

ANALOGUE COMMERCIAL RADIO STATION FORMAT

Service name

2BR (Blackburn)

Licence number	AL101643
Licensed area	Blackburn area
MCA population	164,096
Frequency/ies	107.0 MHz

Character of Service

A MUSIC AND INFORMATION STATION FOR 25 TO 54 YEAR-OLDS IN THE BLACKBURN, DARWEN, ACCRINGTON AND SURROUNDING AREA, FOCUSING ON LOCAL ISSUES.	
Service duration	24 hours
Locally-made programming	Studio location: Locally-made programming must be produced with the licensed areas of Preston (AL000323), Blackburn (AL101643), or Burnley & Pendle (AL000258).
	Locally-made hours: At least 10 hours a day during daytime weekdays (must include breakfast). At least 4 hours daytime Saturdays and Sundays.
	Programme sharing: Programming will be shared with the Burnley and Pendle licence (AL000258), the Preston licence (AL000323) and the Blackburn licence (AL101643), subject to satisfying the character of service requirements above.
Local news	At least hourly at peaktime weekdays and weekends. Outside peak, 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:
<http://stakeholders.ofcom.org.uk/broadcasting/radio/localness/>