

**Key Commitments****Licence number: CR000110**

<b>Service name</b>	<b>BRfm</b>
<b>Licence area</b>	<b>Brynmawr (as shown in the licensed coverage area map)</b>
<b>Frequency</b>	<b>97.3 MHz</b>

**Description of character of service**

BRfm is for residents of Brynmawr and surrounding areas of Blaenau Gwent. It promotes the physical, emotional and mental well-being of the target community through its radio programming. It works to improve social inclusion, embracing heritage, culture, and diversity, and promotes the Welsh language.

The service broadcasts:

- Music. The main types of music broadcast over the course of each week are: popular music from the 1960s to the present day with some country music. Specialist genres also feature.
- Speech. The main types of speech output broadcast over the course of each week are: national, regional and local news and sport, including one daily bulletin in Welsh; community news and information; community issue programming; interviews.
- Over the course of each week programming in English and Welsh is broadcast.
- The service provides original output<sup>1</sup> for a minimum of eight hours per day.
- The service provides locally-produced output<sup>2</sup> for a minimum of 13 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.

[September 2007. Revised September 2016]

<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.

<sup>2</sup> Locally-produced output is any output made and broadcast from within the service's licensed coverage area. It may include all types of local production.