

## Key Commitments

**Licence number: CR000021**

<b>Service name</b>	<b>BCB 106.6 FM</b>
<b>Licence area</b>	<b>Bradford (as shown in the licensed coverage area map)</b>
<b>Frequency</b>	<b>106.6 MHz</b>

### Description of character of service

BCB provides a service for diverse inner city communities in Bradford, covering a range of ethnic minorities, age groups and special interest groups. It is distinctive, relevant and accessible to the different communities in the area, and particularly underserved communities. BCB reflects the cultural diversity of the local communities and offers a wide variety of programming targeting different underserved community groups.

The service broadcasts:

- Music. The main types of music broadcast over the course of each week are: mainstream popular music genres during daytime and specialist music genres in the evenings.
- Speech: The main types of speech output broadcast over the course of each week are: community news and feedback, what's on, and interviews. It will also broadcast a weekly local news review, discussion programmes, and sports programming.
- Over the course of each week, the majority of programming will be broadcast in English. Some programming is broadcast in Urdu and Punjabi.
- The service provides original output<sup>1</sup> for a minimum of six hours per day.

The studio is located within the licensed coverage area.

The service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air, and in doing so, achieves the following objectives:

- the facilitation of discussion and the expression of opinion,
- the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and
- the better understanding of the particular community and the strengthening of links within it.

Members of the target community contribute to the operation and management of the service.

The service has mechanisms in place to ensure it is accountable to its target community.

[March 2008. Revised September 2016]

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<sup>1</sup> Original output is output that is first produced for and transmitted by the service, and excludes output that was transmitted elsewhere before. Original output can be live or voice-tracked. Repeat broadcasts of original output do not count towards the minimum requirement.