

## Key Commitments

**Licence number: CR000174**

<b>Service name</b>	<b>107.5 Switch Radio</b>
<b>Licence area</b>	<b>Castle Vale, Birmingham (as shown in the licensed coverage area map)</b>
<b>Frequency</b>	<b>107.5 MHz</b>

### Description of character of service

107.5 Switch Radio is for the population of north-east Birmingham. It aims to develop a positive sense of community and increase active involvement in community life. The station's programmes concentrate on the needs of the local communities and provide topical and relevant programming.

The service broadcasts:

- Music. The main types of music broadcast over the course of each week are: pop music, dance, RnB, urban, rock and indie.
- Speech. The main types of speech output broadcast over the course of each week are: national, local and community news, local service information, what's on information, discussions, sport, and arts and event reviews.
- The service provides original output<sup>1</sup> for a minimum of six 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.

[April 2010. Revised September 2013; February 2014; August 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.

<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.