted for Classic Gold itself. Themed music focussing on a genre from the main mix (ie 60s, 70s, 80s etc) may be broadcast during non daytime and weekends.

## CLASSIC GOLD 1359 STATION FORMAT

### Licence Outline

<b>Station Name</b>	Classic Gold 1359
<b>Licence Area</b>	The Coventry area (as defined in the Radio Authority's Measured Coverage Area map)
<b>Frequency</b>	1359 kHz
<b>Service Duration</b>	24 hours a day (at least 4 hrs weekday locally produced/presented)

### Definitions

<b>Speech</b>	"Speech" excludes advertising, programme/promotional trails & sponsor credits, and may be calculated across daytime or non daytime.
<b>Music Percentages</b>	Any music percentages are calculated as a percentage of the total tracks broadcast in the period specified.
<b>Peaktime(s)</b>	"Peaktime(s)" refers to Weekday Breakfast and Afternoon Drivetime output, and Weekend Late Breakfast.
<b>Daytime</b>	"Daytime" refers to 0600 to 1900 weekdays, and weekend output from 0800 to 1400.
<b>Locally produced/presented</b>	Production and presentation from within the licence area. All requirements for locally produced/presented output must include peaktime.

### Character of Service

**A CLASSIC POP HIT-LED SERVICE TARGETED PRIMARILY AT OVER 40s IN THE COVENTRY AREA.**

### Detail

The programming will feature classic pop hits (ex top 40) selected predominantly from the period 15-40 years prior to broadcast. Hits less than 15 years old will never account for more than 25% of the music output. Speech should never exceed 30% of daytime output or 50% non-daytime (apart from sports coverage weekday evenings or weekend afternoons), but a reasonable balance of information from across the area must be maintained within each day. During non locally produced/presented time there must be at least 40 informational inserts/drop-ins spread through weekday daytime, 20 through weekend daytime and 20 through all non daytime. Hourly bulletins containing local news will be aired at least during peaktime. National news will feature at other times. Any particular news arrangements agreed for Classic Gold's 'sister' FM station (covering the same area) may, if desired, be adopted for Classic Gold itself. Themed music focussing on a genre from the main mix (ie 60s, 70s, 80s etc) may be broadcast during non daytime and weekends.

## CLASSIC GOLD WABC STATION FORMAT

### Licence Outline

<b>Station Name</b>	Classic Gold WABC
<b>Licence Area</b>	The Wolverhampton area (as defined in the Radio Authority's Measured Coverage Area map)
<b>Frequency</b>	990 and 1017 kHz
<b>Service Duration</b>	24 hours a day (at least 4 hrs weekday locally produced/presented)

### Definitions

<b>Speech</b>	"Speech" excludes advertising, programme/promotional trails & sponsor credits, and may be calculated across daytime or non daytime.
<b>Music Percentages</b>	Any music percentages are calculated as a percentage of the total tracks broadcast in the period specified.
<b>Peaktime(s)</b>	"Peaktime(s)" refers to Weekday Breakfast and Afternoon Drivetime output, and Weekend Late Breakfast.
<b>Daytime</b>	"Daytime" refers to 0600 to 1900 weekdays, and weekend output from 0800 to 1400.
<b>Locally produced/presented</b>	Production and presentation from within the licence area. All requirements for locally produced/presented output must include peaktime.

### Character of Service

**A CLASSIC POP HIT-LED SERVICE TARGETED PRIMARILY AT OVER 40's IN THE WOLVERHAMPTON AREA.**

### Detail

The programming will feature classic pop hits (ex top 40) selected predominantly from the period 15-40 years prior to broadcast. Hits less than 15 years old will never account for more than 25% of the music output. Speech should never exceed 35% of daytime output or 50% non-daytime (apart from sports coverage weekday evenings or weekend afternoons), but a reasonable balance of information from across the area must be maintained within each day. During non locally produced/presented time there must be at least 40 informational inserts/drop-ins spread through weekday daytime, 20 through weekend daytime and 20 through all non daytime. Hourly bulletins containing local news will be aired at least during peaktime. National news will feature at other times. Any particular news arrangements agreed for Classic Gold's 'sister' FM station (covering the same area) may, if desired, be adopted for Classic Gold itself. Themed music focussing on a genre from the main mix (ie 60s, 70s, 80s etc) may be broadcast during non daytime and weekends.



## CLASSIC GOLD 1332 STATION FORMAT

### Licence Outline

<b>Station Name</b>	Classic Gold 1332
<b>Licence Area</b>	The Peterborough area (as defined in the Radio Authority's Measured Coverage Area map)
<b>Frequency</b>	1332 kHz
<b>Service Duration</b>	24 hours a day (at least 4 hrs weekday locally produced/presented)

### Definitions

<b>Speech</b>	"Speech" excludes advertising, programme/promotional trails & sponsor credits, and may be calculated across daytime or non daytime.
<b>Music Percentages</b>	Any music percentages are calculated as a percentage of the total tracks broadcast in the period specified.
<b>Peaktime(s)</b>	"Peaktime(s)" refers to Weekday Breakfast and Afternoon Drivetime output, and Weekend Late Breakfast.
<b>Daytime</b>	"Daytime" refers to 0600 to 1900 weekdays, and weekend output from 0800 to 1400.
<b>Locally produced/presented</b>	Production and presentation from within the licence area. All requirements for locally produced/presented output must include peaktime.

### Character of Service

**A CLASSIC POP HIT-LED SERVICE TARGETED PRIMARILY AT OVER 40s IN THE PETERBOROUGH AREA.**

### Detail

The programming will feature classic pop hits (ex top 40) selected predominantly from the period 15-40 years prior to broadcast. Hits less than 15 years old will never account for more than 25% of the music output. Speech should never exceed 30% of daytime output or 50% non-daytime (apart from sports coverage weekday evenings or weekend afternoons), but a reasonable balance of information from across the area must be maintained within each day. During non locally produced/presented time there must be at least 40 informational inserts/drop-ins spread through weekday daytime, 20 through weekend daytime and 20 through all non daytime. Hourly bulletins containing local news will be aired at least during peaktime. National news will feature at other times. Any particular news arrangements agreed for Classic Gold's 'sister' FM station (covering the same area) may, if desired, be adopted for Classic Gold itself. Themed music focussing on a genre from the main mix (ie 60s, 70s, 80s etc) may be broadcast during non daytime and weekends.



## CLASSIC GOLD 1557 NORTHAMPTONSHIRE STATION FORMAT

### Licence Outline

<b>Station Name</b>	Classic Gold 1557 Northamptonshire
<b>Licence Area</b>	The Northampton area (as defined in the Radio Authority's Measured Coverage Area map)
<b>Frequency</b>	1557 kHz
<b>Service Duration</b>	24 hours a day (at least 4 hrs weekday locally produced/presented)

### Definitions

<b>Speech</b>	"Speech" excludes advertising, programme/promotional trails & sponsor credits, and may be calculated across daytime or non daytime.
<b>Music Percentages</b>	Any music percentages are calculated as a percentage of the total tracks broadcast in the period specified.
<b>Peaktime(s)</b>	"Peaktime(s)" refers to Weekday Breakfast and Afternoon Drivetime output, and Weekend Late Breakfast.
<b>Daytime</b>	"Daytime" refers to 0600 to 1900 weekdays, and weekend output from 0800 to 1400.
<b>Locally produced/presented</b>	Production and presentation from within the licence area. All requirements for locally produced/presented output must include peaktime.

### Character of Service

**A CLASSIC POP HIT-LED SERVICE TARGETED PRIMARILY AT OVER 40s IN THE NORTHAMPTON AREA.**

### Detail

The programming will feature classic pop hits (ex top 40) selected predominantly from the period 15-40 years prior to broadcast. Hits less than 15 years old will never account for more than 25% of the music output. Speech should never exceed 30% of daytime output or 50% non-daytime (apart from sports coverage weekday evenings or weekend afternoons), but a reasonable balance of information from across the area must be maintained within each day. During non-locally produced/presented time there must be at least 40 informational inserts/drop-ins spread through weekday daytime, 20 through weekend daytime and 20 through all non daytime. Hourly bulletins containing local news will be aired at least during peaktime. National news will feature at other times. Any particular news arrangements agreed for Classic Gold's 'sister' FM station (covering the same area) may, if desired, be adopted for Classic Gold itself. Themed music focussing on a genre from the main mix (ie 60s, 70s, 80s etc) may be broadcast during non daytime and weekends.

## CLASSIC GOLD BREEZE STATION FORMAT

### Licence Outline

<b>Station Name</b>	Classic Gold Breeze
<b>Licence Area</b>	Southend and Chelmsford area (as defined in the Radio Authority's Measured Coverage Area map)
<b>Frequency</b>	1359 and 1431 kHz
<b>Service Duration</b>	24 hours a day (at least 10 hrs locally produced and presented)

### Definitions

<b>Speech.</b>	"Speech" excludes advertising, programme/promotional trails & sponsor credits, and may be calculated over any four hours.
<b>Music Percentages</b>	Any music percentages are calculated as a percentage of the total tracks broadcast in the period specified.
<b>Peaktime(s)</b>	"Peaktime(s)" refers to Weekday Breakfast and Afternoon Drivetime output, and Weekend Late Breakfast.
<b>Daytime</b>	"Daytime" refers to 0600 to 1900 weekdays, and weekend output from 0800 to 1400.
<b>Locally produced/presented</b>	Production and presentation from within the licence area. All requirements for locally produced/presented output must include peaktime except by arrangement.

### Character of Service

**A CLASSIC POP HIT-LED STATION TARGETED PRIMARILY AT OVER 35s IN THE SOUTHEND AND CHELMSFORD AREA.**

### Detail

The programming will feature classic pop hits (ex top 40) selected predominantly from the period 15 to 40 years prior to broadcast. Hits less than 10 years old will not account for more than 35% of each day's output. Speech should never exceed 30% of daytime output or 50% non-daytime but a reasonable balance of information from across the area must be maintained (eg features, whats-ons, entertainment, sport, travel). Hourly bulletins containing local news will be aired at least during peaktime, with at least one extended bulletin. National news will feature at other times. Any particular news arrangements agreed for Classic Gold's 'sister' FM station (covering the same area) may, if desired, be adopted for Classic Gold itself. Clearly defined themed music days, which focus on a genre from the main music mix (ie 60s, 70s, 80s, 90s etc) may occasionally be broadcast.

## CLASSIC GOLD 1431/1485 STATION FORMAT

### Licence Outline

<b>Station Name</b>	Classic Gold 1431/1485
<b>Licence Area</b>	Reading, Basingstoke and Andover area (as defined in the Radio Authority's Measured Coverage Area map)
<b>Frequency</b>	1431 and 1485 kHz
<b>Service Duration</b>	24 hours a day (at least 4 hrs weekday locally produced/presented)

### Definitions

<b>Speech</b>	"Speech" excludes advertising, programme/promotional trails & sponsor credits, and may be calculated across daytime or non daytime.
<b>Music Percentages</b>	Any music percentages are calculated as a percentage of the total tracks broadcast in the period specified.
<b>Peaktime(s)</b>	"Peaktime(s)" refers to Weekday Breakfast and Afternoon Drivetime output, and Weekend Late Breakfast.
<b>Daytime</b>	"Daytime" refers to 0600 to 1900 weekdays, and weekend output from 0800 to 1400.
<b>Locally produced/presented</b>	Production and presentation from within the licence area. All requirements for locally produced/presented output must include peaktime.

### Character of Service

**A CLASSIC POP HIT-LED SERVICE TARGETED PRIMARILY AT OVER 40's IN THE READING, BASINGSTOKE AND ANDOVER AREA.**

### Detail

The programming will feature classic pop hits (ex top 40) selected predominantly from the period 15-40 years prior to broadcast. Hits less than 15 years old will never account for more than 25% of the music output.

Speech should never exceed 25% of daytime output or 50% non-daytime (apart from sports coverage weekday evenings or weekend afternoons), but a reasonable balance of information from across the area must be maintained within each day. During non locally produced/presented time there must be at least 40 separate local informational inserts/drop-ins spread through weekday daytime, 20 through weekend daytime and 20 through all non daytime. Hourly bulletins containing local news will be aired at least during peaktime. National news will feature at other times. Any particular news arrangements agreed for Classic Gold's 'sister' FM station (covering the same area) may, if desired, be adopted for Classic Gold itself.

Themed music focusing on a genre from the main mix (ie 60s, 70s, 80s etc) may be broadcast during non daytime and weekends.

## CLASSIC GOLD 792 /828 STATION FORMAT

### Licence Outline

<b>Station Name</b>	Classic Gold 792 / 828
<b>Licence Area</b>	The Luton and Bedford area (as defined in the Radio Authority's Measured Coverage Area map)
<b>Frequency</b>	792 and 828 kHz
<b>Service Duration</b>	24 hours a day (at least 4 hrs weekday locally produced/presented)

### Definitions

<b>Speech</b>	"Speech" excludes advertising, programme/promotional trails & sponsor credits, and may be calculated across daytime or non daytime.
<b>Music Percentages</b>	Any music percentages are calculated as a percentage of the total tracks broadcast in the period specified.
<b>Peaktime(s)</b>	"Peaktime(s)" refers to Weekday Breakfast and Afternoon Drivetime output, and Weekend Late Breakfast.
<b>Daytime</b>	"Daytime" refers to 0600 to 1900 weekdays, and weekend output from 0800 to 1400.
<b>Locally produced/presented</b>	Production and presentation from within the licence area. All requirements for locally produced/presented output must include peaktime.

### Character of Service

**A CLASSIC POP HIT-LED SERVICE TARGETED PRIMARILY AT OVER 40's IN THE LUTON AND BEDFORD AREA.**

### Detail

The programming will feature classic pop hits (ex top 40) selected predominantly from the period 15-40 years prior to broadcast. Hits less than 15 years old will never account for more than 25% of the music output.

Speech should never exceed 25% of daytime output or 50% non-daytime (apart from sports coverage weekday evenings or weekend afternoons), but a reasonable balance of information from across the area must be maintained within each day. During non locally produced/presented time there must be at least 40 separate local informational inserts/drop-ins spread through weekday daytime, 20 through weekend daytime and 20 through all non daytime. Hourly bulletins containing local news will be aired at least during peaktime. National news will feature at other times. Any particular news arrangements agreed for Classic Gold's 'sister' FM station (covering the same area) may, if desired, be adopted for Classic Gold itself. Themed music focusing on a genre from the main mix (ie 60s, 70s, 80s etc) may be broadcast during non daytime and weekends.

## CLASSIC GOLD 1521 STATION FORMAT

### Licence Outline

<b>Station Name</b>	Classic Gold 1521
<b>Licence Area</b>	Reigate and Crawley area (as defined in the Radio Authority's Measured Coverage Area map)
<b>Frequency</b>	1521 kHz
<b>Service Duration</b>	24 hours a day (at least 4 hrs weekday locally produced/presented)

### Definitions

<b>Speech</b>	"Speech" excludes advertising, programme/promotional trails & sponsor credits, and may be calculated over any four hours.
<b>Music Percentages</b>	Any music percentages are calculated as a percentage of the total tracks broadcast in the period specified.
<b>Peaktime(s)</b>	"Peaktime(s)" refers to Weekday Breakfast and Afternoon Drivetime output, and Weekend Late Breakfast.
<b>Daytime</b>	"Daytime" refers to 0600 to 1900 weekdays, and weekend output from 0800 to 1400.
<b>Locally produced/presented</b>	Production and presentation from within the licence area. All requirements for locally produced/presented output must include peaktime.

### Character of Service

**A CLASSIC POP HIT-LED STATION TARGETED PRIMARILY AT OVER 35s IN THE REIGATE AND CRAWLEY AREA.**

### Detail

The programming will feature classic pop hits (ex top 40) selected predominantly from the period 15 to 40 years prior to broadcast. Hits less than 10 years old will not account for more than 35% of each day's output. Speech should never exceed 30% of daytime output or 50% non-daytime but a reasonable balance of information from across the area must be maintained (i.e. at least 40 informational inserts/drop-ins before midnight during non-locally originated programming). Hourly bulletins containing local news will be aired at least during peaktime, with at least one extended bulletin. National news will feature at other times. Any particular news arrangements agreed for Classic Gold's 'sister' FM station (covering the same area) may, if desired, be adopted for Classic Gold itself.

Clearly defined themed music days, which focus on a genre from the main music mix (i.e. 60s, 70s, 80s, 90s etc) may occasionally be broadcast.