

**Community Radio Licence Awards:
West and South Yorkshire and the Humber (Batch 3) and
North Wales and northwest England (Batch 1)**

1. The applications

We are bringing seven applications to RLC for its consideration at this meeting; [Information not relevant to Request]. The applicants are:

- RB FM, Barnsley
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[Information not relevant to Request]

[Information not relevant to Request]

RLC members may wish to look at the full applications. These are available at www.ofcom.org.uk/radio/ifi/rbl/commun_radio/tlproc/applications/yorkapps/ and www.ofcom.org.uk/radio/ifi/rbl/commun_radio/tlproc/applications/nwales_nwengland/nwnweapps/. (If sections have been removed and kept confidential at the request of the applicant, please contact [Redacted s40]) will send a copy of the full applications.)

Table of assessment scores

This table shows the scores given by assessors for each application under the seven selection criteria headings. This is to help highlight the relative strengths and weaknesses for each application and is intended to be indicative only. A score of between 0 and 10 has been used for each criterion.

Applicant	(1a)	(1b)	(1c)	(1d)	(1e)	(1f)	(1g)
RB FM	[s36]	[s36]	[s36]	[s36]	[s36]	[s36]	[s36]
[Information not relevant to Request]							

- Sc105(1a): ability to maintain service
- Sc105(1b): catering for tastes and interests
- Sc105(1c): broadening of choice and being distinct
- Sc105(1d): evidence of demand and support
- Sc105(1e): extent of social gain
- Sc105(1f): accountability to the community
- Sc106(1g): access and training in use of facilities

2. Frequencies

A potential FM frequency has been identified for Barnsley. [Information not relevant to Request]. Therefore RLC can make awards in these locations if it wishes (the first three applications listed above).

[Information not relevant to Request]

3. Existing local commercial and community radio services

Section 105(1c) requires Ofcom to consider the extent to which a proposed community radio service will broaden choice against other local commercial or community radio services (but not digital radio, national commercial services or the BBC) available in the local area. The existing services which need to be taken into consideration in respect of each community radio licence application under consideration at this RLC meeting are listed below. The 'character of service' summarising the format is also given (and in some cases the full format description is given).

- The proposed coverage areas of [Information not relevant to Request] and **RB FM** (Barnsley) would fall within the MCAs of Magic AM, Real Radio, Galaxy, Hallam FM and Dearne FM.

Magic AM is a soft, music-led service aimed primarily at over-30s in the Humberside area.

Real Radio (Yorkshire) is a 'full-service' mix of talk and music with 24 hour news for Yorkshire targeting primarily 35-54 year olds.

Galaxy is a rhythmic-based music led service for 15-29 year olds supplemented with news, information and entertainment. The service should have particular appeal to listeners in their 20s.

Hallam FM is a chart and adult contemporary music and information station for 15-44 year olds in South Yorkshire.

Dearne FM is a locally-focussed music and information station for Barnsley and the immediately surrounding area, with a strong commitment to local news.

Dearne FM is a truly local service aimed primarily at those aged 25-54 that is built around a high quality news and information service which puts Barnsley first. Speech will account for at least 15% of weekday daytime output and, other than news, should include such features as travel news, weather and 'what's on' information. Bulletins containing local news are broadcast at least hourly between 0630-midnight on weekdays and 0800-1300 on weekends/public holidays (inclusive). Outside of these times, national/international news will be broadcast hourly. An extended bulletin, of at least 6 minutes duration will be broadcast each weekday afternoon during peaktime.

The music output is a broad and distinctive mix of melodic hits from the last four decades (or earlier, if desired). During daytime, current/recurrent hits (up to six months old) account for no more than 30% of tracks played, and at least 35% of tracks should be over ten years old. A two hour country music programme is broadcast weekly, outside of peaktime. Other specialist programming that complements the main mix can be broadcast outside of daytime.

- The proposed coverage area of **RB FM** (Barnsley) may also, at the margins, fall within the coverage area of Ridings FM (MCA 347k).

Ridings FM is a locally oriented music and information station aimed primarily at 25-54 year-olds in the Wakefield area, with a strong commitment to local news.

[Information not relevant to Request]

4. Summary of economic impact considerations

Colleagues have considered the potential economic impact of licensing each of the applications under consideration by RLC today, on both local commercial and community broadcasters in the relevant locations. In particular, RLC members may wish to note the following:

Annex 1 of this paper sets out the results of an economic impact assessment carried out by colleagues. This work investigated the likely impacts of licensing two community services, **RBFM** (in Barnsley) [Information not relevant to Request], upon the viability of the existing commercial station, Dearne FM.

Since the RLC decided not to license two community services in Barnsley in February 2006 (RLC 22(06)), Dearne FM has grown from a fledgling station into a successful one. In this its second application RBFM has significantly scaled back its plans to generate commercial revenue from £144k to £25k. [Information not relevant to Request] In conclusion neither of these community services will have a material impact on Dearne FM.

[Information not relevant to Request]

5. Assessors' recommendations

RB FM, Barnsley

This is a second application from the long-established Radio Barnsley, based at and owned by the local YMCA. With 15 RSL broadcasts to date, the group has good local connections and strong social gain elements including an existing accredited training programme. However the group does not always convincingly demonstrate how its programming would focus on its identified target of younger and older residents in urban Barnsley town in order to differentiate itself from the existing commercial station, Dearne FM, which targets 25-45 year olds and covers the wider borough. (An FM frequency has been identified for use in Barnsley. The applicant has chosen a poor site with a low aerial height; a site move might improve potential coverage.)
[Redacted s36]

[Information not relevant to Request]

[Redacted s40]

6 December 2007

Annex 1

Economic Impact Assessment of RBFM [Information not relevant to request] on Dearne FM.

Dearne FM's Current Financial Position

Dearne FM commenced broadcasting on 5th March 2003. The station is owned by Lincs FM plc which operates seven similar-sized stations in northern England. The group remains independent.

[Redacted s43]

Dearne FM's audience

Dearne FM is the Commercial market leader in Barnsley. In its 224k¹ TSA is has a static but high reach of 30% and a market share of 14.4% (Q3 2007 RAJAR).

Advertisers

[Redacted s43]

The financial impact of RBFM (Barnsley)

Since its last application, RBFM has totally re-jigged its financial forecast. Last time, RBFM 'guestimated' £144k of revenue from the sale of on-air spot advertising. The current proposals show it generating £125k in total, of which only £25k is from commercial sources. Even if all this revenue was taken from Dearne FM it would not have a significant impact.

[Information not relevant to Request]

¹ Significantly higher than its MCA and now nearly 50% over the 150k protection zone