Key Commitments

Licence number: CR00094

Service name	Radio Cardiff
Licence area	Butetown, Cardiff (as shown in the licensed coverage area map)
Frequency	104.5 MHz

Description of character of service

Radio Cardiff is for the minority ethnic communities of Cardiff. It delivers programming which heightens cultural awareness and which disseminates information that is relevant to the target communities. The station showcases the rich cultural diversity of Cardiff and provides training opportunities for members of the target audience.

The service broadcasts:

- Music. The main types of music broadcast over the course of each week are: soul, reggae and R&B. Other specialist music genres will also feature.

- Speech. The main types of speech output broadcast over the course of each week are: features, reviews and interviews providing information relevant to the community. Airtime is given to agencies to publicise new initiatives relevant to the target community.

- The service provides original output[1] for a minimum of 10 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.

[October 2007. Revised October 2013; September 2016]

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[1] 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.