

Key Commitments

Licence number: CR000161

Service name	Moorlands Radio
Licence area	The Staffordshire Moorlands (as shown in the licensed coverage area map)
Frequency	103.7 MHz

Description of character of service

Moorlands Radio is for the people of Leek and Biddulph and the surrounding areas. The service reflects local life in the rural Staffordshire Moorlands, with programmes produced and presented by local people, and a heavy emphasis on local music. The station is accessible by both listeners and programme makers, and it also develops local talent through in-house training schemes.

The service broadcasts:

- Music. The main type of music broadcast over the course of each week is: popular music from the 1960s to the present, with local artists a regular feature. Specialist music also features.
- Speech. The main types of speech output broadcast over the course of each week are: local information, news, interviews and discussions,
- The service provides original output¹ for a minimum of ten hours per day
- The service provides locally-produced output² 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.

[October 2009. Revised March 2014; September 2016]

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.

² 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.