

ANALOGUE COMMERCIAL RADIO STATION FORMAT

Service name

FREE RADIO COVENTRY & WARWICKSHIRE

Licence number	AL022
Licensed area	Coventry and surrounding area
MCA population	559,811
Frequency/ies	97.0 and 102.9 MHz

Character of Service

A LOCALLY-ORIENTED MAINSTREAM POPULAR MUSIC AND INFORMATION STATION FOR UNDER-44s IN THE COVENTRY AREA.	
Service duration	24 hours
Locally-made programming	<i>Studio location:</i> Locally-made programming must be produced within the licensed areas of Coventry (AL022) or Birmingham (AL077).
	<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 Coventry licence (AL022) and the Birmingham licence (AL077), 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