

Key Commitments

Licence number: CR000122

Service name	BRO Radio
Licence area	Barry, Llantwit Major, Penarth and St Athan (as shown in the licensed coverage area map)
Frequency	98.1 MHz

Description of character of service

Bro Radio is a service focused on the Vale of Glamorgan. It promotes a feeling of social identity and community pride amongst the urban, rural and coastal communities which exist within the county. Its programming reflects the life of the residents it serves, with a mixture of locally relevant news, information and music during the day, with specialist music and information programming, covering sport, key communities, Welsh Language and specialist music genres during the evening and weekends.

The service broadcasts:

- Music: During daytime programming (Monday – Saturday, 7am – 6pm), Bro Radio broadcasts a mix of today's new and chart music, alongside music from 1975 to today. During the evenings and weekends, Bro Radio broadcasts specialist music programming, including Rock, Reggae, Classical and Welsh Language music genres.
- Speech: The main types of speech output broadcast over the course of each week are: news, community and travel information, discussions, interviews, sport and local 'what's on' items.
- Over the course of each week, programming is broadcast mostly in English, with some Welsh.
- The service provides original output¹ for a minimum of 70 hours per week.
- The service provides locally-produced output² for a minimum of 77 hours per week.

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

¹ Original output is content which is first produced for, and transmitted by, the station and excludes output that was transmitted elsewhere before. Original output can be live, pre-recorded or voice-tracked. Repeat broadcasts of original output and continuous music with no speech content other than advertisements, station idents and/or outsourced news bulletins (i.e. news bulletins produced by a third party) do not meet Ofcom's definition of original output.

² Locally-produced output is content which is made and broadcast from within the station's licensed coverage area. It may include all types of local production including repeats and continuous music, as long as it is created anywhere within the licensed coverage area and is not material that is networked from other stations. Content which is made outside the station's licensed coverage area, but edited and broadcast from within the coverage area, does not meet Ofcom's definition of locally-produced output.

- 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.

[April 2009; revised September 2016; revised March 2022; revised March 2023]