

ANALOGUE COMMERCIAL RADIO STATION FORMAT

Service name

HEART CAMBRIDGESHIRE

Licence number	AL125
Licensed area	Cambridge & Newmarket area
MCA population	293,849
Frequency/ies	97.4 & 103.0 MHz

Character of Service

A LOCALLY ORIENTED MAINSTREAM POPULAR MUSIC AND INFORMATION STATION FOR UNDER 44s IN THE CAMBRIDGE AND NEWMARKET AREA.	
Service duration	24 hours
Locally-made programming	<i>Studio location:</i> Locally-made programming must be produced within the licensed areas of Cambridge & Newmarket (AL125) or Peterborough (AL024).
	<i>Locally-made hours:</i> At least 7 hours a day during daytime weekdays (must include breakfast). At least 4 hours daytime Saturdays and Sundays.
	<i>Programme sharing:</i> All programmes may be shared between the Cambridge & Newmarket licence (AL125) and the Peterborough licence (AL024), subject to satisfying the character of service requirements above.
Local news	At least hourly during daytime weekdays and peak-time weekends. At other times UK-wide, nations and international news should feature.

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