

ANALOGUE COMMERCIAL RADIO STATION FORMAT

Service name

FREE RADIO HEREFORDSHIRE & WORCESTERSHIRE

Licence number	AL061
Licensed area	Hereford and Worcester area
MCA population	641,508
Frequencies	96.7, 97.6 and 102.8 MHz

Character of Service

A LOCALLY-ORIENTED MAINSTREAM POPULAR MUSIC AND INFORMATION STATION FOR UNDER-44s IN THE HEREFORD AND WORCESTER AREA.	
Service duration	24 hours
Locally-made programming	<p>Studio location: Locally-made programming must be produced within the licensed area.</p>
	<p>Locally-made hours: At least 7 hours a day during daytime weekdays (must include breakfast). At least 4 hours daytime Saturdays and Sundays.</p>
	<p>Programme sharing: No arrangements</p>
Local news	<p>At least hourly during daytime weekdays and peak-time weekends. At other times UK-wide, nations and international news should feature.</p>

Definitions

Speech	Excludes advertising, programme/promotional trails & sponsor credits
Peak-time	Weekday breakfast and drive-time, and weekend late breakfast
Daytime	06.00 to 19.00 weekdays and weekends

Notes

This Format should be read in conjunction with Ofcom's published Localness Guidelines

Last amended: August 2015