

ANALOGUE COMMERCIAL RADIO STATION FORMAT

Service name

SIGNAL 1

Licence number	AL000089
Licensed area	Stoke-on-Trent and surrounding parts of Staffordshire and Cheshire
MCA population	818,797
Frequencies	96.4, 96.9 and 102.6 MHz

Character of Service

A LOCALLY ORIENTED MAINSTREAM POPULAR MUSIC AND INFORMATION STATION FOR 15-45 YEAR OLDS IN THE STOKE/STAFFORD AREA.	
Service duration	24 hours
Locally-made programming	<i>Studio location:</i> Locally-made programming must be produced within the Central approved area.
	<i>Locally-made hours:</i> At least 3 hours a day during daytime weekdays.
	<i>Programme sharing:</i> All programmes may be shared with other stations in the Central approved area, subject to satisfying the character of service requirements above.
Local news	Local news must be broadcast at least hourly during daytime weekdays and peak-time weekend.

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: July 2020